**Chapter 5 Quiz**

1. What factor is the "centerpiece" in affecting the marketing environment?  
a. Culture  
b. Company  
c. Demographics  
d. Consumers

2. Members of Generation Z are also know as \_\_\_\_\_\_\_\_\_\_\_.  
a. Digital Natives  
b. Baby Boomers  
c. Millennials  
d. None of the above

3. Which of the following is NOT a key macro-environmental factor?

a. Technology

b. Demographics

c. Culture

d. Politics

e. All of the above are key factors

4. What three things make up the immediate environment in the marketing analysis framework?

a. Company, competition, and corporate partners

b. Company, social, and demographics

c. Social, technology, and culture

d. Corporate partners, technology, and social

5. The primary challenge that marketers face is…

a. Making universal products everybody loves

b. Making you buy something you don’t need

c. Have products or services identifiable by and relevant to a particular group of people.

d. Making their product

6. \_\_\_\_\_\_ is/are defined as the characteristics of the human populations and segments.

a. Culture

b. Demographics

c. Generational Cohorts

d. Analytics

7. What is a "generational cohort”?  
a. Two or more generations that work together.  
b. A group of people in the same generation.  
c. Two or more generations who purchase the same products.

d. A generation that shares the same characteristics as another generation.  
e. A similarity between generations.

8. According to the text, which of the following is NOT a demographic that companies use to identify consumer markets?  
a. Political Party.   
b. Income.  
c. Ethnicity.  
d. Education.  
e. Age.

9. What provides an easily understood snapshot of the typical consumer in a specific target market?

a. Demographics

b. Technology

c. Culture

d. Social Trend

10. “Exploiting a consumer by disingenuously marketing products or services as environmentally friendly, with the goal of gaining public approval and sales” is used to define which of the following terms?

a. Green Marketing

b. Green Ethics

c. Environmental Awareness

d. Green Washing

11. The “Baby Boomers” were born between \_\_\_\_\_ and \_\_\_\_.

a. 1965 and 1976

b. 1977 and 2000

c. 1946 and 1964

d. 2001-2014

12. Limited Problem Solving…

a. Occurs during a purchase decision that calls for, at most, a moderate amount of effort and time.

b. Occurs when analyzing for limited solutions.

c. Occurs when the customer perceives that the purchase decision entails a lot of risk.

d. Occurs during the work day after a company social when people just can’t get it done.

13. A consumer born in 2000 would be considered part of which generation?

a. Generation Z

b. Baby Boomers

c. Generation Y

d. Generation X

14. Which of the following is not included in Country Culture?

a. Physical Settings

b. Legislation

c. Ceremonies

d. Food Preferences

15. Culture is defined as the shared beliefs, morals, \_\_\_\_ and customs of a group of people.

a. Attention

b. Capacity

c. Standards

d. Values

16. \_\_\_\_\_\_ share the same purchase behaviors because they have shared experiences and are in the same stage of life.

a. Friends

b. Spouse

c. Generational Cohorts

d. Coworkers

17. What kind of the culture must marketers take into account?

a. Country Culture

b. Regional Culture

c. Both of the above

d. None of the Above

18. What is the first factor in the immediate environment that affects the consumer?

a. Company

b. Competition

c. Corporate Partners

d. None of the above

19. A marketing department identifies a core strength of their own company, and decides that they are under-utilizing this strength. They have likely reached this decision based on the evaluation of which aspect of their environment?

a. Company Capabilities

b. Competition

c. Corporate Partners

d. Culture

20. According to the text, which of the following is NOT listed as a visible nuance of a country’s culture?

a. Language Differences

b. Food Preferences

c. Artifacts

d. Race

**Answer Key**

1. d.
2. a.
3. e.
4. b.
5. c.
6. b.
7. b.
8. a.
9. a.
10. d.
11. c.
12. a.
13. c.
14. b.
15. d.
16. c.
17. c.
18. a.
19. a.
20. d.