

Chapter 02 Marketing Strategy Planning

Student: _____

1. Planning, implementation, and control are basic jobs of all managers.

True False
2. Controlling the marketing plan is the first step of the marketing management process.

True False
3. The three basic jobs in the marketing management process are planning, implementation, and control.

True False
4. The marketing management process consists of (1) planning marketing activities, (2) directing the implementation of the plans, and (3) controlling these plans.

True False
5. Strategic planning is a top management job that includes planning only for marketing.

True False
6. Strategic planning is the managerial process of developing and maintaining a match between an organization's resources and its market opportunities.

True False
7. Strategic (management) planning is a managerial process of developing and maintaining a match between the resources of the production department and its product opportunities.

True False

8. Finding attractive opportunities and developing profitable marketing strategies are the tasks included in the marketing manager's marketing strategy planning job.
- True False
9. Marketing strategy planning is the process of deciding how best to sell the products the firm produces.
- True False
10. A marketing strategy specifies a target market and a related marketing mix.
- True False
11. A marketing strategy is composed of two interrelated parts-a target market and a marketing mix.
- True False
12. A marketing strategy is composed of two interrelated parts-planning and implementation.
- True False
13. The two parts of a marketing strategy are an attractive opportunity and a target market.
- True False
14. A target market consists of a group of consumers who are usually quite different.
- True False
15. A marketing mix consists of the uncontrollable variables which a company puts together to satisfy a target market.
- True False
16. Target marketing aims a marketing mix at some specific target customers.
- True False

17. Mass marketing means focusing on some specific customers, as opposed to assuming that everyone is the same and will want whatever the firm offers.
- True False
18. The mass marketing approach is more production-oriented than marketing-oriented.
- True False
19. The terms mass marketing and mass marketers mean the same thing.
- True False
20. "Mass marketers" like Target usually try to aim at clearly defined target markets.
- True False
21. The problem with target marketing is that it limits the firm to small market segments.
- True False
22. Potential customers are all alike.
- True False
23. The four "Ps" are: Product, Promotion, Price, and Personnel.
- True False
24. The "four Ps" of the marketing mix are: Product, Position, Promotion, and Price.
- True False
25. The "four Ps" of the marketing mix are: People, Products, Price, and Promotion.
- True False
26. Product, Place, Promotion, and Price are the four major variables (decision areas) in a firm's marketing mix.
- True False

27. The customer is a part of the marketing mix and should be the target of all marketing efforts.
- True False
28. Although the customer should be the target of all marketing efforts, customers are not part of a marketing mix.
- True False
29. The customer should not be considered part of a "marketing mix."
- True False
30. The Product area is concerned with developing the right physical good, service, or blend of both for the target market.
- True False
31. According to the text, a firm that sells a service rather than a physical good does not have a product.
- True False
32. The Product area of the marketing mix may involve a service and/or a physical good, which satisfies some customers' needs.
- True False
33. The Place decisions are concerned with getting the right product to the target market at the right time.
- True False
34. Any series of firms (or individuals) from producer to final user or consumer is a channel of distribution.
- True False
35. A channel of distribution is any series of firms or individuals that participate in the flow of products from producer to final user or consumer.
- True False

36. A channel of distribution must include an intermediary.
True False
37. A channel of distribution must include several kinds of intermediaries and collaborators.
True False
38. Personal selling, mass selling, and sales promotion are all included in the Promotion area of the marketing mix.
True False
39. Promotion is composed of personal selling, advertising, publicity, and sales promotion.
True False
40. Personal selling involves direct personal communication to get the sale, but personal attention is seldom required after the sale.
True False
41. Customer service is needed when a customer wants the seller to resolve a problem with a purchase.
True False
42. Advertising is any paid form of nonpersonal presentation of ideas, goods, or services by an identified sponsor.
True False
43. Sales promotion can involve point-of-purchase materials, store signs, contests, catalogs, and circulars.
True False
44. Sales promotion refers to those promotion activities-other than advertising, publicity, and personal selling-that stimulate interest, trial, or purchase by final customers or others in the channel.
True False

45. Personal selling and advertising are both forms of sales promotion.
- True False
46. According to the text, Promotion is the most important of the "four Ps."
- True False
47. Price is the most important of the four Ps.
- True False
48. In general, no single element of the "four Ps" is more important than the others.
- True False
49. The marketing mix should be set before the best target market is selected.
- True False
50. As in the Toddler University case, the needs of a target market virtually determine the nature of an appropriate marketing mix.
- True False
51. A marketing plan and a marketing strategy mean the same thing.
- True False
52. A marketing strategy and all the time-related details for carrying out the strategy is a "marketing plan."
- True False
53. A marketing plan is a written statement of a marketing strategy and the time-related details for carrying out the strategy.
- True False
54. Implementation means putting the marketing plan into operation.
- True False

55. Short-run decisions that stay within the overall guidelines set during strategy planning are called implementation decisions.
- True False
56. Marketing strategy planning should specify all of the operational decisions to implement the plan.
- True False
57. Companies such as Campbell's can only implement one marketing strategy at a time.
- True False
58. Most companies implement only one marketing strategy at a time.
- True False
59. A marketing program blends all of the firm's marketing plans into one "big" plan and is the responsibility of the whole company.
- True False
60. A "marketing program" blends all of a firm's marketing plans into one "big" plan.
- True False
61. A marketing program may consist of several marketing plans.
- True False
62. A successful marketing program benefits the firm by increasing customer equity.
- True False
63. Customer lifetime value represents the total stream of purchase a customer could contribute to the company over the life of the relationship.
- True False
64. One way to increase customer equity is to find cost-effective ways to serve current customers so they buy more.
- True False

65. One way to increase customer equity is to find cost-effective ways to add new customers for the firm's products.
- True False
66. The best way to increase customer equity is to find cost-effective ways to increase earnings from current customers while bringing profitable new customers into the fold.
- True False
67. The customer equity approach guides the marketing manager to make marketing decisions that enhance the firm's short-term profits—just for the next quarter or year.
- True False
68. Enhancing customer value by increasing their purchases is a potential source of new revenue.
- True False
69. An extremely good plan might be carried out badly and still produce profits, while a poor but well implemented plan can lose money.
- True False
70. The U.S. auto industry has become much more marketing-oriented since Henry Ford introduced the Model T.
- True False
71. Many U.S. automakers have failed because they were not marketing oriented.
- True False
72. Managers who embrace the marketing concept realize that they cannot just define their line of business in terms of the products they currently produce or sell.
- True False

