

Chapter 1: Understanding marketing

1. Which of the following is not a dimension of the holistic marketing concept?

- a. relationship marketing
- b. integrated marketing
- c. social marketing
- d. performance marketing

Ans: C

2. The use of marketing to drive social change in behaviours that benefit individuals and society is referred to as _____.

- a. cause marketing
- b. cause-related marketing
- c. sustainability marketing
- d. social marketing

Ans: D

3. All the following are examples of Industry 4.0 innovations EXCEPT _____.

- a. internet connectivity
- b. virtual reality headsets
- c. self-driving cars
- d. smartphones

Ans: A

4. The decisions and activities related to bringing an offer to market is referred to as _____.

- a. value
- b. marketing
- c. production
- d. delivering

Ans: B

5. Markets can be identified by all of the following EXCEPT _____.

- a. product category
- b. geographic region
- c. type of buyer
- d. branded rewards

Ans: D

6. An offer targeted to consumers and sold by consumers is referred to as _____.

- a. C2C
- b. B2C
- c. C2B
- d. B2B

Ans: A

7. The value of making a product available when it is needed is referred to as _____.

- a. form utility
- b. time utility
- c. place utility
- d. possession utility

Ans: B

8. Which of the following is not one of the 4Ps in the classic marketing mix?

- a. product
- b. purpose
- c. price
- d. place

Ans: B

9. Product, place, price, and promotion known collectively as the 4Ps were expanded to include _____.

- a. position, process, and presence
- b. people, position, and placement
- c. position, process, and placement

d. people, process, and presence

Ans: D

10. An entity for sale is referred to as _____.

a. product

b. price

c. place

d. promotion

Ans: A

11. Marketers use all of the following design elements to suggest sensory perceptions in virtual environments EXCEPT _____.

a. touch

b. sounds

c. aesthetics

d. scents

Ans: A

12. Processing data close to the source is known as _____.

a. edge computing

b. living services

c. machine learning

d. metadata

Ans: A

13. Digital elements of Industry 4.0 driving the era of marketing convergence include all of the following EXCEPT _____.

a. internet of everything

b. digital reality

c. additive manufacturing

d. robotics

Ans: D

14. Cognitive technologies include all of the following EXCEPT _____.

a. big data analytics

b. artificial intelligence

c. machine learning

d. language processing

Ans: A

15. The set of technology tools used to support and operate marketing activities is referred to as _____.

a. marketing convergence

b. marketing mix

c. marketing technology stack

d. marketing concept process

Ans: C

Chapter 2: Understanding buyers

1. How prospective customers evaluate, buy, use, and dispose of products is known as _____.

- a. buyer cognition
- b. buyer remorse
- c. buyer behaviour
- d. buyer characteristics

Ans: C

2. Buyers include all of the following EXCEPT _____.

- a. individuals
- b. platforms
- c. families
- d. organizations

Ans: B

3. Buyer behaviour is influenced by _____.

- a. individual characteristics, sociocultural factors, and environmental factors
- b. group characteristics, cultural factors, and environmental factors
- c. individual characteristic, social factors, and cultural factors
- d. group characteristics, sociocultural factors, and macro-environmental factors

Ans: A

4. Commercial transactions occurring online are known as _____.

- a. a-commerce
- b. online commerce
- c. e-commerce
- d. C2C commerce

Ans: C

5. All of the following are a consumer decision-making model stage EXCEPT _____.

- a. information search
- b. purchase

c. need recognition

d. pre-purchase decisions

Ans: D

6. Marketers can interrupt the stages of the consumer decision-making process with _____.

a. push communications

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7. Changes in buyer behaviour due to the digital age include _____.

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Ans: D

8. The interactions people have with brands before, during, and after purchase is known as _____.

a. touchpoints

b. customer journey mapping

c. decision triggers

d. formative attitudes

Ans: A

9. Why do companies engage in the research activity of customer journey mapping?

a. to increase their market share by targeting specific customers

b. to influence buyer behaviour

c. to capture details of the consumer decision-making process

d. to identify the brands most purchased by consumers

Ans: C

10. The Second Moment of Truth occurs at the point of _____.

- a. sale
- b. experience evaluation
- c. product return
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11. What stage of the consumer decision-making process do post-purchase satisfied customers bypass?

