Student name:\_\_\_\_\_\_\_\_\_\_

**1)** Which company activity is identified as the set of institutions, and processes for creating, capturing, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large?

A) human resources   
 B) marketing  
 C) accounting  
 D) manufacturing  
 E) sales

**2)** According to your text, in the broadest terms, the "marketplace" refers to

A) wholesale and retail environments.   
 B) brick-and-mortar stores and the Internet.  
 C) the four Ps.  
 D) channels that are accessible to a given customer.  
 E) the world of trade.

**3)** What is one of the core aspects of marketing?

A) Marketing only affects the company and the consumer.   
 B) Marketing creates value through product, price, and planning.  
 C) Marketing is an offshoot of distribution.  
 D) Marketing is about the customer satisfying the sales efforts of the company.  
 E) Marketing can be performed by individuals and organizations.

**4)** Janelle sells construction equipment. When she calls on her building contractor customers, she asks if they are having any problems. In doing so, Janelle is addressing which core aspect of marketing?

A) satisfying customer needs and wants   
 B) completing the exchange function of marketing  
 C) making product, place, promotion, and price decisions  
 D) making decisions about the setting in which marketing takes place  
 E) creating value

**5)** Meredith is considering a career in marketing. She is concerned about the image of marketers as fast-talking, high-pressure people who care only about making a sale. When reading about the core aspects of marketing, Meredith is relieved to see that in marketing,

A) understanding consumer needs and wants is fundamental.   
 B) promotion is the most important consideration, followed by pricing decisions.  
 C) value creation is driven by corporate interests.  
 D) customers are not considered until the product is ready for sale.  
 E) distribution is controlled by customers.

**6)** In his role as a product developer at Comfy Shoes, Henry should determine the price of his products carefully based on the potential buyer's interest in his products and

A) a thorough knowledge of his brand messages.   
 B) the buyer's belief about the products' value.  
 C) his knowledge of competing products.  
 D) his ability to negotiate discounts.  
 E) the customer’s susceptibility to traditional marketing approaches.

**7)** For marketers, "exchange," refers to

A) the location where products and services are traded.   
 B) the price charged, adjusted for currency exchange rates.  
 C) location-based tactics for creating value.  
 D) promotional offers designed to stimulate barter.  
 E) the trading of things of value.

**8)** Nancy is an organizational expert. After she works with a new client, she always invites the client to join her e-mail distribution list. In this marketing exchange, the client's e-mail address represents

A) information.   
 B) promotional capital.  
 C) pricing data.  
 D) value cocreation.  
 E) services.

**9)** What is a core aspect of marketing?

A) satisfying as many needs as possible   
 B) creating a product that everyone will want to buy  
 C) setting prices lower than all competitors  
 D) making product, place, promotion, and price decisions  
 E) increasing the company's profit

**10)** Marketing has traditionally been divided into a set of four interrelated decisions known as the marketing mix, or four Ps, which includes

A) product.   
 B) planning.  
 C) performance.  
 D) persistence.  
 E) parcel.

**11)** Which element of the marketing mix refers to communication that informs, persuades, and reminds potential buyers about a product or service?

A) product   
 B) promotion  
 C) place  
 D) proposition  
 E) price

**12)** The four Ps make up the marketing mix, which is the\_\_\_\_\_\_\_\_Blank set of decisions or activities that the firm uses to respond to the wants of its target markets.

A) unpredictable   
 B) external  
 C) internal  
 D) controllable  
 E) global

**13)** Which of these consumers is involved in an exchange for a service?

A) Patel had to go buy groceries and couldn’t join his friends at the theater.   
 B) Connie bought popcorn at the movie theater.  
 C) Jesus drove to the movie theater in the car he bought last year.  
 D) Horace bought a new shirt at the store next to the theater.  
 E) Natalia purchased her movie ticket online.

**14)** The scout troops at Rivers Elementary participate in a program each year that promotes safe choices when viewing information online. This program is marketing

A) a lifestyle.   
 B) a service.  
 C) an idea.  
 D) a belief.  
 E) a good.

**15)** The basic difference between a good and a service is that a good

A) provides intangible benefits.   
 B) can be physically touched.  
 C) is always less expensive than a corresponding service.  
 D) generates greater interest among consumers.  
 E) is more quickly forgotten by consumers.