73. The single most important factor in screening possible marketing opportunities is the long-run trends facing the company.
- True False
74. Attractive opportunities for a particular firm are those that the firm has some chance of doing something about-given its resources and objectives.
- True False
75. A "breakthrough opportunity" is an opportunity that helps innovators develop long-term, hard-to-copy marketing strategies that will be very profitable.
- True False
76. "Breakthrough opportunities" are ones that help innovators develop hard-to-copy marketing strategies that will be profitable for a long time.
- True False
77. A firm with a "competitive advantage" has a marketing mix that the target market sees as better than a competitor's mix.
- True False
78. Finding "competitive advantages" is important because they are needed for survival in increasingly competitive markets.
- True False
79. It is useful to think of the marketing strategy planning process as a narrowing-down process.
- True False
80. The marketing strategy planning process starts with a narrow look at a market, and becomes broader the closer the firm comes to developing a marketing mix.
- True False
81. There are usually more different strategy possibilities than a firm can pursue.
- True False

82. Developing a set of specific qualitative and quantitative screening criteria can help a manager define in which business and markets the firm wants to compete.
- True False
83. A S.W.O.T. analysis is one way to zero in on a marketing strategy that is well-suited to the firm.
- True False
84. A S.W.O.T. analysis identifies the "special weapons or tactics" used by the competitor in a product-market that has the most profitable marketing mix.
- True False
85. S.W.O.T. analysis is based on the idea that one of the best ways to develop a strategy is to identify and copy the marketing "strategies, weapons, outlook, and tactics" of the firm's most effective competitor.
- True False
86. A good S.W.O.T. analysis helps a manager focus on a strategy that takes advantages of the firm's opportunities and strengths while avoiding its weaknesses and threats to its success.
- True False
87. The letters in "S.W.O.T. analysis" are an abbreviation for the first letters of the words "strengths, weaknesses, opportunities, and threats."
- True False
88. The letters in "S.W.O.T. analysis" are an abbreviation for the first letters of the words "special weapons or tactics."
- True False
89. Segmentation is the process a manager goes through to decide which subgroups of customers to select.
- True False

90. Differentiation means that the marketing mix is distinct from and better than what is available from a competitor.
- True False
91. Differentiation means that the firm's marketing mix is similar to its competitors' mixes.
- True False
92. Differentiation often requires a firm to fine-tune its marketing mix to meet the specific needs of its target market(s).
- True False
93. Differentiation emphasizes uniqueness rather than similarity.
- True False
94. Differentiation emphasizes similarity rather than uniqueness.
- True False
95. The external market environment doesn't play a role in the marketing strategy planning process because it exists outside of the company.
- True False
96. It is useful to think of the marketing strategy planning process as a process that begins with a narrow focus but then broadens to embrace unlimited opportunities and options.
- True False
97. The first two letters in the S.W.O.T. analysis help managers examine customers, competition, and the external marketing environment.
- True False
98. The last two letters in the S.W.O.T. refer to "opportunities" and "threats" related to factors outside the company, including customers, competition, and the external marketing environment.
- True False

99. Marketing opportunities involving present products and present markets are called "market penetration" opportunities.
- True False
100. Market penetration means trying to increase sales of a firm's present products in its present markets- probably through a more aggressive marketing mix.
- True False
101. A firm that tries to increase sales by selling new products in new markets is pursuing "market development" opportunities.
- True False
102. A "market development" opportunity would involve a firm offering new or improved products to its present markets.
- True False
103. When a firm tries to increase sales by offering new or improved products to its present markets, this is called "product development."
- True False
104. Nike moved beyond shoes and sportswear to offer its athletic target market a running watch, digital audio player, and even a portable heart-rate monitor. This is an example of a market development strategy.
- True False
105. The ArrowPoint Company has just modified and enlarged its product line to meet the changing needs of its current customers. This is an example of "market development."
- True False
106. When Cadillac added a new sports utility vehicle called Escalade to the "luxury-oriented" selection at its existing dealers, it was seeking "market development" opportunities.
- True False

107. If Burger King added tacos to the "burger-oriented" menu in its existing restaurants, it would be seeking "market development" opportunities.
- True False
108. Marketing opportunities that involve moving into totally different lines of business are "diversification" opportunities.
- True False
109. The least risky-but most challenging-marketing opportunities are diversification opportunities.
- True False
110. Often, attractive opportunities are fairly close to markets the firm already knows.
- True False
111. When it comes to choosing among different types of opportunities, most firms tend to be production-oriented and usually think first of diversification.
- True False
112. Of the four types of opportunities firms can pursue, diversification is the easiest to evaluate and involves the least risk.
- True False
113. A significant emerging middle class consumer segment in a country is a strong opportunity for brands to shift focus toward it.
- True False
114. Advances in e-commerce, transportation, and communications have had little impact on creating international opportunities.
- True False
115. If customers in other countries are interested in the products a firm offers, or could offer, serving them may improve economies of scale.
- True False

116. Unfavorable trends in the domestic market environment may make the international marketing environment very attractive.
- True False
117. International opportunities should be considered in the strategy planning process, but they don't always survive as the most attractive ones that are turned into strategies.
- True False
118. Marketing managers usually find that opportunities in international markets are less profitable than in domestic markets.
- True False
119. When a firm's domestic market is prosperous, marketing managers are less likely to pursue opportunities in international markets.
- True False
120. The basic reason to focus on some specific target customers instead of all possible customers is so that managers can develop a marketing mix that satisfies those customers' specific needs better than they are satisfied by some other firm.
- True False
121. The three basic tasks of ALL managers, according to the text, are:
- A.
B.
C.
D.
E.
122. Controlling is vital to the marketing management process because:
- A.
B.
C.
D.
E.

123. Which of the following duties would not be performed by a firm's marketing managers?
- A.
 - B.
 - C.
 - D.
 - E.
124. Which of the following is one of three basic marketing management jobs?
- A.
 - B.
 - C.
 - D.
125. The marketing management process is the process of:
- A.
 - B.
 - C.
 - D.
126. Why can't marketing managers be satisfied just planning present activities?
- A.
 - B.
 - C.
 - D.
 - E.
127. The managerial process of developing and maintaining a match between the resources of an organization and its market opportunities is called:
- A.
 - B.
 - C.
 - D.
 - E.

