Marketing 3350 - 003

Quiz Chapter 1

1. Marketing has been divided into a set of four decisions and actions known as the marketing mix, what are they?
2. product
3. price
4. place
5. promotion
6. all of the above
7. if you attend a concert for a popular artist, you are paying for a:
8. good
9. service
10. idea
11. souvenir
12. Which of the following is a business philosophy that makes use of strategies and systems which aim to identify and build loyalty among a businesses most valued customers?
13. Customer Relationship Management
14. Networking
15. Loyalty Building Development
16. Interpersonal Marketing Growth
17. Which of these describes the most significant difference between the Production-Oriented marketing era and the Market-Oriented marketing era?
18. Model-T Fords were the only car available during the Production-Oriented era, whereas many other cars were offered and marketed during the Market-Oriented era.
19. The Market-Oriented era introduced the idea of tailoring products to satisfy consumer wants, as opposed to the Production-Oriented era of focusing almost exclusively on the product itself.
20. The Market-Oriented era introduced the idea of tailoring products to satisfy consumer wants, whereas the Production-Oriented era focused solely on advertising and personal selling.
21. The Market-Oriented era made use of adding value to products so as to make them more competitive, whereas the Production-Oriented era sought to add value to products to make them more expensive.
22. Which of the following is an example of **B2B** marketing?
    1. John selling his second-hand bicycle to Jane.
    2. John selling a bicycle he built to Tim.
    3. John selling a bicycle he built to Jimmy-Johns for the purpose of product deliveries.
    4. John selling a bicycle he built to the owner of Jimmy-Johns for recreational usage.
23. What document do businesses create which details their marketing intentions and activities for a specific period of time?
24. Marketing ideas budget.
25. Marketing portfolio.
26. Marketing blueprint.
27. Marketing plan.
28. What cannot be considered a price of a good or service?
29. Money
30. Value of a good or service
31. Time
32. Energy
33. Which of the following is not a core aspect of marketing?
    1. Marketing helps create value.
    2. Marketing entails an exchange.
    3. Marketing affects one single stakeholder.
    4. Marketing requires the four P’s (promotion, product, price, and place)
34. Which of the following can be marketed?
35. Goods & services
36. People
37. Places
38. Ideas
39. All the above
40. Which is the process by which businesses sell to consumers?
41. Business-to-consumer marketing
42. Business-to-supplier marketing
43. Company-to-consumer marketing
44. Business-to-consumer management
45. The process of selling merchandise or services to other businesses.
46. Business-to-Business management
47. Consumer-to-business marketing
48. Business-to-Business marketing
49. Company-to-Consumer marketing
50. What are four of the universal functions of marketing?
51. Buying, selling, transporting, and storing
52. Buying, selling, converting, and storing
53. Updating, selling, storing, and innovating
54. Buying, converting, selling, and storing
55. \_\_ is the part of the marketing mix that aims at creating value by providing features and benefits that meet customers’ needs.
56. Product
57. Place
58. Service
59. Ethics
60. \_\_ reflects the relationship of benefits to costs, or “what you get for what you give.
61. Price
62. Time
63. Synergy
64. Value
65. How the product or service will be conceived or designed, how much it should cost, where and how it will be promoted, and how it will get to the consumer is the definition of
66. Marketing Plan
67. exchange
68. marketing mix
69. marketing analytics
70. business-to-business marketing
71. What is a key to the success of many entrepreneurs?
72. launch ventures that aim to satisfy unfilled needs
73. rethink previous successful ventures
74. "if you build it they will come”
75. having lots of money
76. promoting your idea
77. Which of the following does marketing NOT require?
78. Product
79. Promotion
80. People
81. Place
82. Which is NOT an example of paying for a service?
83. Buying a plane ticket
84. Buying a shirt at a concert
85. Buying chocolate from Godiva boutiques
86. Stakeholders impacted by marketing are:
87. Customers
88. Supply Chain
89. Employees
90. All of the Above
91. What is exchange?
92. Giving something and not receiving anything in return
93. The trade of things of value between a buyer and a seller, so that each are better off as a result
94. Thoughts, opinions, and philosophies, and intellectual concepts which can be marketed
95. Proposing ideas and brainstorming marketing ideas.
96. E
97. B
98. A
99. B
100. C
101. D
102. B
103. C
104. E
105. A
106. C
107. A
108. A
109. D
110. A
111. A
112. C
113. B
114. D
115. B