Group 1 Quiz

1. The 80/20 rule says that:
2. **80 percent of your sales come from 20 percent of your customers**
3. for every 80 dollars, you spend you should put 20 in a savings account
4. that only 80 percent of your customers are important
5. this rule should be set in stone
6. Relationship marketing focuses on:
7. Strictly meeting production goals
8. Meeting sales goals
9. **Maintaining a close bond with the customers**
10. Being friendly with competitors
11. Wal-Mart keeping up with consumer habits is an example of:
12. **Database Marketing**
13. Relationship Marketing
14. Demographics
15. Segmentation
16. What is a Consumption Community

    **A. A community in which people share opinions and recommendations on products.**

      B. A community where people measure their worth by products they purchase

        C. A place where things are bought and sold.

        D. The organization that measure national consumption

 5.) The collection and analysis of extremely large data sets is called:

         A. Large Data

         **B. Big Data**

C. Huge Data

         D. Mega Data

1. The biggest marketing phenomenon of the decade is\_\_\_\_\_\_\_\_\_\_\_\_ whereby everyday people voice their opinions about products, brands, and company’s blogs.
2. Virtual Worlds
3. **User- Generated Content**
4. Horizontal Revolution
5. Digital Native

7.) This view takes the view that much of consumer behavior resembles actions in a play.

1. Game theory
2. **Role Theory**
3. Need Theory
4. Virtual Theory

8.) This is the rebirth of the Internet as a social, interactive medium from its original roots as a form of one-way transmission from producers to consumers.

1. **Web 2.0**
2. Social Media
3. Virtual Worlds
4. Pastiche

9.) Which of these is not a type of relationship a person might have with a product?

A. Nostalgic Attachment

B. Love

C. Self-Concept Attachment

**D. Social**

10.) Which of the following is closer to the top of the pyramid concentrate on the individual consumer (Micro Issues)?

**A. Clinical Psychology**

B. Demography

C. History

D. Sociology

1.) A

2.) C

3.) A

4.) A

5.) B

6.) B

7.) B

8.) A

9.) D

10.) A