128. _____ is the managerial process of developing and maintaining a match between an organization's resources and its market opportunities.

- A.
- B.
- C.
- D.
- E.

129. "Marketing strategy planning" means:

- A.
- B.
- C.
- D.
- E.

130. Marketing strategies

- A.
- B.
- C.
- D.
- E.

131. A marketing strategy

- A.
- B.
- C.
- D.
- E.

132. A marketing strategy specifies:

- A.
- B.
- C.
- D.
- E.

133. A marketing strategy specifies:
- A.
 - B.
 - C.
 - D.
134. A target market and a related marketing mix make up a:
- A.
 - B.
 - C.
 - D.
 - E.
135. Herbal Essences tries to sell its hair shampoos and conditioners to adult women, ages 18-24. These women represent Herbal Essences' primary:
- A.
 - B.
 - C.
 - D.
 - E.
136. Target marketing, in contrast to mass marketing:
- A.
 - B.
 - C.
 - D.
 - E.
137. Which of the following statements about target marketing is incorrect?
- A.
 - B.
 - C.
 - D.
 - E.

138. The difference between target marketing and mass marketing is that target marketing
- A.
 - B.
 - C.
 - D.
 - E.
139. "Target marketing," in contrast to "mass marketing,"
- A.
 - B.
 - C.
 - D.
 - E.
140. Target marketing
- A.
 - B.
 - C.
 - D.
 - E.
141. _____ assume(s) that everyone is the same-and consider(s) everyone to be a potential customer.
- A.
 - B.
 - C.
 - D.
 - E.
142. Marketing managers should view potential customers as
- A.
 - B.
 - C.
 - D.
 - E.

143. Good marketing strategy planners know that:
- A.
 - B.
 - C.
 - D.
 - E.
144. "Target marketing," in contrast to "mass marketing,"
- A.
 - B.
 - C.
 - D.
145. Identify the incorrect statement regarding target marketing.
- A.
 - B.
 - C.
 - D.
 - E.
146. The marketing mix
- A.
 - B.
 - C.
 - D.
 - E.
147. The "four Ps" of a marketing mix are:
- A.
 - B.
 - C.
 - D.
 - E.

148. A marketing mix consists of:
- A.
 - B.
 - C.
 - D.
149. A firm's "marketing mix" decision areas would NOT include:
- A.
 - B.
 - C.
 - D.
 - E.
150. A firm's "marketing mix" decision areas would NOT include:
- A.
 - B.
 - C.
 - D.
 - E.
151. Which of the following is NOT one of the four variables in a marketing mix?
- A.
 - B.
 - C.
 - D.
 - E.
152. Which of the following is true?
- A.
 - B.
 - C.
 - D.

153.

"Product" is concerned with:

- A.
- B.
- C.
- D.
- E.

154.

"Product" is concerned with:

- A.
- B.
- C.
- D.
- E.

155.

"Product" is concerned with:

- A.
- B.
- C.
- D.
- E.

156.

"Product" is NOT concerned with:

- A.
- B.
- C.
- D.
- E.

157.

Which of the following is NOT a Product-area decision?

- A.
- B.
- C.
- D.
- E.

158. Which of the following is NOT considered a product?
- A.
 - B.
 - C.
 - D.
 - E.
159. Henry Ford told prospective customers of his Model T car, "You can have any color as long as it is black." Which aspect of the marketing mix was he stressing?
- A.
 - B.
 - C.
 - D.
160. The packaging design for a new flavor of Ben and Jerry's ice cream is an aspect of which component of the marketing mix?
- A.
 - B.
 - C.
 - D.
161. Suzuki's 3 year/36,000 mile new car warranty is part of which marketing mix decision area?
- A.
 - B.
 - C.
 - D.
 - E.

162. Dell, Inc. wants to offer customers televisions in addition to computers. This is a change in its _____ strategy.
- A.
 - B.
 - C.
 - D.
 - E.
163. Big Fizz Co., a manufacturer of cola-flavored drinks, wants to add packaged fruit juices to its existing product line. Big Fizz needs to make some decisions regarding packaging and branding of the fruit juices. These decisions would fall under which variable of the marketing mix?
- A.
 - B.
 - C.
 - D.
 - E.
164. When one considers the strategy decisions organized by the four Ps, branding is related to packaging as:
- A.
 - B.
 - C.
 - D.
 - E.
165. A firm's decisions regarding channel type, market exposure and kinds of intermediaries would fall under the marketing mix variable of
- A.
 - B.
 - C.
 - D.
 - E.

166. The _____ area of the marketing mix is concerned with decisions about getting the "right" product to the target market when and where it's wanted.

- A.
- B.
- C.
- D.
- E.

167. "Place" is concerned with:

- A.
- B.
- C.
- D.
- E.

168. "Place" is concerned with:

- A.
- B.
- C.
- D.
- E.

169. "Place" is NOT concerned with:

- A.
- B.
- C.
- D.
- E.

170. "Place" is NOT concerned with:

- A.
- B.
- C.
- D.
- E.

171. Hewlett-Packard sells personal computers through specialty computer stores, electronics superstores, and its own Internet site. The marketing mix variable that is being considered here is:

- A.
- B.
- C.
- D.
- E.

172. Scott Paper uses many intermediaries to reach its target markets; Citibank uses none. Which of the marketing mix variables is being considered here?

- A.
- B.
- C.
- D.
- E.

173. Any series of firms or individuals that participate in the flow of products from producer to final user or consumer is known as:

- A.
- B.
- C.
- D.
- E.

174. A "channel of distribution":

- A.
- B.
- C.
- D.

175. When Herbal Essences tries to get shelf space in Target and Walmart because young women frequently shop there for hair care products, this is an example of which of the 4Ps?
- A.
 - B.
 - C.
 - D.
176. A detailed plan for handling transportation and storage of a new product that is now being distributed to wholesalers nationwide is an aspect of which part of the 4Ps?
- A.
 - B.
 - C.
 - D.
177. An office supplies producer sells a variety of office supplies to final consumers and businesses using its own mail order catalog. Here,
- A.
 - B.
 - C.
 - D.
 - E.
178. The _____ area of the marketing mix includes decisions related to telling the target market or others in the channel of distribution about the "right" product.
- A.
 - B.
 - C.
 - D.
 - E.

