

Principles of Marketing
Quiz No. 3

Name _____

Please sign the following:

I have neither given, nor received unauthorized aid on this piece of work, nor have I knowingly tolerated any violation of the Honor Code. _____

ANSWER SHEET

1. _____

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Version 1

1. The increasing use of market segmentation, market targeting, and product specialization has resulted in a greater need for:
 - a. specialty stores.
 - b. convenience stores.
 - c. shopping goods stores.
 - d. department stores.

2. A small store, located near a residential area, that is open long hours seven days a week and carries a limited line of high-turnover convenience goods is called a(n):
 - a. specialty store.
 - b. supermarket.
 - c. department store.
 - d. convenience store.

3. Ads promoting a cleaner environment, better race relations, or equal rights for women would most properly be classified as being _____.
 - a. rational appeals
 - b. emotional appeals
 - c. scientific appeals
 - d. moral appeals

4. Which of the following promotional budget methods wrongly views sales as the cause of promotion rather than as the result?
 - a. Affordable method.
 - b. Percentage-of-Sales method.
 - c. Competitive-parity method.
 - d. Objective-and-task method.

5. In terms of execution styles, a family seated at the dinner table enjoying the advertised product would be an example of which of the following types of advertising?
 - a. Slice of life.
 - b. Lifestyle.
 - c. Mood or imagery.
 - d. Personality symbol.

6. Which of the following promotional forms is often described as being too impersonal and only a one-way communication form?
 - a. Advertising.
 - b. Personal selling.
 - c. Public relations.
 - d. Sales promotion.

7. _____ is a major promotion function whose objective is to build good relations with the company's various publics.
- Advertising
 - Publicity
 - Public relations
 - Specialty events
8. _____ is short-term incentives to encourage purchase or sales of a product or service.
- Advertising
 - Sales promotion
 - Online advertising
 - Public relations
9. Recognizing that a market with many competitors requires heavy advertising so that the brand's message will be heard above the noise of the market emphasizes which factor to consider when setting the advertising budget?
- Competition and clutter.
 - Stage in the product life cycle.
 - Product differentiation.
 - Advertising frequency.
10. Selling is most accurately described as being _____ communication with respect to the relationship with consumers.
- nonpersonal
 - nonstructured
 - two-way, personal
 - demand-directed
11. There has been a trend recently away from shopping centers. All of the following are cited as reasons for this trend EXCEPT:
- since more women are in the workforce they have less time to shop.
 - shoppers appear to be tiring of traditional malls.
 - consumers are more conservative with their money and are not spending as much.
 - consumers are turning to alternatives to mall shopping (such as power centers or online shopping).
12. With respect to message design, the AIDA formula consists of:
- attention, interest, desire, and action.
 - awareness, interest, demand, and action.
 - attention, interest, display, and authority.
 - attitude, involvement, demand, and action.
13. The push strategy of promotion suggests a promotion strategy that calls for spending a lot (pushing) on advertising and consumer promotions to build up consumer demand. Figure 14-3

14. Reach is a measure of how many times the average person in the target market is exposed to the message.
15. Robert Louis Stevenson was once quoted as saying that "everyone lives by selling something."
16. A specialty store is a retail store that carries a wide product line with a narrow assortment within that line.

Identify and define. Answer any five, 2 points each—do others for extra credit

Category Killer

Wheel of retailing

Sales promotion

Rational appeal

Pull strategy

Reach

Frequency

Call reports

Essays (Answer one, 4 points)

1. Identify four of the major trends in U.S. retailing.
2. List and define four elements of the marketing communications/promotions mix.