- a. need recognition
- b. post-purchase outcomes
- c. evaluation of alternatives
- d. information search

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12. Differences between B2B buyers and B2C buyers include all of the following EXCEPT _____.

- a. independence
- b. the relevance of hard and soft costs
- c. characteristics of the decision unit
- d. partner buying relationships

Ans: A

13. The B2B buyer decision-making model, comprising six stages, includes _____.

- a. vendor selection and order
- b. pre-purchase evaluation
- c. solution recognition
- d. evaluation of alternative proposals

Ans: D

14. Which source of information do B2B buyers use to add and eliminate alternatives?

- a. the first moment of truth
- b. the second moment of truth

| c. the third moment of truth

| d. the zero moment of truth

| Ans: D

| 15. What is the number one pain point affecting the B2B buyer journey experience?

| a. lack of customer base knowledge

| b. lack of speed in interactions with their supplier

| c. lack of internal framework to facilitate transactions

| d. lack of effective communication among in-house marketing teams

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Test Bank

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Chapter 3: Segmentation, targeting, and positioning

1. The process of dividing the total market into market segments is referred to as _____.

- a. personalized marketing
- b. market divisibility
- c. market segmentation
- d. marketing strategy

Ans: C

2. Without a focus on segmentation, organizations in competitive markets become _____.

- a. efficient by avoiding unnecessary expenses
- b. inefficient and risk failure
- c. efficient and more competitive
- d. inefficient and avoid misclassifying prospective customers

Ans: B

3. Members of a market segment are _____.

- a. heterogenous
- b. isogamous
- c. amalgamous
- d. homogenous

Ans: D

4. Forrester's Empowered Customer Segmentation Framework includes all of the following characteristics EXCEPT _____.

- a. willingness to purchase
- b. self-efficacy
- c. information savviness
- d. device usage

Ans: A

5. A disadvantage of the firmographics market segmentation bases is _____.

- a. limited understanding of buyer behaviour and purchasing patterns
- b. limited insights into the underlying motives and needs driving market behaviour

~~c. inaccessible data~~

~~d. grouping markets by descriptive characteristics, answering “how” questions~~

~~Ans: B~~

~~6. The segmentation procedure includes _____.~~

~~a. setting segmentation focuses~~

~~b. identifying objectives relevant for the project scope~~

~~c. assessing segmentation ineffectiveness~~

~~d. identifying data sources and collecting data~~

~~Ans: D~~

~~7. All of the following are stages in a job map for the Jobs-To-Be-Done Theory EXCEPT _____.~~

~~a. monitor~~

~~b. determine~~

~~c. locate~~

~~d. prepare~~

~~Ans: B~~

~~8. Which of the following targeting strategies is most commonly used?~~

~~a. marketing automation strategy~~

~~b. mass marketing~~

~~c. multi-segment strategy~~

~~d. concentration strategy~~

~~Ans: C~~

~~9. The target market relative attractiveness of segments can be assessed using all of the following characteristics EXCEPT _____.~~

~~a. inaccessible~~

~~b. substantial~~

~~c. durable~~

~~d. actionable~~

~~Ans: A~~

10. Customer journeys and buyer personas are developed for each target segment once target segments are _____.

- a. differentiated
- b. selected
- c. identified
- d. accessible

Ans: B

11. Which technology makes personalization at the individual level possible?

- a. artificial intelligence
- b. cloud computing
- c. digital analytics
- d. edge computing

Ans: C

12. An assertion of the reasons the target market should choose a brand's offer is known as a _____.

- a. positioning statement
- b. value proposition
- c. mission statement
- d. target proposition

Ans: B

13. Which of the following are required to identify the positioning strategy?

- a. points of differentiation and points of parity
- b. unique selling proposition and competitive frame of reference
- c. points of parity and points of differentiation
- d. competitive frame of reference and points of differentiation

Ans: D

14. The positioning base with brand image, ideal self, and symbolism-descriptive options is referred to as _____.

- a. emotion
- b. transformational
- c. values
- d. principles

Ans: B

15. Creating a positioning map requires which three steps?

- a. define the market, choose the two dimensions, and plot the positions of each brand
- b. define the market, choose the four quadrants, and plot the positions of each competing brand
- c. define the market, choose the two dimensions, and plot the positions of each competing brand
- d. define the market, choose the four quadrants, and plot the positions of each brand

Ans: C

Chapter 4: Marketing research and analysis

1. Marketing research includes which two types of research?

- a. demographic and geographic research
- b. economic and behavioural research
- c. social and opinion research
- d. psychographic and values research

Ans: C

2. Marketing managers use marketing research for all of the following EXCEPT _____.

- a. assess the ineffectiveness of marketing activities
- b. identify trends
- c. reduce risk and uncertainty
- d. inform marketing mix decisions

Ans: A

3. Marketing decision support system modelling software can answer questions related to all of the following EXCEPT _____.