179. "Promotion" may include:
- A.
 - B.
 - C.
 - D.
 - E.
180. "Promotion" includes:
- A.
 - B.
 - C.
 - D.
 - E.
181. Marketing strategy decisions concerning Promotion include decisions about
- A.
 - B.
 - C.
 - D.
 - E.
182. "Promotion" is NOT concerned with:
- A.
 - B.
 - C.
 - D.
 - E.
183. Personal selling lets the salesperson adapt the firm's marketing mix to a specific customer. This is an aspect of which marketing mix variable?
- A.
 - B.
 - C.
 - D.

184. _____ is direct spoken communication between sellers and potential customers.
- A.
 - B.
 - C.
 - D.
 - E.
185. From the perspective of the four Ps, personal selling is to advertising as
- A.
 - B.
 - C.
 - D.
 - E.
186. _____ refers to personal communication between a seller and a customer who wants the seller to resolve a problem with a purchase.
- A.
 - B.
 - C.
 - D.
 - E.
187. Advertising is:
- A.
 - B.
 - C.
 - D.
 - E.

188. A popular television show, The Unexpected, achieved skyrocketing ratings after moralist Tom Bowman attempted to have it removed from the air. This is an example of mass selling through

- A.
- B.
- C.
- D.
- E.

189. Sales promotion:

- A.
- B.
- C.
- D.
- E.

190. Catalogs, point-of-purchase materials, and free samples are all examples of:

- A.
- B.
- C.
- D.

191. Coupons, samples, and point-of-purchase materials are examples of

- A.
- B.
- C.
- D.
- E.

192. When Herbal Essences offers "dollar-off coupons" to adult women to try to get them to try its shampoos and conditioners, this is an example of:
- A.
 - B.
 - C.
 - D.
 - E.
193. Ford Motor Co. "loaned" new Fiestas to social trendsetters who drove the cars as part of their Meals on Wheels responsibilities. When Ford asked them to write about their driving experiences on Facebook and Twitter, it was emphasizing which aspect of the 4Ps?
- A.
 - B.
 - C.
 - D.
194. The owner of the new Sharp Scissors hair salon gave coupons to potential customers walking by her store to stimulate interest and trial of her new hair salon. The coupons are an example of
- A.
 - B.
 - C.
 - D.
 - E.
195. To help cosmetic company, RedRain Inc., launch a new line of lipstick, tickets that can be redeemed for prizes are enclosed in some of the lipstick packages. This activity can be best classified as
- A.
 - B.
 - C.
 - D.
 - E.

196. When 3M sent samples of Breathe Right Nasal Strips to the NFL trainers, this was an example of a _____ strategy.
- A.
 - B.
 - C.
 - D.
 - E.
197. "Price":
- A.
 - B.
 - C.
 - D.
198. The Price area of the marketing mix:
- A.
 - B.
 - C.
 - D.
 - E.
199. When developing a marketing mix, a marketing manager should remember that:
- A.
 - B.
 - C.
 - D.
200. When Ford Motor Co. introduced its Escape hybrid SUV, it offered a \$1,000 rebate as an incentive to attract new buyers. This was an example of which aspect of the marketing mix?
- A.
 - B.
 - C.
 - D.

201. The most important variable in a firm's marketing mix is:
- A.
 - B.
 - C.
 - D.
 - E.
202. An appropriate marketing mix should be determined primarily by
- A.
 - B.
 - C.
 - D.
 - E.
203. Ideally, a good marketing mix should:
- A.
 - B.
 - C.
 - D.
204. The text's "Toddler University" example shows that:
- A.
 - B.
 - C.
 - D.
 - E.
205. The text's "Toddler University" example shows that:
- A.
 - B.
 - C.
 - D.
 - E.

206. The text's Toddler University example shows that TU's marketing plan included:
- A.
 - B.
 - C.
 - D.
 - E.
207. The main difference between a "marketing strategy" and a "marketing plan" is that:
- A.
 - B.
 - C.
 - D.
 - E.
208. A "marketing plan" is:
- A.
 - B.
 - C.
 - D.
 - E.
209. A "marketing plan":
- A.
 - B.
 - C.
 - D.
 - E.
210. A "marketing plan" should include:
- A.
 - B.
 - C.
 - D.
 - E.

211. Which of the following is part of a complete marketing plan?
- A.
 - B.
 - C.
 - D.
212. Which of the following would probably NOT be in a proposed marketing plan?
- A.
 - B.
 - C.
 - D.
 - E.
213. Which of the following is NOT included in a marketing plan?
- A.
 - B.
 - C.
 - D.
 - E.
214. _____ refers to putting marketing plans into operation.
- A.
 - B.
 - C.
 - D.
 - E.
215. Short-run decisions to help implement strategies are best known as
- A.
 - B.
 - C.
 - D.
 - E.

216. Managers should make operational decisions
- A.
 - B.
 - C.
 - D.
 - E.
217. Which of the following statements about operational decisions is FALSE?
- A.
 - B.
 - C.
 - D.
218. Which of the following statements is a strategy decision, rather than an operational decision?
- A.
 - B.
 - C.
 - D.
 - E.
219. Which of the following statements by a marketing manager refers to operational decisions, rather than strategy decisions?
- A.
 - B.
 - C.
 - D.
220. Which of the following is an operational decision-rather than a strategy decision?
- A.
 - B.
 - C.
 - D.
 - E.

221. Which of the following is an example of an operational decision?
- A.
 - B.
 - C.
 - D.
 - E.
222. Which of the following would NOT require an operational decision for a leading hair color manufacturer?
- A.
 - B.
 - C.
 - D.
 - E.
223. Happy Feet shoe company's strategic policy states "Carry as limited a line of colors, styles, and sizes as will satisfy the target market." This policy best relates to which decision area of the marketing mix?
- A.
 - B.
 - C.
 - D.
 - E.
224. One of the strategic policies of camera maker, Zoom Cameras, states: "We will communicate the key benefits and value of our camera's unique zoom lenses and demonstrate how they meet customer needs." This policy best fits which marketing mix decision area?
- A.
 - B.
 - C.
 - D.
 - E.