**16)** River North Art Gallery, known for selling paintings, recently began offering appraisals of customers' art collections at minimal charge. River North is

A) shifting its focus from offering just services to also offering goods.   
 B) implementing a market segmentation strategy.  
 C) capturing value through multiple pricing strategies.  
 D) expanding from offering just goods to also offering services.  
 E) increasing customer value through inflated appraisal evaluations.

**17)** A sporting goods store adds special events emphasizing the importance of safety to its existing product offerings. What type of product is this?

A) price-dependent   
 B) value-dependent  
 C) idea  
 D) service  
 E) goods

**18)** Marketers must determine the price of a product carefully based on the potential buyer's beliefs about

A) its value.   
 B) the environment.  
 C) the cost to manufacture the product.  
 D) the economic outlook.  
 E) the product's new advertising campaign.

**19)** Some discount stores place products in large bins, inviting consumers to spend time hunting through them to find a bargain. The price these consumers pay includes

A) only the actual price they pay at the register.   
 B) the value of their time and energy.  
 C) the excitement they experience in finding an item they desire.  
 D) the savings to the store of not having to display the products neatly on shelves.  
 E) the time the product was full price and didn't sell.

**20)** Helene offers financial counseling and management on a fee-only basis. She has found that different customers are willing to pay different rates for her services. This shows that her pricing decisions should depend primarily on

A) choosing an average price that she will charge all her clients.   
 B) changes in technology allowing consumers to manage their own affairs.  
 C) how different customers perceive the value of her services.  
 D) changes in the economy.  
 E) how much her competitors charge for similar services.

**21)** Marketing channel management is also known as

A) distribution center marketing.   
 B) a transactional orientation.  
 C) wholesaling.  
 D) production management.  
 E) supply chain management.

**22)** \_\_\_\_\_\_\_\_Blank represents all the activities necessary to get the product to the right customer when that customer wants it.

A) Place   
 B) Promotion  
 C) Social media  
 D) Value cocreation  
 E) Supply chain marketing

**23)** Not only does GIS technology help Starbucks determine the ideal locations for new stores, but it also enables the company to decide what kinds of stores to open. This technology helps the company with which marketing mix decision?

A) product   
 B) place  
 C) price  
 D) promotion  
 E) process

**24)** The marketing goal of getting the "right quantities to the right locations, at the right time" relates to

A) communicating the value proposition.   
 B) managing the supply chain.  
 C) performing service marketing.  
 D) capturing value.  
 E) managing price and performance.

**25)** Many marketing students initially overlook the importance of marketing channel management because

A) marketing has no responsibility for supply chain management.   
 B) marketing channel management doesn't add much value for customers.  
 C) companies do not want customers to know anything about the supply chain.  
 D) many of these activities take place behind the scenes.  
 E) marketing channel management is already transparent.

**26)** It is Mako’s job to make sure the company’s products are shipped to the distribution center from the production center to fulfill customer orders. Which element of the marketing mix does her job focus on?

A) product   
 B) price  
 C) promotion  
 D) production  
 E) place

**27)** UPS, FedEx, and other shipping companies support other firms'\_\_\_\_\_\_\_\_Blank marketing goals.

A) supply chain management   
 B) value communication  
 C) value capture  
 D) retail management  
 E) promotion

**28)** \_\_\_\_\_\_\_\_Blank is communication by a marketer that informs, persuades, and reminds potential buyers about a product or service to influence their opinions and elicit a response.

A) Pricing   
 B) Promotion  
 C) Placement  
 D) A relational orientation  
 E) Value cocreation

**29)** In his marketing plan, Barrett included a budget for advertising on television and in local newspapers, as well as on social media. These activities are elements of which of the 4Ps?

A) Pricing   
 B) Promotion  
 C) Placement  
 D) Promise  
 E) Place

**30)** Effective promotion enhances a product or service's

A) supply chain management system.   
 B) wholesaling capabilities.  
 C) perceived value.  
 D) design features.  
 E) price differential.

**31)** By promoting perfume based on youth, style, and sex appeal, Calvin Klein is attempting to

A) influence social norms regarding sexuality.   
 B) encourage consumers to participate in product redesign.  
 C) stimulate supply chain management cooperation.  
 D) increase the perceived value of its products.  
 E) demonstrate social responsibility.

**32)** When retailers sell to consumers it is considered\_\_\_\_\_\_\_\_Blank marketing.

A) B2C   
 B) B2B  
 C) R2C  
 D) C2C  
 E) C2B

**33)** When a technology company sells client management software to an accounting firm, it is an example of \_\_\_\_\_\_\_\_ marketing.