- a. budget optimization
- b. sales promotion optimization
- c. process optimization
- d. price optimization

Ans: C

4. Which of the following is a marketing information systems source of information?

- a. market research
- b. market knowledge
- c. market data
- d. market intellect

Ans: A

5. Analyzing and synthesizing the meaning of patterns and relationships is a key function of _____.

- a. wisdom

- b. knowledge
- c. information
- d. data

Ans: B

6. All of the following can be guided by information from an organization's marketing information system EXCEPT _____.

- a. segmentation
- b. targeting
- c. positioning
- d. marketing mix operational decisions

Ans: B

7. The articulation of what information is needed and how it can be obtained efficiently and effectively is referred to as _____.

- a. research problem
- b. syndicated research
- c. coordinated research
- d. request for proposal

Ans: A

8. Which of the following is not a general research role?

- a. predictive
- b. analytical
- c. descriptive
- d. diagnostic

Ans: B

9. Information sources created for some other purpose is known as _____.

- a. secondary material
- b. secondary information
- c. secondary data
- d. secondary research

Ans: D

10. Which of the following is not a basic stage of the focus group process?

- a. conducting
- b. projecting
- c. planning
- d. analyzing

Ans: B

11. Projective research techniques can be categorized into all of the following types EXCEPT _____.

- a. completion
- b. elicit ordering
- c. expressive
- d. construction

Ans: B

12. Which one of the following is not a neuromarketing research technique?

- a. functional magnetic resonance imaging
- b. electroencephalography
- c. electromagnetic positron scanning
- d. steady state topography

Ans: C

13. Which type of research may complement or replace qualitative research?

- a. descriptive research
- b. ethnographic research
- c. scanner-based research
- d. exploratory research

Ans: A

14. Making sure the method of data gathering leads to consistent results is referred to as _____.

- a. accuracy
- b. trustworthiness
- c. credibility
- d. reliability

Ans: D

15. A survey report should include which of the following?

- a. the research technique
- b. the vision statement of the survey
- c. a definition of study variables
- d. the target population's gender and ages

Ans: A

Chapter 5: Marketing strategy

1. Marketing strategy results in _____.

- a. organizational strategic fit
- b. organizational strategic perspective
- c. organizational goal achievement
- d. organizational strategic intent

Ans: C

2. The term used to describe a clear, concise expression of the organization's reason for being is referred to as a(n) _____.

- a. aspirational statement
- b. strategic statement
- c. vision statement
- d. mission statement

Ans: D

3. Value chain processes are _____.

- a. intradependent
- b. self-dependent
- c. interdependent
- d. independent

Ans: C

4. All of the following are cited, by some experts, as strategic planning process limitations- EXCEPT _____.

- a. contingency assessment
- b. ambition
- c. innovation
- d. future competitive advantage

Ans: A

5. Porter's Five Forces Model is useful for assessing _____.

- a. weaknesses and identifying possible partnerships

- b. strengths and identifying possible partnerships
- c. opportunities and identifying possible partnerships
- d. threats and identifying possible partnerships

Ans: D

6. Which one of the following describes Ansoff's Matrix market development strategic option?

- a. new products and new markets
- b. new products and existing markets
- c. existing products and new markets
- d. existing products and existing markets

Ans: C

7. Which one of the following strategies does not offer a competitive advantage?

- a. discrete strategy
- b. disruptive strategy
- c. differentiated strategy
- d. sustaining strategy

Ans: D

8. All of the following are objectives marketers pursue EXCEPT _____.

- a. improve brand or product awareness
- b. expand perceived customer value
- c. generate sales leads
- d. improve search engine rankings

Ans: B

9. Which step of the strategic planning process operationalizes the overall marketing strategy?

- a. formulate a marketing strategy
- b. identify the target market
- c. determine the marketing objectives
- d. identify a strategic opportunity

Ans: A

10. An obsession for winning that infiltrates every level of an organization is known as _____.

- a. strategic purpose
- b. strategic vision
- c. strategic intent
- d. strategic fit

Ans: C

11. Expanding into parallel products is referred to as _____.

- a. perpendicular integration
- b. vertical integration
- c. parallel integration
- d. horizontal integration

Ans: D

12. As part of the strategic planning process, formulating a marketing strategy includes all of the following EXCEPT _____.

