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**L.O 7**

1. ) Which of the following strategies employs the existing marketing mix and focuses the firm’s efforts on existing customers?

A.) Product development

B.) Market development A.) Market penetration

B.) Diversification

C.) Market development

D.) Product development

2.) What is not a major phase of the marketing plan?

A.) planning

B.) implementation

C.) Diversification

D.) Market penetration

3.) Firms consider pursuing various market segments as part of their \_\_\_\_\_ strategies.

A.) Disrespectful

B.) Values

C.) Overall growth

D.) Personal growth

4.) The third growth strategy option is ?

A.) Product development

B.) Diversification

C.) Market Penetration

D.) Market development

5.) When marvel enhances the viewings of its movies in global markets, it is pursuing a \_\_\_\_\_\_\_ strategy

A.) Market development

B.) Product development

C.) Diversification

D.) Market Penetration

**LO 1 & 2**

1.) When a firm introduces a new product or service to a new customer segment, this is an example of what?

C.) control

D.) emphasis

2. What does a marketing strategy do?

A.) Identifies the firms’ target markets, the related marketing mix, and the bases on which the plan firms to build a competitive advantage

B.) Establish the goals of the company

C.) Produces the company’s vision statements

D.) Helps use SWOT analysis

3. What are the four macro strategies to build a competitive advantage?

A.) international, urban, rural, geographic

B.) Product excellence, customer excellence, operational excellence, and locational excellence

C.) plan, produce, complete, evaluate

D.) Market diversification, marketing research, marketing development, product development

4. What is the second phase in the marketing plan?

A.) implementation

B.) control

C.)emphasis

D.)evaluation

5. For Coke and Pepsi what is marketing primarily responsible for?

A.) Do not drink sodas

B.) enhancing the value of the company’s offering

C.) encourage people to buy their product

D.) drink more Pepsi

**L.O 3 and 4**

1. ) What part of the SWOT analysis assesses the external environment?

A.) Opportunities and Threats

B.) Opportunities and Strengths

C.) Strengths and Weaknesses

D.) Weaknesses and Threats

2.) How are the groups divided during the process of market segmentation?

A.) Income level

B.) Needs, wants, or characteristics

C.) Ethnic background

D.) The amount of money they are willing to spend

3.) What is target marketing?

A.) Applies behavioral Factors

B.) Defining the market mix variables

C.) Determine how the segments should be positioned

D.) Evaluating each segment’s attractiveness and deciding which to pursue

4.) What is the step directly before STP in the marketing plan?

A.) Situation Analysis

B.) Evaluate Performance

C.) Control Phase

D.) Implement Marketing Mix

5.) During marketing positioning, what process is involved to make sure that target customers have a clear understanding of the companies product compared to the competitors product?

A.) Control Phase

B.) Implementation

C.) defining the marketing mix variables

D.) defining business goals

**L.O. 5 and 6**

1.In the marketing mix, which “P”, adds value by getting the appropriate products and services to customers

A.) Price

B.) Product

C.) Place

D.) Promotion

2. How many categories does a portfolio analysis classify products into?

A.)1

B.)4

C.)3

D.)2

3. In a portfolio analysis, what is characterized as low growth markets and relatively low market shares?

A.) Stars

B.) Cash cows

C.) Question marks

D.) Dogs

4 Portfolio analysis are typically performed at the strategic business unit (SBU), by geography how are they organized?

A.) North and South Hemispheres

B.) North American, Europe, Middle East, Latin American, and Asian Pacific.

C.) N.A, S.A, Africa, China

D.) North American, Europe, Russia

5. What is the purpose of a performance evaluation?

A.) To pinpoint problem areas

B.) To generate profit

C.) To determine what a company is worth

D.) To identify the best selling product