A) consumer-to-consumer   
 B) manufacturer-to-customer  
 C) service-to-consumer  
 D) business-to-business  
 E) business-to-consumer

**34)** By allowing consumers to sell their unwanted goods to other consumers, yard sales and Facebook Marketplace exemplify\_\_\_\_\_\_\_\_Blank marketing.

A) B2B   
 B) C2C  
 C) D2C  
 D) C2D  
 E) B2G

**35)** As use of the Internet took off, car manufacturers were tempted to sell directly to consumers, but decided instead to continue to sell through their existing dealer networks. The car manufacturers had considered switching from\_\_\_\_\_\_\_\_Blank to\_\_\_\_\_\_\_\_Blank marketing.

A) B2C; B2B   
 B) B2C; C2C  
 C) B2B; B2C  
 D) B2B; C2C  
 E) C2C; B2C

**36)** A small home-building firm pays subcontractors slightly more than the usual rate for different tasks, reducing the company's gross margin. The company rarely changes subcontractors, has relatively few complaints from home buyers, and is able to get quick responses from subcontractors when buyers do have problems. This company is engaged in

A) a traditional transactional orientation.   
 B) C2C value-driven marketing.  
 C) effective supply chain management.  
 D) value cocreation.  
 E) a virtual monopoly.

**37)** Paula’s current task at work is to determine how much the new product should cost and how it will be promoted. What is Paula most likely working on?

A) sales forecast   
 B) marketing plan  
 C) demographics  
 D) CRM  
 E) supply chain management

**38)** An organization on cycling safety visits an elementary school and gives a presentation on the importance of wearing helmets while riding a bike. After listening to the presentation, which action indicates that an exchange of valuable ideas has taken place?

A) The students decide to wear helmets while bicycling.   
 B) The teachers who are parents go out to purchase new helmets.  
 C) The students continue to ride without wearing helmets.  
 D) The organization services their bikes to ensure they are safe to ride.  
 E) The students stop riding their bicycles.

**39)** Which statement about marketing is accurate?

A) Marketing affects various stakeholders.   
 B) Marketing plays no role in creating value.  
 C) Marketing is about satisfying the company's needs and wants.  
 D) Marketing requires place, product, promotion, and perception decisions.  
 E) Marketing is performed by organizations, not individuals.

**40)** Traditionally, marketing activities have been divided into the four Ps: product, price, place, and promotion. The four Ps represent the marketing

A) mix.   
 B) channel.  
 C) plan.  
 D) era.  
 E) implementation.

**41)** Internet sites, physical stores, and kiosks are most closely associated with which element of the marketing mix?

A) place   
 B) price  
 C) product  
 D) promotion  
 E) proximity

**42)** The primary purpose of the\_\_\_\_\_\_\_\_Blank plan is to specify the marketing activities for a specific period of time.

A) marketing   
 B) business  
 C) strategic  
 D) organizational  
 E) resource

**43)** Charlene was working on a document for her marketing manager for the company’s new window blinds. She addressed how the blinds would be designed, how much they should cost, where and how they would be promoted, and how they would get to the consumer. What was the document Charlene was working on?

A) a marketing plan   
 B) a marketing exchange  
 C) supply chain logistics  
 D) production management  
 E) delivery of the value proposition

**44)** Boris is going to sell sporting apparel, which he has already purchased from manufacturers, and has signed a deal agreeing to the volume he will sell monthly. He researched his competition, talked to some customers, and decided on prices he will charge. Boris has also developed a plan for promoting his business. Based on this description, which element of the marketing mix does Boris still need to work on?

A) place   
 B) product  
 C) price  
 D) promotion  
 E) planning

**45)** Tasha opened a running shoe store and signed a lease on the property. She also signed an agreement with the manufacturer on the amount of merchandise she will sell and the promotions she will conduct. Based on this description, which aspect of the marketing mix does Tasha still need to work on?

A) price   
 B) place  
 C) promotion  
 D) product  
 E) prototype

**46)** Abigail went shopping at the mall and bought a dress from a retail store. Which type of transaction was Abigail participating in?