- a. product strategies
- b. pricing strategies
- c. promotional strategies
- d. purpose strategies

Ans: D

13. Organizations typically target a mass market with which one of the following approaches?

- a. impersonalized
- b. undifferentiated
- c. differentiated
- d. concentrated

Ans: B

14. A marketing plan outline includes all of the following EXCEPT _____.

- a. performs a situational analysis
- b. identifies strategic opportunities
- c. implements flexibility strategies
- d. describes the target market

Ans: C

15. Marketing objectives can be expressed using the acronym SMART. What does the M stand for?

- a. measurable
- b. marketing plan
- c. market creation
- d. mission statement

Ans: A

Chapter 6: Creating value: Products and services

1. Intangible products exist in the synchronous moments of _____.

- a. experiences and ideas
- b. production and consumption
- c. development and enhancement
- d. connectivity and capabilities

Ans: B

2. All of the following are SaaS Services EXCEPT _____.

- a. DropBox
- b. Zoom
- c. Uber
- d. Google apps

Ans: C

3. Which of the following is a useful tool to identify a core product?

- a. Bain's Elements of Value
- b. Forrester's Empowered Customer Segmentation Framework
- c. Jobs-To-Be-Done Theory
- d. Porter's Five Forces Model

Ans: C

4. Which of the following products are not considered substitutable?

- a. shopping products
- b. specialty products
- c. convenience products
- d. unsought products

Ans: B

5. Product development can be valuable in all of the following circumstances EXCEPT when _____.

- a. customers develop brand loyalty
- b. flagship products are successful

- c. market trends change
- d. localities demand specific tastes

Ans: A

6. Which company does not market product ecosystems?

- a. Facebook
- b. Apple
- c. Amazon
- d. Dell

Ans: D

7. Which type of innovation introduces “new to the world” products?

- a. social innovations
- b. discontinuous innovations
- c. disruptive innovations
- d. continuous innovations

Ans: B

8. Which one of the following is NOT a characteristic of the scrum method?

- a. incremental improvements to existing products
- b. complex problem solving through creative and adaptive teamwork
- c. lean development
- d. Kanban

Ans: A

9. What does the design-to-value process use to ensure objectivity?

- a. product research data, competitive intelligence, and cost analysis
- b. consumer research data, artificial intelligence, and statistical analysis
- c. product research data, artificial intelligence, and statistical analysis
- d. customer research data, competitive intelligence, and cost analysis

Ans: D

10. What does the design-to-cost component of strategic product value management safeguard?

- a. brand equity and margins
- b. margins and profitability
- c. primary demand and brand equity
- d. profitability and primary demand

Ans: B

11. Which stage of the product life cycle will experience increased sales and new competition?

- a. introduction phase
- b. growth stage
- c. maturity stage
- d. decline

Ans: B

12. Which type of positioning, in the maturity stage of the product life cycle, associates a product with a different category?

- a. reverse positioning
- b. differentiated positioning
- c. breakaway positioning
- d. stealth positioning

Ans: C

13. Which adopter category represents the smallest percentage of the population?

- a. early adopters
- b. early majority
- c. innovators
- d. laggards

Ans: C

14. Which of the following is not a factor that drives product adoption?

- a. compatibility

~~b. observability~~

~~c. trialability~~

~~d. complexity~~

Ans: D

15. What motivates innovators and early adopters to be among the first to acquire an innovation?

~~a. product scarcity~~

~~b. social proof~~

~~c. media hype~~

~~d. decreased risk~~

Ans: A

Chapter 7: Offering value: Price

1. Which one of the following terms is not synonymous with price?

- a. premium
- b. fee
- c. seller's investment
- d. rent

Ans: C

2. The single most important decision in evaluating a business is _____.

- a. purchasing power
- b. pricing power
- c. product power
- d. sales power

Ans: B

3. Price strategy is designed to achieve all of the following objectives EXCEPT _____.

- a. sales
- b. margin
- c. product trial
- d. brand identity

Ans: D

4. At what level of price management is price strategy determined?

- a. product-market level
- b. industry level
- c. transaction level
- d. supply level

