Chapter 3 Test Quiz

(1) Which Factor is NOT considered in a SWOT Analysis?

a) Strengths

b) Weaknesses

c) Opportunities

d) Technology

(2) A \_\_\_\_ represents the range of different businesses that a large firm operates.

1. Market Development
2. Business Portfolio

c) Economy

d) Human Capital

(3) \_\_\_ is the managerial process that matches firm's resources and capabilities to the market opportunities.

a) Business Planning

b) Business Portfolio

c) Strategic Planning

d) Diversification

(4) Which of the following is part of the Functional (Market) level of business planning?

* 1. Evaluating the internal and external environment
  2. Using marketing metrics to monitor how the plan is working
  3. Perform a situation analysis
  4. Develop growth strategies

(5) A strategic business unit that has a dominant market share in low-growth potential market would be represented by what symbol under the BCG growth-market share matrix?

1. Star
2. Cash Cow
3. Question mark
4. Dog

(6) How do marketing objectives differ from corporate objectives?

1. Marketing objectives are more focused on obtaining long-term, big picture goals for the entire firm
2. Marketing objectives involve determining effective capital allocation to the various areas of business within a firm
3. Marketing objectives are a direct outgrowth of the firm’s mission statement
4. Marketing objectives focus on accomplishing overall business objectives through marketing mix strategies

(7) Operational Planning is done by…

a) Corporate Management

b) The Chief Marketing Officer (CMO)

c) The Supervisory Managers

d) The Shareholders

(8) What is the first step in Strategic Planning?

a) Set the Organizational or SBU Objectives

b) Establish the Business Portfolio

c) Develop Growth Strategies

d) Define the Mission

(9) Which of the following is NOT apart of the External Environment?

a) Competition

b) Human Capital

c) Technology Trends

d) Economy

(10) Which of the following is NOT one of the levels that planning takes place?

1. Strategic
2. Functional
3. Operational
4. Tactical

(11) When do most of the important marketing metrics managers use to gauge the success of plans is what?

1. Strategic
2. Functional
3. Operational
4. Tactical

(12) A routine marketing campaign costs $30,000 and generates $150,000 in revenue. What is the ROMI for the campaign?

1. 5.0
2. .20
3. $150,000
4. $120,000

(13) Which of the following is not a part of the action plan template?

1. Measurement and Control
2. Purpose
3. Outcome
4. Budget

(14) What is the name of the growth strategy that emphasizes both new products and new markets?

1. Diversification strategy
2. Product development strategy
3. Market development strategy
4. Market penetration strategy

(15) What is the name of the growth strategy designed to increase sales of existing products to current customers, non-users, and users of competitive brands in served markets?

1. Diversification strategy
2. Product development strategy
3. Market development strategy
4. Market penetration strategy

(16) Which of the following is a formal document that describes the organization's overall purpose and what it intends to achieve in terms of its customers, products, and resources?

1. Mission statement
2. Financial statement
3. Business plan
4. Marketing plan

(17) What are the controllable elements inside a firm that influences how well the firm operates?

1. Situation analysis
2. External environment
3. Internal environment
4. SWOT analysis

(18) Question marks are…

1. SBU’s with a dominant market share in a low-growth-potential market
2. SBU’s with low market shares in fast-growth-markets
3. SBU’s with a small share of slow-growth marker
4. SBU’s with products that have a dominant market share in high-growth markets

(19) Which of the following is NOT a step for “Strategic Planning”?

1. Set Organizational or SBU Objectives
2. Develop Growth Strategies
3. Decide what Market to enter
4. Define the Mission

(20) What does a market development strategy introduce into a new market?

1. Existing products
2. New products
3. New competitors
4. Existing services

(21) Which of the following is NOT a step for “Market Planning”?

1. Perform a Situation Analysis
2. Set Marketing Objectives
3. Conduct Market Tests
4. Implement and Control the Marketing Plan

(22) Which of the following is not a question answered in top management’s first step in the strategic planning stage?

a) What business are we in?

b) What demographic is the focus?

c) What customers should we serve?

d) How should we develop the firm’s capabilities and focus its efforts?

(23) Internal environment consists of controllable elements within firm. All of these are controllable elements within the internal environment except?

1. patents
2. Human capital
3. Reputation
4. Competition

**Answer Key**

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