225. A retailer's operational decision to hire new salespeople would best relate to the marketing mix decision area of
- A.
 - B.
 - C.
 - D.
 - E.
226. When fast food restaurant, Tommy's Tacos, had poor sales in Central City, marketing managers closed one outlet on the east side of town and opened two new locations on the south side of town. These moves represent
- A.
 - B.
 - C.
 - D.
 - E.
227. A "marketing program":
- A.
 - B.
 - C.
 - D.
 - E.
228. Which of the following blends all of the firm's marketing plans into one big plan?
- A.
 - B.
 - C.
 - D.

229. _____ is the total stream of purchases that a customer could contribute to the company over the life of the relationship.
- A.
 - B.
 - C.
 - D.
 - E.
230. The total stream of purchases that a single customer could contribute to a company over the length of the relationship is called customer _____.
- A.
 - B.
 - C.
 - D.
 - E.
231. Estimating a customer's lifetime purchasing potential is important because it helps marketers to:
- A.
 - B.
 - C.
 - D.
 - E.
232. When a customer who buys two Apple iPhones, an Apple iMac computer, and Apple TV over a period of several years, Apple's marketing managers should be thinking about:
- A.
 - B.
 - C.
 - D.
 - E.

233. Customer lifetime value
- A.
 - B.
 - C.
 - D.
 - E.
234. When the manager of a Denny's Restaurant offers a customer a coupon for a free meal as compensation for slow service, the manager is focusing on:
- A.
 - B.
 - C.
 - D.
 - E.
235. _____ is the expected earnings stream of a firm's current and prospective customers over some period of time.
- A.
 - B.
 - C.
 - D.
 - E.
236. The difference between customer lifetime value and customer equity is:
- A.
 - B.
 - C.
 - D.
 - E.

237. Which of the following is NOT a reason the marketing program should build customer equity?
- A.
 - B.
 - C.
 - D.
 - E.
238. Which of the following is *most* likely to increase a firm's customer equity?
- A.
 - B.
 - C.
 - D.
 - E.
239. The customer equity concept
- A.
 - B.
 - C.
 - D.
 - E.
240. Which of the following statements about customer equity is FALSE?
- A.
 - B.
 - C.
 - D.
 - E.
241. Marketing strategies that focus on quick short-term sales:
- A.
 - B.
 - C.
 - D.
 - E.

242. The text's discussion of Ford's marketing strategy highlights the fact that:
- A.
 - B.
 - C.
 - D.
243. The text's discussion of Ford's marketing strategy highlights the fact that:
- A.
 - B.
 - C.
 - D.
244. It's best to think of "breakthrough opportunities" as opportunities which:
- A.
 - B.
 - C.
 - D.
 - E.
245. _____ help(s) innovators develop hard-to-copy marketing strategies that will be very profitable for a long time.
- A.
 - B.
 - C.
 - D.
 - E.
246. Which of the following best illustrates a "breakthrough opportunity?"
- A.
 - B.
 - C.
 - D.
 - E.

247. Which of the following would be likely to help you develop a "breakthrough opportunity?"
- A.
 - B.
 - C.
 - D.
248. Which of the following could be a "breakthrough opportunity?"
- A.
 - B.
 - C.
 - D.
249. A pharmaceutical company spent a significant amount of money developing a new drug to combat high blood pressure. The drug did not cause any of the typical side effects usually associated with blood pressure medications. It was forecasted to be a "blockbuster" medication that would achieve over \$1 billion in sales. It would also be difficult for other firms to duplicate, at least in the short-run, because of patent protection and the substantial research and development costs required. The introduction of this new drug would best be described as:
- A.
 - B.
 - C.
 - D.
 - E.
250. _____ means that a firm has a marketing mix that the target market sees as better than a competitor's mix.
- A.
 - B.
 - C.
 - D.
 - E.

251. "Breakthrough opportunities" are opportunities that:
- A.
 - B.
 - C.
 - D.
 - E.
252. Breakthrough opportunities:
- A.
 - B.
 - C.
 - D.
 - E.
253. Which of the following statements regarding marketing strategies is FALSE?
- A.
 - B.
 - C.
 - D.
 - E.
254. Developing a set of specific qualitative and quantitative screening criteria
- A.
 - B.
 - C.
 - D.
 - E.
255. A S.W.O.T. analysis includes:
- A.
 - B.
 - C.
 - D.
 - E.

256. Which of the following statements about S.W.O.T. analysis is true?
- A.
 - B.
 - C.
 - D.
 - E.
257. A S.W.O.T. analysis
- A.
 - B.
 - C.
 - D.
 - E.
258. A S.W.O.T. analysis can help a marketing manager:
- A.
 - B.
 - C.
 - D.
 - E.
259. A S.W.O.T. analysis
- A.
 - B.
 - C.
 - D.
 - E.
260. In which quadrant of the S.W.O.T analysis tool does the following fit? A firm has adequate resources.
- A.
 - B.
 - C.
 - D.

261. In which quadrant of the S.W.O.T. analysis tool does the following fit? A firm is in a fast-growing industry.
- A.
 - B.
 - C.
 - D.
262. In which quadrant of the S.W.O.T. analysis tool does the following fit? A firm is vulnerable to recession.
- A.
 - B.
 - C.
 - D.
263. In which element of the S.W.O.T. analysis tool does the following fit? A firm is falling behind in research and development.
- A.
 - B.
 - C.
 - D.
264. _____ means that the marketing mix is distinct from what is available from a competitor.
- A.
 - B.
 - C.
 - D.
 - E.
265. Differentiation of a firm's marketing mix:
- A.
 - B.
 - C.
 - D.

266. Differentiation refers to the _____ of the firm's marketing mix to meet the needs of the target market.

- A.
- B.
- C.
- D.

267. Differentiation

- A.
- B.
- C.
- D.
- E.

268. _____ means trying to increase sales of a firm's present products in its present markets.

- A.
- B.
- C.
- D.
- E.

269. iRobot got its start by developing high-tech robots for military uses, but the company later started making futuristic robots that clean and wax floors in homes everywhere. Which of the four types of opportunity does this illustrate?

