MKT 3350 – 001

Quiz Chapter 5

1. Which of the following is the persistent increase in the prices of goods and services?
   1. Inflation
   2. Greenwashing
   3. Recession
   4. Elasticity
2. Which of the following is **NOT** a microenvironmental factor?
   1. Culture
   2. Geographic
   3. Technology
   4. Economic
3. What do online marketers use to monitor online shopping behavior?
   1. Bookmarks
   2. Browser history
   3. Cookies
   4. “Click” detection software
4. How has Tesla and Uber affected the physical environment?
   1. More vehicle accidents
   2. Less Traffic
   3. More Traffic
   4. Less carbon emission
5. How can consumers be directly influenced?
   1. Demographics
   2. Culture
   3. **Immediate Environment**
   4. Company
6. AI, Robotics, Internet of Things, and Privacy concerns are all part of the technology advances that influence marketers. What factor does this influence belong to?
   1. Consumer
   2. **Macroenvironment**
   3. Company
   4. Immediate Environment
7. Because the consumer is the center of all marketing efforts, value based marketing aims  to provide greater \_\_\_\_\_\_ to customers then competitors offer
   1. Prices
   2. Technology
   3. **Value**
   4. Customer Service
8. Exploiting consumers by disingenuously marketing products or services as environmentally friendly, would the goal of gaining public approval and sales is known as \_\_\_\_\_\_\_
   1. Bending the Truth
   2. Poor Marketing
   3. False Advertising
   4. **Greenwashing**
9. In all marketing efforts, the \_\_\_\_\_\_ is at the center.
   1. Broker
   2. Dealer
   3. Seller
   4. Consumer
10. Marketers can use an analysis of the external and internal environments such as \_\_\_\_\_\_.
    1. Portfolio Analysis
    2. SWOT
    3. AIDA
    4. Growth Options
11. The bottom of Americans only controls 1% of the total American net worth.
    1. 1%
    2. 10%
    3. 50%
    4. 90%
12. Which of the following is NOT a task that Artificial Intelligence (AI) performs?
    1. Empathy
    2. Speech recognition
    3. Translating
    4. Decisions Making
13. Characteristics of human populations and segments that are used to identify consumer markets are known as \_\_\_\_\_\_\_\_.
    1. Country Culture
    2. Regional Culture
    3. Demographics
    4. Customer Data
14. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ includes the specialization of products depending on location.
    1. Localization
    2. Sustainability
    3. Regional Culture
    4. Preferential Treatment
15. A strategic effort by firms to supply customers with environmentally friendly merchandise is called \_\_\_\_\_\_\_\_\_ ?
    1. Culture Marketing
    2. Artificial Marketing
    3. Green Marketing
    4. Sustained Marketing
16. Which one of these aspects is ***not*** included in macroenvironmental factors?
    1. Culture
    2. Demographics
    3. Social Trends
    4. Consumer Safety
17. The shared meanings beliefs, morals, values, and customs of a group of people is referred to as \_\_\_\_\_?
    1. Demographics
    2. Macro environment
    3. **Culture**
    4. Generational Cohorts
18. Which generation cohort has the most age variance?
    1. Gen Y
    2. Gen X
    3. Gen Z
    4. Baby boomers
19. The vehicle market leaning towards electric cars and ride sharing options is an example of \_\_\_\_\_\_?
    1. the physical market
    2. energy trends
    3. consideration of stakeholders
    4. company capabilities
20. What is the main goal of the 17 Global Goals of Sustainable Development?
    1. preserve the physical environment
    2. reduce package waste
    3. decrease greenhouse gases
    4. increase production