Ans: A

5. Which pricing objective drops sets prices to optimize earnings?

- a. maximize profit
- b. maximize revenue
- c. maximize sales growth

d. maximize profit margin

Ans: B

6. Which type of pricing orientation relies upon benchmarking?

a. cost-based pricing orientation

b. customer value-based pricing orientation

c. competition-based pricing orientation

d. price-based pricing orientation

Ans: C

7. Which of the following factors do companies utilizing a combined pricing orientation not consider?

a. substitutable alternatives

b. competitive intensity

c. gross profitability of the transaction

d. attributes and benefits customers value

Ans: C

8. Which of the following pricing tactics sets price at double the cost?

a. target-return pricing

b. keystone pricing

c. cost-plus pricing

d. prestige pricing

Ans: B

9. How do organization's using customer value-based pricing score on price orientation?

a. weak

b. medium

c. semi-strong

d. strong

Ans: D

10. Which one of the following does not encourage price leaks?

- a. cash discounts for prompt payment
- b. the cost of carrying accounts payable
- c. freight expenses
- d. cooperative advertising allowances

Ans: B

11. While shopping for shoes, you can use the assortment in the store as _____.

- a. internal reference prices
- b. price transparency
- c. price cues
- d. external reference prices

Ans: D

12. Which of the following harm a buyer's ability to make an optimized purchase decision?

- a. belief and perception
- b. emotion and value
- c. substitutes and alternatives
- d. price and quality

Ans: A

13. A brands position in the market in relative to its _____.

- a. marketing channel
- b. perceived value
- c. competition
- d. psychological influence on customers

Ans: C

14. Which variable is not used in dynamic pricing algorithms?

- a. product supply
- b. competitor prices
- c. demographics
- d. current spending patterns

Ans: D

15. Which dynamic pricing model estimates how much each product affects consumer price perception, using actual market data?

a. long-tail model

b. omnichannel model

c. KVI model

d. competitive-response model

Ans: C

Chapter 8: Distributing value: Place

1. A channel of distribution is a path a firm's product takes including all of the following EXCEPT _____.

- a. transforming inputs
- b. the suppliers involved
- c. transporting inputs
- d. the firm's involved

Ans: B

2. A distribution channel can be depicted as a _____.

- a. linear chain
- b. horizontal chain
- c. vertical chain
- d. parallel chain

Ans: A

3. Which one of the following is not a primary category of intermediaries?

- a. supplier
- b. wholesaler
- c. retailer
- d. marketer

Ans: D

4. Which of the following is not an example of how an intermediary provided facilitating services for other channel members?

- a. providing sales support
- b. transportation and delivery
- c. forecasting supply
- d. managing warranties

Ans: C

5. Which of the following intermediaries does not have the infrastructure, systems, or resources to perform all of the necessary supply chain activities?

- a. wholesaler
- b. distributor
- c. manufacturer
- d. retailer

Ans: D

6. The channel strategy specifies which of the following?

- a. distribution
- b. structure
- c. procurement process
- d. warehousing

Ans: B

7. The channel level is also known as the _____ of the distribution channel.

- a. length
- b. width
- c. height
- d. scope

Ans: A

8. What type of channel mode integrates sales channels and sales modes across an entire channel strategy?

- a. multi-channel mode
- b. omnichannel mode
- c. cross-channel mode
- d. single-channel mode

Ans: B

9. Which type of distribution intensity decision is common for convenience goods like snacks and beverages?

- a. moderate distribution
- b. exclusive distribution
- c. selective distribution

~~d. intensive distribution~~

Ans: D

~~10. A major decision included in the channel strategy is _____.~~

~~a. sales platforms~~

~~b. channel width~~

~~c. channel partnerships~~

~~d. transporting inputs~~

Ans: A

~~11. Market demand for integrated shopping experiences has driven market demand for _____.~~

