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Chapter 2:
1. The objective of marketing is:
        A. Uncover latent needs
        B. Create needs
        C. Create awareness
        D. Sell a product to new consumers

2. Which act prohibits the sales of dangerous toys?
      A. Consumer goods pricing Act
      B. Safe Toy Act
      C. Child Protection Act
      D. Advertising Act

3. Marketers have an obligation to:
       A. serve the customer and uncover needs
       B. deliver a quality product in a timely manner
       C. provide safe and functional products as part of their business activities
       D. marketers have no obligations

4. TCR stands for:
        A. Transactional Custom Research
        B. Total Customer Relations
        C. Transformative Consumer Research
        D. Technique of Consumer Reactor

5. Which is not one of the ways that Triple Bottom Line Orientation refers to business strategies that strive to maximize returns:
        A. Financial
        B. Social
        C. Culture
        D. Environmental

6. Define identity theft?

1. Impacts directly on major public policy issues that confront our society
2. Refers to business strategies that strive to maximize return
3. Occurs when someone steals your personal information and uses it without your permission
4. When you give someone permission to use your personal information

7. Which of the following statements is false?

1. Disabled people are the largest minority market in the United States
2. Food desert is a Census tract where 33 percent of the population live more than a mile from a grocery store in an urban area
3. Functionally illiterate describes a person whose reading skills are adequate to carry out everyday tasks, such as reading the newspaper or the instructions on a pill bottle
4. Media literacy refers to a consumer’s ability to access, analyze, evaluate, and communicate information in a variety of forms, including print and non-print messages.

8. What is LOHAS and acronym for?

1. Lifestyles of heart and stress
2. Lifetime of happiness and strength
3. Lifestyles of health and sustainability
4. Lifestyles of hurt and strain

9. Which of the following is not an example of a top cause marketer?

1. Yoplait
2. Susan G. Komen
3. Johnson & Johnson
4. Campbell’s

10. When brands fail to satisfy, customers have three options, which is not an option?

1. Voice
2. Private
3. Public
4. Third-Party Response

Answers

1. C

2. C

3. C

4. C

5. C

6. C

7. C

8. C

9. C

10. C