**MKT 3350-003**

**Quiz Chapter 5**

1. Which of the following is *not* the key macroenvironmental factor?

 A. Culture

 B. Demographics

 C. Competition

 D. Technological Advances

2. What generation is the majority of students (born between 1977 and 2000) enrolled in Dr. Harper’s MKT 3350 a member of?

 A. Digital Natives

 B. Millennials

 C. Generation X

 D. Generation Y

3. What is a group of people of the same generation – that have similar purchase behaviors because they have shared experiences and are in the same stage of life called?

 A. Baby Boomers

 B. Generation X

 C. Generation Z

 D. Generational Cohort

4. What is the shared meanings, beliefs, morals, values, and customers of a group of people called?

 A. Economics

 B. Demographics

 C. Consumers

 D. Culture

5. Marketers monitor the general \_\_\_\_\_\_\_\_, both in their home country and abroad, because it affects the way consumers buy merchandise and spend money.

 A. Political situation

 B. Social situation

 C. Economic situation

 D. Immediate environment

6. Which of the following is not the component of a country’s culture?

 A. Food preference

 B. Language difference

 C. Behavior

 D. Income level

7. Green marketing involves \_\_\_\_\_\_\_\_\_\_\_\_ .

 A. A strategic effort by firms to supply customers with environmentally

 friendly merchandise.

 B. Describing a purchase decision process in which consumer engage in

 little conscious effort.

 C. Being owned and operated by strategic business insights.

 D. Examining purchase and consumption behaviors through personal or

 video camera scrutiny.

8. When interest rates go down, consumers generally would \_\_\_\_\_\_\_\_\_\_\_?

 A. Borrow more

 B. Sell more

 C. Buy less

 D. Borrow less

9. Which of the following demographics would firm *least likely* market to?

 A. Religions

 B. Gender

 C. Age

 D. Income level

10. Considering the immediate environment, which would first affect the consumer?

 A. Availability

 B. Income level

 C. The firm itself

 D. Education

11. What technology advancement is used by firms to track an item from the moment it was manufactured, through the distribution system, to the retail store, and into the hands of the final consumer?

 A. Near Field Communication

 B. Cookies

 C. Mobile Hotspots

 D. Radio Frequency Identification Device (RFID)

12. The Centerpiece for the marketing environment is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

 A. Competitors

 B. Consumers

 C. Corporate Partners

 D. The Government

13. When McDonald’s opened its fast-food restaurant in Asian market, it modified its product mainly due to differences in \_\_\_\_\_\_\_\_\_\_\_\_\_?

 A. Regional culture

 B. Counterculture

 C. Country culture

 D. Culture development

14. What is the term given to the first group of kids who grew up with both parents working? (1965-1976)

1. Generation Y
2. Generation Z
3. Generation X
4. Answer Not Here

15. What are the two dimensions that a marketer must consider as they develop their marketing strategies?

1. Country Culture
2. Demographics
3. Regional Culture
4. Both B & C

 E. Both A & C

16. What generation was considered the “latchkey” children?

1. Generation X
2. Generation Y
3. Generation Z
4. Baby Boomers

17. Which of the following is an example of Demographics?

1. Generational Cohort
2. Race
3. Income
4. Gender
5. All the above

 18. In the year 2050, 30% of the population will be \_\_\_\_\_\_\_\_\_\_\_\_\_ .

 A. White

 B. African American

 C. Hispanic X

 D. Asian American

19. The marketing industry is having trouble trying to deal with consumers on \_\_\_\_\_\_\_\_\_\_\_\_\_\_ .

 A. Privacy Concern

 B. Technological advances

 C. Greenwashing

 D. Inflation

20. The federal Trade Commission \_\_\_\_\_\_\_\_\_\_\_\_\_ .

 A. Created the consumer product safety commission (CPSC).

 B. Regulates food manufacturers to display nutritional contents on products.

 C. Regulates unfair competitive practices and practices that deceive or are

 unfair to consumers.

 D. Prohibits misleading commercial email.

Answer Key:

1. C

2. B

3. D

4. D

5. C

6. D

7. A

8. A

9. A

10. C

11. D

12. B

13. C

14. C

15. E

16. A

17. E

18. C

19. C

20. C