Chapter 5 (Group 4)

1. What three things impact the consumer’s immediate environment?
   1. Company capability, competitors, corporate partners
   2. Company profitability, competitors, stock market prices
   3. Company profitability, stock market prices, location of company’s HQ
   4. Company capability, location of company’s HQ, competitors

    2.  How can a marketer identify potential opportunities?

1. Paying close attention to customer needs
2. Continuously monitor business environment
3. Focusing primarily on employee needs and wants
4. Both A & B

3. When the ways people within a particular nation refer to product categories differently      from people in other parts of the nation, it is called a \_\_\_\_\_ culture.

1. regional
2. country
3. diverse
4. None of the above

4. Which of these is not a macroenvironmental factor?

1. technology
2. demographics
3. competition
4. Economic

5. The shared meanings, beliefs, morals, values and customs of a group of people is \_\_\_\_\_

1. Values
2. Culture
3. Norms
4. Attitudes

6. What affects consumers in the immediate market?

1. Competition
2. Consumers
3. Location
4. Price of Goods

7. Which of the following entities is at the center of the marketing environment?

1. Corporate Partners
2. Competitors
3. Consumers
4. Culture

8. \_\_\_\_ indicate the characteristics of human populations and segments, especially those used to identify consumer markets.

1. Regional culture
2. Demographics
3. Generational Cohort
4. Norms

9. What is the range of birth year for generation Y babies?

1. 1977-2000
2. 2001-2014
3. 1965-1976
4. 1946-1964

10. The political/regulatory environment compromises

1. Political parties
2. Government organizations
3. Legislation and laws
4. All of the above

11.  Factors that operate in the external environment are known as \_\_\_\_\_

1. Macroenvironmental Factors
2. Secondary Factors
3. Consumer Factors
4. Location Factors

12. Which generation are known as the “digital natives”?

1. Generation W
2. Generation X
3. Generation Y
4. Generation Z

13. Which macroenvironmental factor has impacted every aspect of marketing specifically with new forms of communication?

1. Economics
2. Political/Legal
3. Technology
4. Culture

14. All of the following are major factors that influence the state of an economy, *except:*

1. Rate of Inflation
2. Number of profitable companies
3. Foreign currency exchange rates
4. Interest rates

15.  The \_\_\_\_\_\_\_ comprises political parties, government organizations, and legislation and laws.

1. political/regulatory environment
2. political/governmental entities
3. governmental/environmental entities
4. political/environmental government

16. \_\_\_\_\_\_\_\_ involves a strategic effort by firms to supply environmentally friendly merchandise.

1. Ethical dilemma
2. Green Marketing
3. Marketing environment
4. Safe products

17. From the firm’s perspective, what device enables the firm to track an item from manufacturing all the way to the hands of the final consumer?

1. Radio Frequency Identification Device (RFID)
2. Geographical Positioning System (GPS)
3. Geographical Tracking Device (GTD)
4. Allocation of Final Products Device (AFPD)

18 Marketers can place \_\_\_\_\_\_ on a user’s computer that shows the marketer where the user starts, proceeds and ends the online encounter

1. Trackers
2. Phishers
3. Spams
4. Cookies

19. Greenwashing is \_\_\_\_\_\_

1. Removing all healthy items from a prevalent diet
2. Solely using companies that release environmental impact reports that benefit the surrounding community
3. Exploiting a consumer by disingenuously marketing products or services as environmentally friendly with the goal of gaining public approval
4. Firms encouraging individuals to boycott those firms that do not have “green” items for the benefit of the community

20.  In the past, the distinguishing factors of \_\_\_\_\_\_\_\_ were apparently clear; however, today, these factors have been blurred by recent studies.

1. Gender roles
2. Resumes
3. Higher education status
4. Income

ANSWERS:

1. A
2. D
3. A
4. C
5. B
6. A
7. C
8. B
9. B
10. D
11. A
12. D
13. C
14. B
15. A
16. B
17. A
18. D
19. C
20. A