- A.
- B.
- C.
- D.
- E.

270. Of the four types of opportunities firms can pursue, market penetration often appeals to marketers because:
- A.
 - B.
 - C.
 - D.
 - E.
271. Which of the following firms is exploring a market development opportunity?
- A.
 - B.
 - C.
 - D.
 - E.
272. _____ means trying to increase sales of a firm's present products in its present markets.
- A.
 - B.
 - C.
 - D.
 - E.
273. When Colgate encourages its current customers to brush more often by taking their toothbrush and toothpaste to work with them, which market opportunity is Colgate pursuing?
- A.
 - B.
 - C.
 - D.

274. Lipton has increased sales by developing ads that encourage its current customers to drink Lipton tea instead of coffee at morning "coffee breaks." This effort focuses on

- A.
- B.
- C.
- D.
- E.

275. Tropicana is trying to get its customers to drink orange juice more often with ads that say, "It's not just for breakfast anymore." What type of opportunity is the company pursuing?

- A.
- B.
- C.
- D.
- E.

276. Kraft Foods recently increased its advertising and couponing to its present cheese customers. It appears that Kraft is pursuing what kind of opportunity?

- A.
- B.
- C.
- D.
- E.

277. If Frito-Lay (which has products in almost all the submarkets for snack foods) were to try to increase its share of one of these markets, it would be pursuing a _____ opportunity.

- A.
- B.
- C.
- D.
- E.

278. Coca-Cola runs an advertising campaign on morning radio shows encouraging current customers to "have a Coke in the morning" instead of their morning coffee. This is an example of:

- A.
- B.
- C.
- D.
- E.

279. Pop Soda Co. wants to increase sales of its existing carbonated drinks by making them more convenient, so it's making the drinks available at more stores in its present areas. This is an example of:

- A.
- B.
- C.
- D.
- E.

280. When a customer goes online to register Adobe's Acrobat Reader, the Web page promotes other related products, including its popular Photoshop software. This is an example of:

- A.
- B.
- C.
- D.
- E.

281. _____ means trying to increase sales by selling present products in new markets.

- A.
- B.
- C.
- D.
- E.

282. When a firm tries to increase sales by selling its present products in new markets, this is called:
- A.
 - B.
 - C.
 - D.
 - E.
283. When a company expands globally, this is an example of:
- A.
 - B.
 - C.
 - D.
 - E.
284. When AT&T advertises in THE WALL STREET JOURNAL that smartphones using its technology can make calls from more than 200 countries in the world, which market opportunity is AT&T pursuing?
- A.
 - B.
 - C.
 - D.
285. The Wall Street Journal has been trying to attract new customers by promoting its newspaper for student use in business courses. This is an example of
- A.
 - B.
 - C.
 - D.

286. An Embassy Suites hotel offers an inexpensive "Family Luncheon Buffet" on Sundays to get customers for its restaurant that is filled by business travelers during weekdays. This effort to get new customers for the available facility is an example of
- A.
 - B.
 - C.
 - D.
 - E.
287. Coca-Cola is taking advantage of the new willingness of Chinese leaders to engage in international trade by marketing its soft drinks in China. What type of opportunity is Coke pursuing?
- A.
 - B.
 - C.
 - D.
288. Avon, which in the past relied on door-to-door personal selling, is trying to reach new customers by distributing mail-order catalogs, adding toll-free telephone ordering, and opening online retail sites. Avon is pursuing a _____ opportunity.
- A.
 - B.
 - C.
 - D.
 - E.
289. A mail-order marketer of flower bulbs to gardening hobbyists decides to sell the bulbs in grocery stores-to reach nonhobbyists who might be interested in pretty flowers. This is an example of:
- A.
 - B.
 - C.
 - D.

290. GreatGadgets, an Internet-based marketer of innovative gift items, decides to sell products in its own retail stores-to reach consumers who don't like to buy without first seeing the item in person. This is an example of:
- A.
 - B.
 - C.
 - D.
291. An Australian wine producer, facing declining sales at home, set up a new channel of distribution to sell wine in the United States. This seems to be an effort at
- A.
 - B.
 - C.
 - D.
292. E-Z-Go, a producer of golf carts, promotes its carts to other users by advertising them as an easy and quiet way for workers to get around malls, airports, and big factories. E-Z-Go is trying to increase its sales through
- A.
 - B.
 - C.
 - D.
 - E.
293. BeQuick, a fast-food restaurant, has always operated outlets in malls. With a new strategy that involves opening new outlets that sell the same menu but operate in airports, zoos, casinos, and military bases, BeQuick is pursuing what type of opportunity?
- A.
 - B.
 - C.
 - D.
 - E.

294. In an effort to increase its total sales, Champion has started exporting its spark plugs for use by several German auto producers. Champion is pursuing a _____ opportunity.
- A.
 - B.
 - C.
 - D.
 - E.
295. _____ refers to offering new or improved products for present markets.
- A.
 - B.
 - C.
 - D.
 - E.
296. When a firm tries to increase sales by offering new or improved products to its present markets, this is called:
- A.
 - B.
 - C.
 - D.
 - E.
297. If Wendy's decides to test market a hot dog in several stores to determine if it can make more profit from this menu item than from a "Wendy's single," which market opportunity is Wendy's pursuing?
- A.
 - B.
 - C.
 - D.

298. To compete more successfully with its many competitors offering packaged cookies, Famous Amos added its own line of "extra chunky" premium cookies. This seems to be an effort at:
- A.
 - B.
 - C.
 - D.
 - E.
299. A producer of frozen pasta dinners finds that its current target customers select among its frozen pasta dinners, going to a pizza restaurant, or staying home and eating an Italian sub sandwich. So the company set up a chain of pizza restaurants that also serve Italian sub sandwiches. This seems to be an effort at:
- A.
 - B.
 - C.
 - D.
300. Wendy's continues to test possible new toppings for hamburgers, including grilled mushrooms and provolone cheese. This suggests that Wendy's is pursuing _____.
- A.
 - B.
 - C.
 - D.
 - E.
301. Wendy's continues to come out with new offerings like stuffed pitas. This suggests that Wendy's is pursuing _____.
- A.
 - B.
 - C.
 - D.
 - E.

