

1. Generation Xers are given that name because: Marketing at Work 3-2
 - a. they hate police and all forms of authority.
 - b. they lie in the shadow of the boomers and lack obvious distinguishing characteristics.
 - c. they are yuppies and dinks.
 - d. they believe in Malcolm X as a hero figure.

2. _____ consists of dividing a market into distinct groups of buyers on the basis of needs, characteristics, or behavior who might require separate products or marketing mixes.
 - a. Product differentiation
 - b. Market segmentation
 - c. Market targeting
 - d. Market positioning

3. The _____ is the collection of businesses and products that make up the company.
 - a. business strategy group
 - b. business portfolio
 - c. business cartel
 - d. business organization

4. Product, price, place, and promotion are all controllable tactical marketing tools found in the company's _____.
 - a. positioning plan.
 - b. marketing analysis division.
 - c. marketing mix.
 - d. marketing support system.

5. One of the most common problems with using internal database information is that:
 - a. since it was probably collected for some other purpose, it may be incomplete or wrong.
 - b. it is usually expensive to retrieve.
 - c. top executives are usually unwilling to relinquish data; therefore, the data has limits.
 - d. the data is almost always unsecured and, therefore, suspect as to reliability.

6. One of the greatest problems in obtaining and accessing information that is relevant to a marketing manager is:
 - a. the intelligence of the manager.
 - b. the cost of obtaining the information.
 - c. the number of people that are seeking the information.
 - d. a cataloging system for the information.

7. When Campbell Soup makes Cajun gumbo soup for Louisiana and Mississippi and nacho cheese soup for Texas and California, it is practicing _____ segmentation.
 - a. geographic
 - b. demographic
 - c. psychographic
 - d. behavioral variable

8. All of the following are major variables that can be used to segment business markets EXCEPT:
 - a. operating characteristics.
 - b. psychographics.
 - c. demographics.
 - d. situational factors.

9. Marketing myopia, or the tendency to focus too narrowly the scope of one's business, is a risk of which philosophy of business?
 - a. The marketing concept.
 - b. The product concept.
 - c. The production concept.
 - d. The selling concept.

10. In a strategic business-planning grid, an industry attractiveness index is used to appraise market growth rate. All of the following factors might be considered to be part of such an index EXCEPT:
 - a. sales effectiveness.
 - b. market size.
 - c. market growth rate.
 - d. amount of competition.

11. The _____ is characterized by the idea that consumers will not buy enough of the organization's products unless the organization undertakes a large- scale selling and promotion effort.
 - a. marketing concept
 - b. product concept
 - c. production concept
 - d. selling concept

12. A common and inexpensive way to collect data on competition is:
 - a. hire away their employees.
 - b. monitor their cell phone conversations.
 - c. monitor their Web site for changing information.
 - d. pay their cleaning staff for trash that is collected daily.

13. Which of the following best identifies "cause related" marketing? Marketing at Work 3-4
 - a. Lawyers attempt to protect the firm from frivolous law suits.
 - b. Consumer protection from harmful products and defects that caused them.
 - c. The linking of the purchase of a company's products or services with fundraising for worthwhile causes or charitable organizations.
 - d. The linking of objectives to responsibility for actions taken in the marketplace.

14. If a company chooses (considering its options on the product/market expansion grid) to offer new styles, sizes, or colors to its existing market, the company would be following which of the following general strategies listed below?
 - a. Market penetration.
 - b. Market development.
 - c. Product development.
 - d. Diversification.

15. In terms of the buying center roles, those who help define the specifications and provide information for evaluating the alternatives are called:
 - a. users.
 - b. influencers.
 - c. buyers.
 - d. deciders.

16. All of the following are advantages of using secondary data EXCEPT:
 - a. secondary data can be obtained from either internal or external sources.
 - b. secondary data can be obtained more quickly than primary data.
 - c. secondary data usually costs more (but is usually worth it) than primary data.
 - d. secondary data can often provide data an individual company cannot collect on its own.

17. The business philosophy that seeks a balance between satisfying short-run consumer wants and ensuring long-run consumer welfare is:
 - a. the marketing concept.
 - b. the product concept.
 - c. the selling concept.
 - d. the societal marketing concept.

18. When personal interviewing involves inviting six to ten people to gather for a few hours with a trained interviewer to talk about a product, service, or organization, the method is called:
 - a. selective sponsorship.
 - b. probing.
 - c. focus group interviewing.
 - d. the Delphi method.

19. The marketing research process is best described as having four distinct steps. Which of the following is NOT one of those steps? Figure 4-2
 - a. Define the problem and research objectives.
 - b. Monitor competitive processes and databases.
 - c. Develop the research plan for collecting information.
 - d. Implement the research plan, collect, and analyze the data.

20. Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers is called:
 - a. mass marketing.
 - b. target marketing.
 - c. market segmentation.
 - d. market positioning.

21. As related to lifestyles, AIO dimensions would best be described as being:
 - a. accounts, inventories, and organizations.
 - b. abilities, influences, and order.
 - c. activities, interests, and opinions.
 - d. acceptance, involvement, and operations.

22. The greatest barrier to effectively marketing and communicating with the Asian- American consumer is the:
 - a. tendency for this group to save 25% of their income.
 - b. language and cultural traditions of this group.
 - c. the dominance of the female as the primary purchasing agent for this group.
 - d. inability to find the head-of-the-household in this group.

