Marketing Chapter 5 Quiz

1. The \_\_\_\_\_ is at the center of all marketing endeavors.

1. **Consumer**
2. Dealer
3. Government
4. Supplier

2. What should a company contemplate about their competition when developing marketing plans?

1. Their customer base
2. The amount of time they have been in business
3. **Their reaction**
4. Their gross income

3. In the immediate marketing environment, the first factor that affects the customer is

1. Competition
2. **The firm itself**
3. Corporate Partners
4. Physical environment

4. Which of the following written documents are composed in a marketing plan?

1. An analysis of the current marketing situation
2. Opportunities and threats for the firm
3. Marketing objectives and strategy specified in terms of the four Ps
4. Action programs, and projected or pro forma income statements
5. **All of the above**

5. What does product in the 4 Ps help with?

1. **Creating value**
2. Capturing Value
3. Delivering the Value Proposition
4. Communicating the Value Proposition
5. None of the above

6. Which of the following is an **NOT** example of a country’s culture?

1. Dress
2. Symbols
3. **Income**
4. Colors

7. Which of the following is **NOT** a macroenvironmental factor that operates in the external environment?

1. Culture
2. Economic
3. **Value**
4. Technology

8. The region in which people live in a particular country has its own \_\_\_\_\_\_\_ that affects many aspects of people lives.

1. Demographics
2. **Regional Culture**
3. Income
4. All of the above

9. You can obtain high product excellence by investing in

1. Transportation
2. **The product brand**
3. Customer Service
4. Location

10.What role does technology play in marketing?

1. **Introduces products and services**
2. Technology plays a small role
3. Selling
4. Social networking

11. Which of the following is an example of a demographic?

1. **Ethnicity**
2. Height
3. Favorite Sports Team
4. Values

12. An example of a corporate partner would be

1. A customer that only purchases Nike shoes
2. An investor that owns a stake in Nike
3. A retailer that has a contract to sell Nike apparel
4. **A charity partnered with Nike to help sell products**

13. Generation \_\_\_\_\_\_ is the demographic that was born into an advanced era of technology also referred to as digital natives.

1. **Z**
2. B
3. Y
4. A

14. As of 2015, the bottom 50% of Americans control what percentage of America’s total net worth?

1. 50%
2. 25%
3. 75%
4. **1%**

15. When firms undertake \_\_\_\_\_\_\_ strategic efforts, they work to supply customers with environmentally friendly, sustainable merchandise and services.

1. Environmental marketing
2. Blue marketing
3. **Green marketing**
4. Eco-friendly marketing

16. Which of the following is **NOT** part of the Global Goals of Sustainable Development?

1. Gender Equality
2. Climate Action
3. **Clean Air**
4. No Poverty

17. Approximately 80 percent of all population growth in the next 20 years is expected to come from all except ?

1. African Americans
2. **Whites**
3. Asians
4. Hispanics

18. What kind of marketing groups together people of a certain age group because they are going through similar life experiences?

1. Generational Grouping
2. **Generational Cohort**
3. Age Grouping
4. Age Profiling

**19. Relying on computer systems to perform tasks that require human intelligence can** be identified as?

1. Robotics
2. **Artificial intelligence**
3. Internet of Things
4. Advanced Technology

**20. The issue of marketing across what is commonly referred to as “country culture” can often be best solved by?**

1. Ignoring these variances
2. Creating individually targeted advertisements for each group you desire

**C. Striving towards a universal advertisement that appeals to an array of peoples**

D. Only marketing towards your culture because the cost of marketing beyond it outweighs the benefit

**Group Members.**

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