A) B2B   
 B) C2C  
 C) B2C  
 D) R2C  
 E) C2B

**47)** Which element of the marketing mix is most relevant to the activity "capturing value"?

A) promotion   
 B) purchasing  
 C) product  
 D) price  
 E) place

**48)** Which element of the marketing mix is most relevant to the activity "delivering value"?

A) promotion   
 B) purchasing  
 C) product  
 D) price  
 E) place

**49)** Which element of the marketing mix is most relevant to the activity "creating value"?

A) promotion   
 B) purchasing  
 C) product  
 D) price  
 E) place

**50)** Which marketing activity is most directly served by the promotion element of the marketing mix?

A) communicating value   
 B) creating value  
 C) capturing value  
 D) delivering value  
 E) producing value

**51)** Mary was tired of her winter coat, so she sold it to her friend, Jane. This is an example of\_\_\_\_\_\_\_\_Blank marketing.

A) B2B   
 B) B2C  
 C) C2B  
 D) C2C  
 E) BBC

**52)** Many universities provide physical or electronic bulletin boards to facilitate ride-sharing and exchange of used books among students. These bulletin boards increase\_\_\_\_\_\_\_\_Blank marketing.

A) B2C   
 B) C2B  
 C) B2B  
 D) C2C  
 E) 2BC

**53)** The "Milk Life" advertising campaign, designed to increase awareness of the health benefits of milk, was intended to help market a(n)

A) service.   
 B) firm.  
 C) industry.  
 D) organization.  
 E) specific product.

**54)** When considering price within the marketing mix, price consists of

A) the money the consumer pays to receive the product.   
 B) the length of time between marketing exchanges.  
 C) the cost of a product to the producer.  
 D) the money, time, and energy buyers give up in exchange for a product.  
 E) the effect of the cost on a company’s bottom line.

**55)** In which era of the marketing evolution did firms begin to focus on what consumers wanted and needed before designing, making, or selling a product?

A) production-oriented era   
 B) sales-oriented era  
 C) value-based marketing era  
 D) market-oriented era  
 E) creative production era

**56)** When a T-shirt manufacturer states, "Customers can have any color T-shirt they want, so long as it's blue," it is reflecting a view that was popular in which era of the marketing evolution?

A) production-oriented   
 B) sales-oriented  
 C) market-oriented  
 D) value-based marketing  
 E) economics-oriented

**57)** The idea that a good product will sell itself is associated with the\_\_\_\_\_\_\_\_Blank era of marketing.

A) production-oriented   
 B) sales-oriented  
 C) market-oriented  
 D) value-based marketing  
 E) retailing-oriented

**58)** At the turn of the 20th century, most firms relied on product innovation rather than satisfying the needs of individual customers. What is this era called?

A) value-based marketing era   
 B) relationship-oriented marketing era  
 C) marketing-oriented era  
 D) production-oriented era  
 E) sales-oriented era

**59)** The era in which manufacturers were not concerned with satisfying the needs of individual consumers was the\_\_\_\_\_\_\_\_Blank era of marketing.

A) production-oriented   
 B) sales-oriented  
 C) market-oriented  
 D) value-based marketing  
 E) retailing-oriented

**60)** Evvie works for a small computer software company. Her boss is constantly improving the company's products but neglects customers, billing, and promoting the company. Her boss’s actions are indicative of the\_\_\_\_\_\_\_\_Blank era of marketing.

A) production-oriented   
 B) sales-oriented  
 C) market-oriented  
 D) value-based marketing  
 E) retailing-oriented

**61)** During the\_\_\_\_\_\_\_\_Blank era of marketing, firms had excess production capacity and used personal selling and advertising to generate customers.

A) production-oriented   
 B) sales-oriented  
 C) market-oriented  
 D) value-based marketing  
 E) retailing-oriented

**62)** The prevailing marketing strategy of the\_\_\_\_\_\_\_\_Blank era was to find customers for inventories that went unsold.

A) production-oriented   
 B) sales-oriented  
 C) market-oriented  
 D) value-based marketing  
 E) retailing-oriented

**63)** Near the end of the model year, an automobile dealership had an unusually high inventory level. The manager increased her advertising spending and gave extra incentives to the sales staff. These actions are similar to those in which marketing era?

A) production-oriented   
 B) sales-oriented  
 C) market-oriented  
 D) value-based marketing  
 E) retailing-oriented

**64)** After World War II, consumers were able to make purchase decisions based more on their wants and desires than necessity. As a result, more companies discovered the benefits of

A) personal selling.   
 B) economies of scale.  
 C) marketing.  
 D) mass customization.  
 E) online shopping.