302. Converse started selling its "high-top" canvas basketball shoes in colors such as hot pink, lime green, and purple, to accompany their traditional colors of black and white. Converse seems to be pursuing a _____ opportunity.
- A.
 - B.
 - C.
 - D.
 - E.
303. Heinz, in order to boost its sales, came up with ketchup in gross green and funky purple colors. It packaged the ketchup in EZ Squirt dispensers molded to fit little hands. This is an example of:
- A.
 - B.
 - C.
 - D.
304. In developing trails for hiking and biking to bring its winter ski customers back in the summer, Mountain High Ski Resort is pursuing what type of opportunity?
- A.
 - B.
 - C.
 - D.
 - E.
305. Zippo is pursuing _____ opportunities with its Multi-Purpose Lighter that is designed to light candles, fireplaces, grills, and more.
- A.
 - B.
 - C.
 - D.
 - E.

306. Hewlett-Packard decided that too many other companies were attracting its customers by advertising their computer printers as "having all of the features of Hewlett-Packard's LaserJet." So Hewlett-Packard designed a new color printer with a completely new set of features that no competitors' equipment offered. Hewlett-Packard then introduced it to the same market with the hope that it could develop a larger and more profitable share. This was an effort at:

- A.
- B.
- C.
- D.

307. To improve its profits, Delta Tool Corp. has redesigned its entire line of rechargeable power drills-adding several new or improved features and three new models. Apparently, Delta Tool is pursuing a _____ opportunity.

- A.
- B.
- C.
- D.
- E.

308. Professional Dental Supply has been successfully selling dental instruments to dentists for the past twenty years, and has developed strong customer relations. When looking for new marketing opportunities, Professional Dental Supply will most likely look first at

- A.
- B.
- C.
- D.
- E.

309. _____ means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system.
- A.
 - B.
 - C.
 - D.
 - E.
310. When a firm tries to increase its total sales by offering new products to new markets, it's pursuing:
- A.
 - B.
 - C.
 - D.
 - E.
311. When Sony Corp., an electronics producer, purchased the Pebble Beach golf course in California, it was pursuing what type of opportunity?
- A.
 - B.
 - C.
 - D.
312. Cheese manufacturer, Ashe Mountain Corp., started a new chain of movie theaters called Ashe Mountain's Movie World. The theaters have been a major success and significantly increased the revenues of Ashe Mountain Corp. This is an example of:
- A.
 - B.
 - C.
 - D.
 - E.

313. A beer distributor, concerned about increasing regulation of alcoholic beverages, decides to start a new business distributing children's toys. This company seems to be pursuing
- A.
 - B.
 - C.
 - D.
314. Industrial Plastics Corporation has decided to manufacture and sell electric motors for fishing boats. The firm appears to be pursuing a _____ opportunity.
- A.
 - B.
 - C.
 - D.
 - E.
315. A producer of home burglar alarm devices decides to start manufacturing portable video cameras for use in industrial security situations. This is an example of
- A.
 - B.
 - C.
 - D.
316. If a cola producer bought out a Mango juice producer in an attempt to appeal to health-conscious consumers who do not drink soft drinks, it would be pursuing a _____ opportunity.
- A.
 - B.
 - C.
 - D.

317. The most risky and challenging opportunities usually involve:
- A.
 - B.
 - C.
 - D.
 - E.
318. The most risky types of marketing opportunity to pursue usually involve
- A.
 - B.
 - C.
 - D.
 - E.
319. Because companies are likely to be most familiar with their own operations, _____ opportunities are usually the easiest to pursue.
- A.
 - B.
 - C.
 - D.
 - E.
320. Which of the following statements is TRUE regarding international opportunities in marketing?
- A.
 - B.
 - C.
 - D.
 - E.

321.

All of the following are reasons why international opportunities should be considered by managers, EXCEPT

- A.
- B.
- C.
- D.
- E.

322.

Going global has become easier than ever for marketers due to:

- A.
- B.
- C.
- D.
- E.

Chapter 02 Marketing Strategy Planning **Key**

1. Planning, implementation, and control are basic jobs of all managers.

TRUE

In the marketing management process, planning, implementation, and control are basic jobs of all marketing managers.

*AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember*

Learning Objective: 02-01 Understand what a marketing manager does.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #1

Topic: The Management Job in Marketing

2. Controlling the marketing plan is the first step of the marketing management process.

FALSE

Controlling marketing plans is the final step of the marketing management process. It involves measuring results and evaluating progress of plans after they have been devised and implemented.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

Learning Objective: 02-01 Understand what a marketing manager does.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #2

Topic: The Management Job in Marketing

3. The three basic jobs in the marketing management process are planning, implementation, and control.

TRUE

The marketing management process is the process of (1) planning marketing activities, (2) directing the implementation of the plans, and (3) controlling these plans.

AACSB: Analytic

4.

The marketing management process consists of (1) planning marketing activities, (2) directing the implementation of the plans, and (3) controlling these plans.

TRUE

The marketing management process is the process of (1) planning marketing activities, (2) directing the implementation of the plans, and (3) controlling these plans.

5.

Strategic planning is a top management job that includes planning only for marketing.

FALSE

Strategic planning includes planning not only for marketing but also for production, finance, human resources, and other areas.

6.

Strategic planning is the managerial process of developing and maintaining a match between an organization's resources and its market opportunities.

TRUE

Strategic planning is the managerial process of developing and maintaining a match between an organization's resources and its market opportunities. It includes planning not only for marketing but also for production, finance, human resources, and other areas.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 Understand what a marketing manager does.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #6

Topic: The Management Job in Marketing

7.

Strategic (management) planning is a managerial process of developing and maintaining a match between the resources of the production department and its product opportunities.

FALSE

Strategic planning is the managerial process of developing and maintaining a match between an organization's resources and its market opportunities.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 Understand what a marketing manager does.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #7

Topic: The Management Job in Marketing

8. Finding attractive opportunities and developing profitable marketing strategies are the tasks included in the marketing manager's marketing strategy planning job.

TRUE

The marketing manager's marketing strategy planning job involves finding attractive opportunities and developing profitable marketing strategies.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #8
Topic: What is a Marketing Strategy?

9. Marketing strategy planning is the process of deciding how best to sell the products the firm produces.

FALSE

Marketing strategy planning means finding attractive opportunities and developing profitable marketing strategies.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #9
Topic: What is a Marketing Strategy?