23. If a consumer develops "second-thoughts" after they have purchased a product because of new information they have received about unchosen product alternatives, they will be experiencing what is called:
 - a. learning depression syndrome.
 - b. variety-seeking conclusions.
 - c. consumer grief.
 - d. postpurchase dissonance.

24. If a marketing researcher were to obtain information about light, medium, and heavy users of a product as a means to segment the market based on these categories, the researcher would be exploring or practicing: Table 7-1
 - a. geographic segmentation.
 - b. demographic segmentation.
 - c. psychographic segmentation.
 - d. behavioral segmentation.

25. All the organizations that buy goods and services to use in the production of other products and services make up the:
 - a. consumer market.
 - b. international market.
 - c. business market.
 - d. public sector market.

26. The type of customer market that buys goods and services for further processing is a(n):
 - a. business market.
 - b. consumer market.
 - c. government market.
 - d. reseller market.

27. When a firm buys a product or service for the first time, it is facing a:
 - a. habitual rebuy situation.
 - b. straight rebuy situation.
 - c. modified rebuy situation.
 - d. new task situation.

28. According to the BCG growth-share matrix, which types of SBUs listed below often need heavy investment to finance their rapid growth?
 - a. Stars.
 - b. Cash cows.
 - c. Question marks.
 - d. Dogs.

29. In some ways, business markets are similar to consumer markets. However, there are also differences. All of the following are cited as differences between the consumer and the business markets EXCEPT:
 - a. production processes and assembly functions.
 - b. market structure and demand.
 - c. nature of the buying unit.
 - d. types of decisions and the decision process involved.

30. Given recent information about growth trends and growth potential of ethnic populations within the U.S. market, which of the following ethnic groups would be a best bet to double during the next half century and become one of the U.S. market's most viable segments?
 - a. Hispanics and Asians.
 - b. African Americans.
 - c. Western Europeans.
 - d. Middle Eastern.

31. Which of the following common survey methods is rated "poor" in terms of speed of data collection? Table 4-3
 - a. Mail.
 - b. Telephone.
 - c. Personal.
 - d. Online.

32. If a company is directing its marketing efforts toward Generation Xers, Baby Boomers, or mature consumers, the company is most likely using _____ as its preferred form of segmentation.
 - a. gender segmentation
 - b. income segmentation
 - c. psychographic segmentation
 - d. age and life-cycle segmentation
33. If a company (in reviewing its product/market expansion grid), decides to pursue new demographic markets and expand into new geographic markets with existing products, the company would be following which of the following general strategies?
 - a. Market penetration.
 - b. Market development.
 - c. Product development.
 - d. Diversification.
34. A reseller is any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives.
35. The business market is huge; however, at present the consumer market still involves more dollars and items for sale.
36. That consumers will favor products that are available and highly affordable is the central tenet of the production concept.
37. Numerous studies by psychologists and consumer researchers have found no link between subliminal messages and consumer behavior.
38. Reseller markets buy goods and services for further processing or for use in their production process.
39. A straight rebuy occurs when a business buyer wants to modify product specifications, prices, terms, or suppliers because they must go straight to the supplier to accomplish this.
40. Lifestyle classifications are now considered to be universal (as shown by the VALS2 lifestyle classifications).
41. Secondary data is information collected for the specific purpose at hand.
42. Business buyers usually face more simple situations when purchasing than do consumers because of the amount of information which they have prior to purchase. Table 6-1
43. The "shotgun" approach in marketing efforts with respect to markets seems to be better than the "rifle" approach.

44. Demand in many business markets is more elastic--it is affected in the short run by price changes. Table 6-1
45. According to recent studies, the makers of TYLENOL have made great gains in sales by distinguishing between male and female users. This is an example of market segmentation at its finest.
46. In the GE strategic-planning grid, the red cells or red zone indicates "red hot" companies that are on a fast-track in development and growth.
47. Business customers are in general more geographically concentrated than those in the consumer market. Table 6-1
48. The mail survey technique is rated "excellent" in the flexibility category. Table 4-3
49. Selling is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.
50. A good illustration of the niche marketing approach was when Henry Ford said (with respect to cars) "they can have any color they want as long as it's black."

PART II (Use Blue Books)

Identify and Define (2 pts. each — Answer any 15 — do additional for extra credit)

- Marketing Myopia
- Derived demand
- Relationship marketing
- Gatekeepers
- Market penetration
- Contersegmentation
- Market follower
- Undifferentiated marketing
- Reseller
- Cash cows
- Geodemographics
- Primary data
- Green marketing
- Selective distortion
- Faith Popcorn

- MIS
- Psychographics
- Ernest Dichter
- Subliminal perception
- Early adopters

Essays (Answer any four, 5 pts. each)

1. Compare and contrast the **production concept** with the **product concept** as marketing management philosophies.
2. What is a market nicher? What are the risks to this strategy?
3. How do business markets differ from consumer markets?
4. Describe how marketers use cues to affect buyers' perceptions
5. List the steps in the marketing research process.
6. List and define the various roles one may play in the consumer buying process
7. List and define the criteria for segmenting consumer markets.