**65)** Which statement reflects the philosophy of the market-oriented era?

A) A good product will sell itself.   
 B) The customer is king.  
 C) Firms should take advantage of a seller's market.  
 D) Advertising and personal selling should be emphasized in order to make the sale.  
 E) Firms should focus on value.

**66)** Value cocreation refers to

A) outsourcing component parts for production processes.   
 B) using multiple media sources in a promotional campaign.  
 C) customers acting as collaborators on a product or service.  
 D) relying on fewer products to create a profit.  
 E) the lifelong relationship between customer and company.

**67)** During the\_\_\_\_\_\_\_\_Blank era, manufacturers and retailers recognized they needed to give their customers greater value than their competitors did.

A) production-oriented   
 B) sales-oriented  
 C) market-oriented  
 D) value-based marketing  
 E) retailing-oriented

**68)** The business philosophy that relies on a set of strategies, programs, and systems that focus on identifying and building loyalty among a firm’s most valued customers is called

A) GDP.   
 B) OEM.  
 C) GNI.  
 D) 4Ps  
 E) CRM.

**69)** Charles sells consumer electronics. He knows his customers weigh the costs versus the benefits associated with the different options available. He decides which products to offer and what prices to charge based on the way his customers think. Charles operates as if he were in the\_\_\_\_\_\_\_\_Blank era.

A) production-oriented   
 B) sales-oriented  
 C) market-oriented  
 D) value-based marketing  
 E) retailing-oriented

**70)** Saki studies her customer profiles, marketing research data, complaints, and other information for the primary purpose of discovering her customers' wants and needs. Saki’s actions are indicative of the\_\_\_\_\_\_\_\_Blank era.

A) production-oriented   
 B) sales-oriented  
 C) market-oriented  
 D) value-based marketing  
 E) retailing-oriented

**71)** Eleanor would love to buy a new Lexus because she likes all the features it offers, but the used Lexus with 20,000 miles is $10,000 less and it has all the same features. Even though the warranty on the used Lexus isn’t as good, she decides to buy the used Lexus. Eleanor is primarily concerned with the Lexus’

A) services.   
 B) supply chain.  
 C) competition.  
 D) promotion.  
 E) value.

**72)** From a customer's perspective, value reflects

A) the need for value and the perception of value.   
 B) explicit versus implicit value.  
 C) the relationship of benefits to costs.  
 D) the balance between needs and wants.  
 E) the need for product improvement.

**73)** Raquel is the new restaurant manager in a major hotel. When considering which changes would most likely increase the restaurant's value to customers, Raquel should provide her customers the menu items that they want and the quality service that they deserve, as well as,

A) deliver a better dining experience than her competitors.   
 B) increase prices to increase revenue.  
 C) offset higher hotel rates with lower restaurant prices.  
 D) reduce customer expectations through reduced service.  
 E) minimize menu items but increase the price of popular entrees.

**74)** Cho has just started with a travel agency and has been offering clients and prospective clients a range of packaged tours. She is concerned because the commissions she is earning on her sales are lower than she had hoped. Her colleague Alan, who has been with the agency for several years, is having a great deal of success by working closely with the clients, seeking their ideas, and building customized tour packages for each one based on their suggestions. Alan’s approach is based on

A) transaction-oriented marketing.   
 B) premium pricing.  
 C) economies of scale.  
 D) special incentives from tour operators.  
 E) value cocreation.

**75)** To build relationships, firms focus on the lifetime\_\_\_\_\_\_\_\_Blank of the relationship, not how much money is made during each transaction.

A) cost   
 B) profitability  
 C) investment  
 D) expense  
 E) worth

**76)** A relational orientation is based on the philosophy that buyers and sellers develop

A) a complete understanding of one another's needs.   
 B) a long-term relationship.  
 C) a price-value comparison matrix.  
 D) supply chain synergy.  
 E) a marketing value transaction focus.

**77)** A local art gallery keeps information on its customers' artist and art style preferences. The gallery uses this information to inform the customers when new pieces arrive from their favorite artists and targets them with special promotions. In this way, the gallery is using\_\_\_\_\_\_\_\_Blank to build loyalty among its customers.

A) value cocreation   
 B) customer relationship management  
 C) transactional marketing  
 D) B2B marketing  
 E) the supply chain

**78)** If a firm adopts a CRM business philosophy, it most likely has a(n)\_\_\_\_\_\_\_\_Blank orientation with its customers.

