**Group 1: Chap. 1 Quiz Questions and Answers**

1. Which of the following is **NOT** a component of a marketing plan?
	1. How the product or service will be conceived or designed
	2. How much it should cost
	3. Where and how it will be promoted
	4. How it will get to the consumer
	5. None of the above
2. Marketing entails a(n)…?
	1. Exchange
	2. Promotion
	3. Offer
	4. Presentation
3. What should firms develop in order to achieve long-term goals?
	1. Marketing Mix
	2. A budget
	3. Marketing Plan
	4. A list
4. Which of the following is **NOT** a good?
	1. Laptop
	2. Washing Machine
	3. Microsoft Office
	4. Airplane
5. Which of the following companies used “there is no perfect parent” advertising, from the textbook?
	1. Clif Bar
	2. Dove
	3. Nike
	4. KIND
6. How much would consumers end up paying if all ad spending on TV and streaming services disappeared?
	1. $2,000
	2. $1,700
	3. $1,200
	4. $1,000
7. What process does Relational Orientation use?
	1. Customer Relationship Management (CRM)
	2. Business-2-Business (B2B)
	3. Business-2-Customer (B2C)
	4. Customer-2-Customer (C2C)
8. Which of the following **NOT** one of the four main activities that value-driven marketers undertake?
	1. Adding Value
	2. Marketing Analytics
	3. Social and Mobile Marketing
	4. None of the above
9. What includes thoughts, opinions, and intellectual concepts?
	1. Services
	2. Goods
	3. Ideas
	4. Price
10. A \_\_\_\_\_\_\_\_\_ is a written document composed of an analysis of the current marketing situation, opportunities and threats for the firm.
	1. Marketing Plan
	2. Marketing Mix
	3. Marketing Analysis
	4. Relational Orientation
11. Which is **NOT** a part of the four P’s?
	1. Product
	2. Promotion
	3. Price
	4. People
12. Supply Chain partners include?
	1. Wholesalers
	2. Markets
	3. Consumers
	4. Producers
13. A(n) \_\_\_\_\_\_\_\_ include thoughts, opinions, and philosophies, and \_\_\_\_\_\_\_ concepts that can be marketed.
14. Intellectual, Ideal
15. Analysis, great
16. Value, Marketing
17. Ideas, Intellectual
18. Which of the following is considered an era of marketing?
19. Production oriented
20. Promotion oriented
21. Price oriented
22. Sales based marketing
23. The fundamental difference between goods and services is that a service’s are
24. Delivered to the consumer
25. Physically touched
26. Performed regularly
27. Intangible
28. The prioritization of consumers wants and needs in a business approach
29. Product orientation
30. Selling orientation
31. Consumer orientation
32. Producer orientation
33. Marketing of goods and services from one organization to another organization is?
34. B2C marketing
35. B2B marketing
36. C2B marketing
37. None of the above
38. All the following are part of the marketing mix **EXCEPT**?
39. Price
40. Place
41. Position
42. Promotion
43. All of the following companies collect massive amounts of data about how, when, why, where, and what people buy, and then analyze the data to inform their choices **EXCEPT**?
	1. Netflix
	2. Starbucks
	3. Kroger
	4. Twitter
44. Which era believed that a good product would sell itself?
	1. Production-oriented era
	2. Market-oriented era
	3. Sales-oriented era
	4. Value-based marketing era

ANSWERS

1. E
2. A
3. C
4. C
5. B
6. C
7. A
8. D
9. C
10. A
11. D
12. A
13. D
14. A
15. D
16. C
17. B
18. C
19. D
20. A