

Group 11 Chapter 12 Questions

Marketing 3370

1. Which of the following is NOT one of the factors that shape the future of services?
 - A. Changing demographics
 - B. Proliferation of information
 - C. Technological advances
 - D. Intangibility <—————
 - E. Globalization

2. Which of the following best describes the vulnerability phase of the wheel of retailing?
 - A. Low prices, Low-end facilities
 - B. Moderate prices, Moderate facilities
 - C. Moderate prices, Luxurious facilities
 - D. High prices, Luxurious facilities <—————
 - E. High prices, Low-end facilities

3. Which one of these book retailers would be considered broad and deep with their merchandise selection?
 - A. Sam's Club
 - B. Legendary Heroes
 - C. Airport Bookstore
 - D. Amazon**

4. Direct selling occurs when...
 - A. A door to door salesman pitches you a product and sells it to you right then
 - B. You see a McDonald's sign and go buy a Big Mac on the way home
 - C. Girl Scouts stand in front of a store and sell cookies to people
 - D. A and C**

5. All of the following are factors that motivate innovative merchants to reinvent the way they do business EXCEPT...
 - a. Changes in the economic conditions
 - b. Demographic and consumer preference change
 - c. Sale statistics
 - d. Technology
 - e. Globalization

6. Retailment is...

- a. An amusement park
- b. An educational documentary about retail
- c. Is most concerned with management rather than consumers
- d. All about marketing strategies that enhance the shopping experience
- e. A nation-wide chain of tire stores

7. An airport bookstore selling few Lord of the Rings books is an example of...

- a. Narrow breadth, shallow depth
- b. Broad breadth, shallow depth
- c. Narrow breadth, deep depth
- d. Broad breadth, deep depth
- e. None of the above

8. _____ allows customers to pay for items without cash or credit cards.

- A. Digital wallets
- B. I.O.U.
- C. Retail borrowing
- D. Point-of-sale systems

9. _____ is an example of shrinkage.

- A. Shoplifting
- B. Employee theft
- C. Damage to merchandise
- D. All of the above

10. A _____ occurs when the customer comes into contact with the organization.

- a. Servicescape
- b. service encounter
- c. Service
- d. Direct Sale

11. _____ occurs when a salesperson presents a product to one individual or a small group, takes orders, and delivers the merchandise.

- a. Direct Selling
- b. Nonstore retailing
- c. Popup store
- d. Retailing

13. _____ is an online marketing strategy that engages experiential shoppers online by colors, graphics, layout and design, interactive videos, contests, games, and giveaways.

- A) Automatic Vending
- B) Direct Selling
- C) Virtual Experiential Marketing
- D) Shopping Cart Abandonment
- E) Multilevel Marketing

14. _____ are acts, efforts, of performances exchanged from producer to user without ownership rights.

- A) Services
- B) Products
- C) Benefits
- D) Rewards
- E) Marketing

15. Consumers are increasingly using their _____ to make M-commerce purchases.

- A) Computers
- B) TVs
- C) Smartphones**
- D) E-readers

16. In the future, the trend will be _____; that is that consumers will visit retailers not so much to buy a product as for entertainment they receive from the total experience.

- A) destination retail**
- B) retailtainment
- C) entertainment
- D) retailization

17. We can classify retailers by their _____, or selection of products they sell.

- A) product assortment
- B) merchandise assortment
- C) merchandise breadth
- D) broad assortment

answer: B

18. What is an example of a full-service retailer?

- A) Walmart
- B) Target
- C) Old Navy
- D) Nordstrom

answer: D

19. Which of the following is NOT a disadvantage for a marketer who utilizes e-commerce capabilities?

- A) More transparency for branded products
- B) Increased price competition
- C) More conflicts with conventional retailers
- D) **Lower cost of doing business**

20. _____ refer(s) to the number of different product lines available.

- A) Marketing mix
- B) Merchandising mix
- C) Product span
- D) Product Line girth