~~a. cross-channel distribution~~

~~b. multi-channel distribution~~

~~c. single-channel distribution~~

~~d. omnichannel distribution~~

Ans: D

~~12. What is the most expensive part of the shipping process?~~

~~a. picking orders from warehouse shelves~~

~~b. last-mile delivery~~

~~c. packaging of orders~~

~~d. loading packages on transportation systems~~

Ans: B

~~13. Which of the following is a characteristic of an adaptable distribution network?~~

~~a. Products are available to consumers how they want them.~~

~~b. Products are available to consumers when they want them.~~

~~c. Products are available to consumers why they want them.~~

~~d. Products are available to consumers from whom they want them.~~

Ans: A

14. Real-time and in-store inventory management capabilities are made possible by all of the following EXCEPT_____.

- a. algorithmic modelling
- b. internet of things sensors
- c. data capture and management
- d. block chain

Ans: D

15. Which one of the following is not a digitization of supply chain benefit?

- a. higher margins
- b. improved decision-making
- c. lower inventory warehousing costs
- d. better product and service quality partner to partner

Ans: A

Chapter 9: Communicating value: Promotion

1. Organizations rely upon strategically developed marketing mixes to ensure a strong _____.

- a. mission statement for customers
- b. value proposition for customers
- c. distribution channel for customers
- d. marketing plan for customers

Ans: B

2. Media content can be expressed using the acronym PESO. What does the S stand for?

- a. sensor media
- b. supply media
- c. shared media
- d. social media

Ans: C

3. Which element in the promotional mix may be expressed using any of the media types in the PESO model?

- a. personal selling
- b. direct marketing
- c. sales promotion
- d. advertising

Ans: C

4. Which one of the below is not an example of social media marketing?

- a. video content
- b. blogs
- c. shared photos
- d. online video ads

Ans: D

5. Most digital advertising is purchased and delivered using _____.

- a. an ad network

- ~~b. programmatic advertising~~
- ~~c. advertising publishers~~
- ~~d. content marketing~~

Ans: B

6. A viewable display impression is defined as an ad that loads _____.

- ~~a. at 60% or more and remains present for at least three seconds~~
- ~~b. at 50% or more and remains present for at least one second~~
- ~~c. at 70% or more and remains present for at least one second~~
- ~~d. at 100% and remains present for at least three seconds~~

Ans: B

7. Which one of the following is not a type or topic of branded content?

- ~~a. nonfiction~~
- ~~b. instructions~~
- ~~c. opinions~~
- ~~d. poetry~~

Ans: A

8. The two primary players in the communications process are _____.

- ~~a. encoding and decoding~~
- ~~b. channels and mediums~~
- ~~c. responses and feedback~~
- ~~d. senders and receivers~~

Ans: D

9. Which of the following is not a characteristic of a politely interrupted marketing communication?

- ~~a. They persist for an amount of time controlled by the receiver.~~
- ~~b. They enable receiver engagement.~~
- ~~c. They are interruptive.~~
- ~~d. They turn on a prospect to a brand idea.~~

Ans: D

10. Which one of the following is not a stage of an effective communications campaign?

- a. campaign planning
- b. execution
- c. campaign media concepting
- d. campaign design

Ans: C

11. All of the following are hierarchy of effects stages EXCEPT _____.

- a. conative
- b. innovative
- c. cognitive
- d. affective

Ans: B

12. A client brief includes _____.

- a. brand positioning
- b. media planning
- c. research
- d. public relations

Ans: A

13. A disadvantage of the MARCOM mix advertising element is _____.

- a. negative perception of some modes
- b. cost per contact can be high
- c. lack of control over outcome
- d. difficulty cutting through clutter

Ans: D

14. Which campaign executional style depicts the way a consumer group lives?

- a. testimonial
- b. lifestyle
- c. demonstration

~~d. slice of life~~

~~Ans: B~~

~~15. Which of the following is a television media channel advantage?~~

~~a. visual impact~~

~~b. measurability~~

~~c. high reach possible~~

~~d. variety of ad formats possible~~

~~Ans: A~~

Chapter 10: Extending value: People, process, and presence in the customer experience

1. The interdependent service relationship between buyers and sellers is consistent with _____.

- a. customer benefits managements
- b. value-added marketing
- c. consumer relationship management
- d. relationship marketing

Ans: D

2. All of the following are characteristics of intangibles EXCEPT _____.

- a. low in search qualities
- b. low in attribute qualities
- c. high in experience qualities
- d. high in credence qualities