A) transactional   
 B) external  
 C) relational  
 D) internal  
 E) divisional

**79)** After major storms, many ethical home repair and building supply businesses continue to charge pre-storm prices to their customers, even though they know they can charge more due to the huge increase in demand for their services and products. These firms probably recognize that

A) they can make more money from government contracts than from sales to customers.   
 B) a transactional orientation is the key to long-term profitability.  
 C) none of their competitors would be raising prices.  
 D) lifetime profitability of relationships matters more than profits from a particular transaction.  
 E) if they raised prices they would be in violation of building code regulations.

**80)** The goal of customer relationship management is to

A) manage every customer relationship differently.   
 B) manage every customer relationship to maximize short-term profitability.  
 C) eliminate customers who are profitable, but not highly profitable.  
 D) identify and build loyalty among a firm's most valued customers.  
 E) generate relationships with competitors' customers.

**81)** Joaquin uses a database software system to remind him when his customers should be ready to reorder his industrial cleaning products. With this reminder system, Joaquin contacts his customers when they are most likely to be "in the buying mode." Joaquin’s system is an example of

A) C2C marketing.   
 B) customer relationship management.  
 C) a transactional marketing orientation.  
 D) supply chain management.  
 E) typical production era marketing practices.

**82)** A catalog company creates special-run issues based on what customers have purchased in the past. For example, customers who frequently order bedding items like sheets and pillows receive a catalog with a larger section of bedding items than do customers who mostly order kitchen tools. This company is using

A) C2C marketing.   
 B) customer relationship management.  
 C) a transactional marketing orientation.  
 D) supply chain management.  
 E) typical production-oriented era marketing practices.

**83)** It was during the market-oriented era that firms first discovered "marketing." In what timeframe did this occur?

A) around the turn of the 20th century   
 B) shortly before the Great Depression  
 C) just after World War II  
 D) during the Roaring Twenties  
 E) during the civil rights movement

**84)** During the Great Depression, consumers couldn’t afford to purchase items and instead planted gardens for food, patched together broken cars, and didn’t replace items that wore out. This led to the\_\_\_\_\_\_\_\_Blank era in which manufacturers had to find ways to get rid of product.

A) sales-oriented   
 B) production-oriented  
 C) value-based marketing  
 D) market-oriented  
 E) customer-oriented

**85)** After the previous sales representative in his territory infuriated an important customer, Tony visited the customer once a month, never asking for business but hoping to rebuild trust through listening and expressing concern. Finally, after more than two years, the customer gave Tony an order. Tony was providing the important marketing function of

A) advising production on how much product to make.   
 B) alerting the logistics department when to ship products.  
 C) creating a relational orientation.  
 D) identifying opportunities to expand.  
 E) synthesizing and interpreting sales, accounting, and customer-profile data.

**86)** During which era of marketing's evolution did customers first find themselves with more buying options and therefore able to make purchasing decisions?

A) market-oriented   
 B) sales-oriented  
 C) production-oriented  
 D) value-based marketing  
 E) economics-oriented

**87)** Value-oriented marketers constantly measure

A) promotional effectiveness against ethical advertising standards.   
 B) the problem of price maximization against cost-efficiency.  
 C) perceived customer benefits against the costs of their offerings.  
 D) the desire to achieve against the need for a stable source of supply.  
 E) the goal of efficiency against the price charged by competitors.

**88)** A sporting goods store seeks to find opportunities to better satisfy its customers' needs and develop long-term loyalties. Which of the four main activities of value-driven marketing does this represent?

A) progressive innovation   
 B) social and mobile marketing  
 C) addressing ethical and societal dilemmas  
 D) adding value  
 E) marketing analytics

**89)** A university recently began holding regular coffee-hour discussions with current and prospective students and surveying all new and alumni students regarding educational needs and desires. These actions reflect how the university is striving to become more value driven by

A) sharing information across the organization.   
 B) balancing its customers' benefits and costs.  
 C) evaluating strategic competitive partnerships.  
 D) building relationships with customers.  
 E) keeping the faculty members happy.

