**Marketing 3350 Chapter 1 Quiz**

1. How does the book suggest we think about sustainability?
2. “Do enough good”
3. “Be good or be good at it”
4. **“Doing well by doing good”**
5. “Borrow, use, replenish”
6. \_\_\_\_ Involves all employees from the assembly line onward in continuous product quality improvement
7. Customer orientation
8. **Total quality management**
9. Accountability
10. Societal marketing concept
11. The consumer is someone who is…
12. The seller of goods and services
13. **The ultimate user of goods and services**
14. The producer of goods and services
15. The destroyer of goods and services
16. Which of the following is **NOT** a not-for-profit organization?
17. The Santa Cruz Museum of Art and History
18. Dallas Zoo
19. First Baptist Church
20. **Apple**
21. All of the following refers to stakeholders in a company **EXCEPT**
22. Buyers
23. Investors
24. **Producers**
25. Sellers
26. Which of the four P’s is independent of the rest?
27. Promotion, a good promotion can sell anything to anyone.
28. Product, the other P’s are affected by the product.
29. Place, customer location is unaffected by the other P’s.
30. **None, they are all interdependent.**
31. Corporate citizenship is also referred to as:
32. **Corporate social responsibility**
33. Green marketing
34. Accountability
35. Customer Orientation
36. Market planning is
37. Where we prepare our grocery list before we go to market.
38. **Where we think carefully and strategically about the big picture and where our firm and its products fit within it.**
39. Where we interact with consumers via mobile phones, tablets, and wearable screens to plan our future.
40. Where we consider how to ensure the value the customer will realize also adds value for the firm and stakeholders.

9. What marketing orientation is good for one-time sales but is not likely to get repeat business

1. Production orientation
2. **Selling orientation**
3. Customer orientation
4. Onetime orientation

10. What marketing orientation is most likely to focus on the environment bottom lines?

1. Selling Orientation
2. Modern Orientation
3. Environmental Orientation
4. **Triple-Bottom-Line Orientation**

11. Marketers anticipate \_\_\_\_\_\_\_\_\_ to take over \_\_\_\_\_\_\_\_ in marketing importance.

1. **User-Generated Content, Branded Content**
2. Branded Content, User-Generated Content

12. What is the process by which some transfer of value occurs between a buyer and a seller?

1. Services
2. Price
3. **Exchange**
4. E-commerce

13. Which is not a component of the Triple-Bottom-Line Orientation?

1. Financial Bottom Line
2. **Production Bottom Line**
3. Social Bottom Line
4. Environmental Bottom Line

14. What is the practice where firms outsource marketing activities (such as selecting an ad) to a community of users?

1. **Crowdsourcing**
2. Consumer addiction
3. Shrinkage
4. Folksonomy

15. Which of the following is NOT a marketing activity?

* 1. Developing the Product
  2. Understanding Customer's Needs
  3. **Maintaining Sales**
  4. Selecting Your Demographic

16. The 4 P's of Marketing are Price, Place, Product and\_\_\_\_\_\_\_\_

* 1. **Promotion**
  2. Precession
  3. Progression
  4. Prediction

17. A firm's responsibility to the community in which it operates and to society in general is called

* 1. Company's Duty
  2. Corporate and the Community
  3. Community Responsibility
  4. **Corporate Citizenship**

18. Product, one of the P’s of marketing, is defined as:

* + 1. The coordination of a marketer’s communication efforts to influence attitudes or behavior
    2. The availability of a good to the customer at the desired time and location
    3. **A good, service, idea, place, person, or anything an organization offers for sale in the exchange**
    4. The cost the consumer pays for a good.

19. Examples of not-for-profit organizations do NOT include:

1. Museums
2. Zoos
3. **Grocery Stores**
4. Churches

20. The following are questions one would ask when market planning except

* + 1. What sets our product apart from the competition?
    2. How will changes in technology affect production, the communication strategy, and the distribution strategy?
    3. How will customers’ awareness of environmental issues affect their attitudes toward our manufacturing facilities?
    4. **All of the above are questions one would ask when market planning**