Chapter 12 Marketing Quiz Questions

1. Which of the following describes shoppers who seek unique shopping experiences as a form of​entertainment, and are more likely to make impulse​ buys?
2. Beacons
3. **Experiential Shoppers**
4. Destination Shoppers
5. Retailtainment shoppers
6. Omnichannel Shoppers
7. Which of the following is a goal of the Fair Trade movement?
8. Minimizing the effects of M-commerce
9. **Encouraging Sustainable Development**
10. Improving point of sale systems in small retail lines
11. Developing destination retailers with unique product lines
12. Increasing the use of omnichannel marketing efforts in the global community
13. An illegal sales technique that promises consumers of investors’ large profits from recruiting other to join the program rather than from any real investment or sale of goods to the public is a \_\_\_\_\_\_\_\_\_.
14. Multilevel market
15. **Pyramid scheme**
16. Nonstore retailing
17. Hypermarket
18. A discount retailer, owned by a manufacturer, which sells off defective merchandise and excess inventory is a \_\_\_\_\_\_\_.
19. Warehouse club
20. Department store
21. **Factory outlet store**
22. Off-price retailer
23. Which of these is not an ethical problem experienced by retailers?
24. Shoplifting
25. Customer profiling
26. **Returned merchandise**
27. Retail “borrowing”
28. Which of these is an example of a category killer?
29. Best Buy
30. Lowe’s
31. Staples
32. **All of the above**
33. \_\_\_\_\_\_\_\_ are food stores that have a limited selection of items, few brands per item, and few refrigerated items.
34. Hypermarkets
35. **Box stores**
36. Factory outlet stores
37. Specialty stores
38. Category killers
39. \_\_\_\_\_\_\_\_ is the term retailers use to describe stock losses due to stock lifting, employee theft, and damaged to merchandise and a variety of errors.
40. **Shrinkage**
41. Product
42. Placement
43. Borrowing
44. Customer Profiling
45. An online marketing strategy that uses enhancements, including colors, graphics, layout and design, interactive videos, contests, games, and giveaways, to engage experiential shoppers online is best described as
46. **Virtual Experiential Marketing**
47. Customer Profiling
48. Direct Selling
49. Multilevel Marketing
50. Network Marketing
51. Which of the following is a specialty store that carries a large selection of products in a specific category?

A. Retailer
B. Merchandise Mix
**C. Category Killer**
D. Pop up store
E. Retailment

1. Which of the following is an example of a Warehouse Club?

**A. Sam's**B. McDonald's
C. The Gap Outlet
D. Macy's
E. Best Buy

1. Which of the following is a retail ordering system that is automatically activated when inventories reach a certain level?
2. **Automatic reordering system**
3. Point-of-sale systems
4. Perpetual inventory unit control system
5. Beacon marketing system

1. Which of the following is one of the major types of retailers?
2. Hypermarkets
3. Pop-up stores
4. Convenience stores
5. **All of the above**
6. Which is not a phase in the wheel of retailing?
7. Vulnerability phase
8. Entry phase
9. **Research phase**
10. Trading-up phase
11. Walmart is a \_\_\_\_\_
12. Self-service retailer
13. Short-service retailer
14. Full-service retailer
15. **Limited-service retailer**
16. At *\_\_\_\_\_\_\_\_\_,*a company representative known as a consultant, distributor, or adviser makes a sales presentation to a group of people who have gathered in the home of a friend.
17. **Home Shopping Parties**
18. a pyramid scheme
19. Party Plan Systems
20. a car dealership
21. What is an illegal scam that promises consumers or investors large profits from recruiting others to join the program rather than from any real investment or sale of goods to the public?
22. Ponzi scheme
23. **Pyramid scheme**
24. Evil scheme
25. Trapezoid Scheme
26. A target market for a state university would be:
27. Older males in the area.
28. Middle class people living in other countries
29. **Prospective undergraduate students living in the state**
30. Graduates of other colleges seeking employment

1. Idea marketing is used for:
2. **Concepts, philosophies or beliefs**
3. Services
4. Business to business products
5. Convince products
6. Products in the growth stage
7. Factors that influence the future of services include all except:
8. Changing demographics
9. Proliferation of information
10. **Shifts in the economy**
11. Technological advancements
12. Globalization