**90)** As owner of a retail franchise food store, Belinda purchases supplies based on specials advertised nationally throughout the franchise system. Last Monday, she was surprised to find customers asking for specials she hadn't been informed of in advance. The franchise company failed to live up to the value-driven activity of

A) sharing information across the organization.   
 B) balancing customers' benefits and costs.  
 C) evaluating strategic competitive partnerships.  
 D) building relationships with customers.  
 E) keeping prices below those charged by competitors.

**91)** One of the benefits of using customer data to identify customers better is that attention to customer needs and wants will likely result in

A) higher prices than the market leader charges.   
 B) increased competition.  
 C) long-term relationships.  
 D) strong connections among competing firms in the marketplace.  
 E) lower prices.

**92)** Companies have turned to social media for marketing products and there is still huge growth potential in this area considering that about\_\_\_\_\_\_\_\_Blank of the world’s population currently uses Facebook.

A) 80 percent   
 B) 5 percent  
 C) 45 percent  
 D) 30 percent  
 E) nearly 100 percent

**93)** The outside sales rep for a major building supply company read a report stating that building permits were down dramatically in her sales territory. She had noticed that things were slowing down, but now she has data confirming her impression. Based on this information, the sales rep will help her company become more value driven if she

A) pushes her customers to buy products whether they need them or not.   
 B) advises the production and purchasing departments to produce or order smaller quantities of products.  
 C) avoids contacting her customers until the slowdown ends.  
 D) avoids contact with competing firms in order to maximize value-driven marketing.  
 E) keeps the information to herself.

**94)** Daisy has been asked to write a marketing plan for a new restaurant. What questions will Daisy likely address in her marketing plan? Be specific and offer questions related to a restaurant.

**95)** How does the exchange of ideas provide value, and what is the role of marketing in this process? Explain this using the example in the text of groups marketing bicycle helmets, or choose your own scenario.

**96)** The text states, "Good marketing is not a random activity." Create an example to respond to this statement.

**97)** Your friend is writing a "how-to" book and asks you for marketing advice. You start by exploring the four Ps. What questions will you ask? Be specific.

**98)** The manager of a restaurant supply company determined prices by adding a standard markup to her costs. What might the manager be missing when it comes to effective pricing decisions?

**99)** As your first assignment in an advertising agency, your manager asks you to come up with messages for three billboards promoting the university you attended. The manager wants one ad for each of the three types of promotion objectives. Create an example of a one-sentence billboard advertising message for each objective: inform, persuade, and remind.

**100)** Suppose your college roommate sees you reading your marketing textbook and says, "Marketing is just advertising and selling." How do you respond?

**101)** What are the four Ps of marketing? Give an example of each.

**102)** Michel bought a suit at Bennett’s Fine Clothing for Men. Bennett’s bought the suit from a distributor, which bought it from a designer. The designer bought the materials to make the suit from a factory in China, and the suits were made at that same factory. The employees in the factory bought their suits directly from the factory and sold them to their friends. Explain which of these transactions were B2B, B2C, and/or C2C.

**103)** During the past couple of decades, marketers have begun to develop a relational orientation as they have realized that they need to think about their customers in terms of relationships rather than transactions. How does Apple encourage its customers to maintain a long-term relationship with the company?

**104)** Over the four marketing eras, how did the emphasis on the four Ps change? List the four eras and describe which of the four Ps were emphasized during each era.

**105)** How does value cocreation provide additional value to customers?

**106)** Explain the process of customer relationship management (CRM) in terms of how it impacts marketing activities.

**107)** Describe how marketing has evolved into a major business function that crosses all areas of a firm or organization.

**108)** Many U.S. companies now use social media tools for marketing purposes. Demonstrate your knowledge of social media by describing a small company and the ways you would use social media to produce, promote, place, and price your goods or services.

**109)** You are employed by a marketing firm that needs to become more value driven. Describe the four activities that contribute to this.

**110)** Good marketing should mean doing good for the world at large.

⊚ true  
 ⊚ false

**111)** The marketing plan is broken down into various components—how the product or service will be conceived or designed, how much it should cost, where and how it will be promoted, and how it will get to the consumer.

⊚ true  
 ⊚ false

**112)** Understanding the marketplace and especially a consumer's needs and wants, is fundamental to marketing success.

⊚ true  
 ⊚ false

**113)** In their battle for chocolate lovers, companies like Godiva and Hershey's would divide the population into different categories of consumers, for example, those looking for a quick energy boost versus those looking for a gift. The companies do this in order to satisfy different consumer needs and wants.