Ans: B

3. Which of the following is most reflective of the service exchange between brands and customers?

- a. touchpoints
- b. moments
- c. episodes
- d. efforts

Ans: C

4. All of the following are TRUE about sources of friction EXCEPT _____.

- a. friction is felt as pain
- b. friction can harm the relationship between brand and buyer
- c. friction occurs when a customer depreciates the value of the experience with the brand
- d. friction cannot be eliminated

Ans: D

5. The people dimension in the marketing mix refers to _____.

- a. employees and customers
- b. service providers and marketers
- c. boundary spanners and employees
- d. customers and marketers

Ans: A

6. Which of the following can speed up service episodes by predicting what will be needed using recognized patterns?

- a. service blueprinting
- b. robotic process automation
- c. machine learning
- d. intelligent process automation

Ans: C

7. Which of the following does not illustrate the power of presence indicators to relay meaning?

- a. a brand's name
- b. a brand's values
- c. a brand's logo
- d. a brand's color choices

Ans: B

8. Knowledge friction can be experienced by _____.

- a. customer care representatives
- b. self-service customers
- c. employees
- d. third-party partners

Ans: B

9. Which of the following is not a method used to deliver a more personalized and enhanced service to customers?

- a. artificial intelligence
- b. data modelling

- ~~c. dynamic personalization~~
- ~~d. language processing~~

Ans: D

~~10. When marketers use presence to design servicescapes, it is referred to as _____.~~

- ~~a. design elements~~
- ~~b. evidence management~~
- ~~c. interior design~~
- ~~d. impression management~~

Ans: B

~~11. The backstage actions element of the service blueprint are performed by _____.~~

- ~~a. a frontstage employee and/or a technical support employee~~
- ~~b. a backstage employee~~
- ~~c. a frontstage employee~~
- ~~d. a backstage employee and/or a frontstage employee~~

Ans:

~~12. Which of the following is not an element of the service design principles?~~

- ~~a. It is interdisciplinary.~~
- ~~b. It is a systematic approach.~~
- ~~c. It is a heuristic approach.~~
- ~~d. It is an iterative process.~~

Ans: C

~~13. Which of the following techniques can be useful for evaluating the value proposition for new service offerings?~~

- ~~a. episode economies~~
- ~~b. episode frequency~~
- ~~c. episode quality~~
- ~~d. episode experience map~~

Ans: A

14. A service episode blueprint encourages all of the following EXCEPT _____.

a. creativity

b. preemptive problem solving

c. controlled implementation

d. selected service development

Ans: D

15. Service design was born from the culture of _____.

a. interaction

b. design

c. desirability

d. service

Ans: B

Chapter 11: Maintaining value through branding and brand management

1. Brand names and logos are trademarked assets used as _____ to relay meaning.

- a. sensory cues
- b. intangible cues
- c. service cues
- d. tangible cues

Ans: D

2. As part of the associative network memory, a set of nodes represent _____.

- a. brand associations
- b. stored information
- c. brand assets
- d. memory structure

Ans: B

3. A person's ability to identify a brand is referred to as _____.

- a. brand awareness
- b. brand recognition
- c. brand image
- d. brand concept

Ans: A

4. Which of the following is not a component of customer equity?

- a. brand equity
- b. offer equity
- c. attribute-based equity
- d. relationship equity

Ans: C

5. The two primary variables of the Customer-Based Brand Equity Framework, image associations and brand awareness, result in _____.

- a. brand assets
- b. brand equity

c. brand value

d. brand knowledge

Ans: D

6. Which of the following could cause a major disruption in the distribution of market share by brand?

a. language processing assistants

b. voice command-driven purchases

c. artificial intelligence assistants

d. voice technology

Ans: B

7. Which of the following is not one of the 3Cs in the comprehensive brand identity system?

a. consumer characteristics

b. company context

c. consumer confidence

d. competitive rivalry

Ans: C

8. Brands that contribute to an existential search for meaning as a sustainable legacy may earn _____.

a. heart share

b. legend share

c. mind share

d. value share

Ans: B

9. Which type of brand purpose seeks to provide a solution to a problem?

a. emotional brand purpose

b. societal brand purpose

c. aspirational brand purpose

d. functional brand purpose

Ans: D

10. Which of the following is not a characteristic of effective purpose-led branding?

- a. meaningful
- b. unique
- c. sustainable
- d. coherent

Ans: C

11. All of the following are components of the brand identity planning model EXCEPT _____.

- a. brand image
- b. brand purpose
- c. brand offers in the market
- d. brand identity imprint

Ans: A

12. Brand as platform acknowledges the brand identity implications tied to _____.

- a. brand ecosystems
- b. brand identity
- c. brand awareness
- d. brand positioning

Ans: A

13. Which effective brand asset usage characteristic means the brand reinforces relevant brand purpose, principles, and messaging?