⊚ true  
 ⊚ false

**114)** Lynn and her husband had a delicious Italian dinner at Angelis. When the meal was over, they paid the bill and left a tip. This is an example of an exchange.

⊚ true  
 ⊚ false

**115)** The four Ps of the marketing mix are product, promotion, planning, and place.

⊚ true  
 ⊚ false

**116)** Without a strong and efficient marketing channel system, merchandise isn't available when customers want it.

⊚ true  
 ⊚ false

**117)** Purex laundry detergent is an example of an idea.

⊚ true  
 ⊚ false

**118)** When a manufacturer sells truck and car parts to Toyota, this is an example of B2C marketing.

⊚ true  
 ⊚ false

**119)** Ladonna took her wedding dress to the cleaners, where it was cleaned and repaired. This is an example of a good.

⊚ true  
 ⊚ false

**120)** Rizzo took her wedding dress to the cleaners, where she paid for it to be cleaned and sealed in a box for storage. This scenario represents a good, not a service.

⊚ true  
 ⊚ false

**121)** The power adapters that IBM sells with its computers are built by small companies that specialize in power-related accessories. When IBM purchases its power adapters from these small companies, it is engaging in B2B marketing.

⊚ true  
 ⊚ false

**122)** eBay is an example of C2C marketing.

⊚ true  
 ⊚ false

**123)** In marketing, an exchange is when the buyer and the seller trade things of value to benefit the other.

⊚ true  
 ⊚ false

**124)** Marketing's fundamental purpose is to create value by developing a variety of offerings that will earn income for the company.

⊚ true  
 ⊚ false

**125)** Marcia always stops at the local coffee shop near her house. She uses the drive-through window on her way to work and meets neighbors there after work. The coffee shop is using the place element of the marketing mix to influence Marcia’s decision.

⊚ true  
 ⊚ false

**126)** Supply chain management represents the promotion aspect of the marketing mix.

⊚ true  
 ⊚ false

**127)** When Microsoft makes innovations compatible with its existing products, it is encouraging consumers to maintain long-term relationships with the company.

⊚ true  
 ⊚ false

**128)** Value is what you get for what you give.

⊚ true  
 ⊚ false

**129)** Mason priced underwater watches and decided on a Timex because it had all the features he wanted at a low price. Mason was seeking a good value.

⊚ true  
 ⊚ false

**130)** Relational orientation refers to the efforts of companies to make a profit on each transaction.

⊚ true  
 ⊚ false

**131)** When Kim customized M&M candies for her daughter’s graduation party, she was participating in value cocreation.

⊚ true  
 ⊚ false

**132)** At the beginning of the 20th century, companies like Ford Motor Company were more concerned with satisfying customer wants than product innovation.

⊚ true  
 ⊚ false

**133)** Firms have come to realize that good corporate citizenship through socially responsible actions should be a priority because it will help their bottom line in the long run.

⊚ true  
 ⊚ false

**134)** Marketing analytics is one tool marketers can use to collect customer information.

⊚ true  
 ⊚ false

**Answer Key**Test name: Grewal8eCh1

1) B

2) E

3) E

4) A

5) A

6) B

7) E

8) A

9) D

10) A

11) B

12) D

13) E

14) C

15) B

16) D

17) C

18) A

19) B

20) C

21) E

22) A

23) B

24) B

25) D

26) E

27) A

28) B

29) B

30) C

31) D

32) A

33) D

34) B

35) C

36) C

37) B

38) A

39) A

40) A

41) A

42) A

43) A

44) A

45) A

46) C

47) D

48) E

49) C

50) A

51) D

52) D

53) C

54) D

55) D

56) A

57) A

58) D

59) A

60) A

61) B

62) B

63) B

64) C

65) B

66) C

67) D

68) E

69) D

70) C

71) E

72) C

73) A

74) E

75) B

76) B

77) B

78) C

79) D

80) D

81) B

82) B

83) C

84) A

85) C

86) A

87) C

88) D

89) D

90) A

91) C

92) D

93) B

110) TRUE

111) TRUE

112) TRUE

113) TRUE

114) TRUE

115) FALSE

116) TRUE

117) FALSE

118) FALSE

119) FALSE

120) FALSE

121) TRUE

122) TRUE

123) TRUE

124) FALSE

125) TRUE

126) FALSE

127) TRUE

128) TRUE

129) TRUE

130) FALSE

131) TRUE

132) FALSE

133) TRUE

134) TRUE