- a. consistency
- b. communication
- c. clarity
- d. coherent

Ans: B

14. All of the following are TRUE about the branded house strategy option EXCEPT that it _____.

- ~~a. is the most autonomous option~~
- ~~b. leverages an established master brand~~
- ~~c. requires a minimum investment in each new offering~~
- ~~d. enhances the clarity and synergy of a portfolio~~

Ans: A

15. An assembled collection of brands is referred to as a _____.

- ~~a. master brand~~
- ~~b. branded house strategy~~
- ~~c. house of brands~~
- ~~d. endorsed brand strategy~~

Ans: C

Chapter 12: Managing value: Analytics and marketing value management systems

1. Marketers are increasingly turning to marketing analytics and MVMS to _____.

- a. measure management performance
- b. inform market planning
- c. determine how budgets can be reduced
- d. anticipate consumer purchases

Ans: B

2. Which of the following stems from the impact of Industry 4.0 technologies on marketing functions and the need to manage it?

- a. cost savings
- b. efficiencies
- c. new revenue sources
- d. necessity

Ans: D

3. Key performance indicators including customer satisfaction, share of wallet, and margin inform decisions on _____.

- a. price strategy
- b. brand segmentation
- c. retention
- d. promotion strategy

Ans: A

4. The Value Management Strategy Map identifies all of the following value perspectives of marketing strategy EXCEPT _____.

- a. marketing mix
- b. tangible performance
- c. financial performance
- d. customer value proposition

Ans: B

5. Which of the following is not an intangible performance marketing measure or metric?

- a. customer lifetime equity
- b. customer loyalty
- c. brand image
- d. customer retention

Ans: D

6. Publishing performance data could serve to influence _____.

- a. brand awareness
- b. brand loyalty
- c. brand reputation
- d. brand image

Ans: C

7. Which one of the following financial metrics is not a lag indicator of marketing performance?

- a. growth in revenues
- b. growth in profitability
- c. return on equity
- d. return on marketing investment

Ans: C

8. Medium-term metrics are valuable for all of the following strategic marketing activities EXCEPT _____.

- a. sustainability of a brand's competitive advantage
- b. brand building
- c. developing customer relationship strength
- d. establishing a pipeline for new product launches

Ans: A

9. A fully developed MVMS is capable of all of the following EXCEPT _____.

- a. transforming data to create new variables
- b. calculating simple measures quickly, even with millions of data points

- c. pulling data from a variety of sources
- d. cleaning data to ensure quality and compatibility

Ans: B

10. The goal of an MVMS is to generate _____.

- a. performance goals
- b. marketing strategies
- c. relevant marketing decisions
- d. marketing intelligence

Ans: D

11. The last step of the 6D MVMS Process model is to _____.

- a. design marketing strategies and activities based on findings
- b. document by capturing relevant, reliable, and valid data
- c. deploy the implementing marketing strategies
- d. discover patterns and relationships in the data using data analysis

Ans: C

12. The impact of marketing analytics is experienced _____.

- a. before the marketing activities are implemented
- b. after marketing activities are assessed
- c. after marketing activities are implemented
- d. before marketing activities are assessed

Ans: C

13. Machine learning and natural language processing can perform all of the following functions EXCEPT _____.

- a. predict consumer purchases
- b. recognize fraudulent credit card activity
- c. automate personalized targeting of digital ads
- d. collect data about product usage

Ans: D

14. Which technology can improve how employees who rely on marketing metrics benefit from analytics?

- a. internet of everything
- b. augmented reality
- c. semantic computing
- d. sentiment and text analysis

Ans: B

15. Which of the following is not a reason behind ineffective MVMS?

- a. a lack of unstandardized definitions of variables
- b. failure to map the metrics to the information's purpose
- c. ill-defined data definitions
- d. sacrificing on system functionality to retrofit existing systems

Ans: A