10. A marketing strategy specifies a target market and a related marketing mix.

TRUE

A marketing strategy specifies a target market and a related marketing mix. It is a broad view of what a firm will do in some market.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #10
Topic: What is a Marketing Strategy?

11. A marketing strategy is composed of two interrelated parts-a target market and a marketing mix.

TRUE

The two interrelated parts that make up a marketing mix are (1) target market, and (2) marketing mix.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #11
Topic: What is a Marketing Strategy?

12. A marketing strategy is composed of two interrelated parts-planning and implementation.

FALSE

A marketing strategy is composed of two interrelated parts-a target market and a marketing mix.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #12
Topic: What is a Marketing Strategy?

13. The two parts of a marketing strategy are an attractive opportunity and a target market.

FALSE

A marketing strategy is composed of two interrelated parts-a target market and a marketing mix.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #13
Topic: What is a Marketing Strategy?

14. A target market consists of a group of consumers who are usually quite different.

FALSE

A target market consists of a fairly homogeneous group of customers.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #14
Topic: What is a Marketing Strategy?

15. A marketing mix consists of the uncontrollable variables which a company puts together to satisfy a target market.

FALSE

A marketing mix is the set of controllable variables that a company puts together to satisfy a target group.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #15
Topic: What is a Marketing Strategy?

16. Target marketing aims a marketing mix at some specific target customers.

TRUE

Target marketing aims a marketing mix at some specific target customers.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-03 Understand target marketing.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #16
Topic: Selecting a Market-Oriented Strategy is Target Marketing

17. Mass marketing means focusing on some specific customers, as opposed to assuming that everyone is the same and will want whatever the firm offers.

FALSE

Mass marketing vaguely aims at everyone with the same marketing mix. It assumes that everyone is the same—and it considers everyone a potential customer.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-03 Understand target marketing.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #17
Topic: Selecting a Market-Oriented Strategy is Target Marketing

18. The mass marketing approach is more production-oriented than marketing-oriented.

TRUE

Mass marketing is the typical production-oriented approach that vaguely aims at everyone with the same marketing mix.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-03 Understand target marketing.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #18
Topic: Selecting a Market-Oriented Strategy is Target Marketing

19. The terms mass marketing and mass marketers mean the same thing.

FALSE

Mass marketing means trying to sell to everyone, whereas mass marketers aim at clearly defined target markets.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-03 Understand target marketing.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #19
Topic: Selecting a Market-Oriented Strategy is Target Marketing

20. "Mass marketers" like Target usually try to aim at clearly defined target markets.

TRUE

Unlike mass marketing, which aims at trying to sell to everyone, mass marketers aim at clearly defined target markets.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-03 Understand target marketing.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #20
Topic: Selecting a Market-Oriented Strategy is Target Marketing

21. The problem with target marketing is that it limits the firm to small market segments.

FALSE

Target marketing is not limited to small market segments, only to fairly homogeneous ones.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-03 Understand target marketing.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #21
Topic: Selecting a Market-Oriented Strategy is Target Marketing

22. Potential customers are all alike.

FALSE

Mass marketing assumes that everyone is the same and considers everyone a potential customer.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-03 Understand target marketing.
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #22
Topic: Marketing Strategy Planning Highlights Opportunities
Topic: Selecting a Market-Oriented Strategy is Target Marketing

23. The four "Ps" are: Product, Promotion, Price, and Personnel.

FALSE

The four "Ps" in a firm's marketing mix are:
Product, Price, Place, and Promotion.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #23

Topic: Developing Marketing Mixes for Target Markets

24. The "four Ps" of the marketing mix are: Product, Position, Promotion, and Price.

FALSE

The four "Ps" in a firm's marketing mix are:
Product, Price, Place, and Promotion.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #24

Topic: Developing Marketing Mixes for Target Markets

25. The "four Ps" of the marketing mix are: People, Products, Price, and Promotion.

FALSE

The four "Ps" in a firm's marketing mix are:
Product, Price, Place, and Promotion.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #25

Topic: Developing Marketing Mixes for Target Markets

26. Product, Place, Promotion, and Price are the four major variables (decision areas) in a firm's marketing mix.

TRUE

Product, Place, Promotion, and Price are the four important variables in a firm's marketing mix.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #26

Topic: Developing Marketing Mixes for Target Markets

27. The customer is a part of the marketing mix and should be the target of all marketing efforts.

FALSE

The customer is the target of all marketing efforts, and is not part of the marketing mix.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #27

Topic: Developing Marketing Mixes for Target Markets

28. Although the customer should be the target of all marketing efforts, customers are not part of a marketing mix.

TRUE

The customer is not part of the marketing mix, but instead the focus of all marketing efforts.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #28

Topic: Developing Marketing Mixes for Target Markets

29. The customer should not be considered part of a "marketing mix."

TRUE

The customer is not part of the marketing mix, but instead the focus of all marketing efforts.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #29

Topic: Developing Marketing Mixes for Target Markets

30. The Product area is concerned with developing the right physical good, service, or blend of both for the target market.

TRUE

The Product area is concerned with developing the right product for the target market. This offering may involve a physical good, a service, or a blend of both.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #30

Topic: Developing Marketing Mixes for Target Markets

31. According to the text, a firm that sells a service rather than a physical good does not have a product.

FALSE

The Product area is concerned with developing the right product, which may involve a physical good, a service, or both.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #31

Topic: Developing Marketing Mixes for Target Markets

32. The Product area of the marketing mix may involve a service and/or a physical good, which satisfies some customers' needs.

TRUE

The Product area is concerned with developing the right product, which may involve a physical good, a service, or both.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #32
Topic: Developing Marketing Mixes for Target Markets*

33. The Place decisions are concerned with getting the right product to the target market at the right time.

TRUE

Place is concerned with all the decisions involved in getting the right product to the target market at the right time. A product isn't much good to a customer if it isn't available when and where it's wanted.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #33
Topic: Developing Marketing Mixes for Target Markets*

34. Any series of firms (or individuals) from producer to final user or consumer is a channel of distribution.

TRUE

A channel of distribution is any series of firms (or individuals) that participate in the flow of products from producer to final user or consumer.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #34
Topic: Developing Marketing Mixes for Target Markets*

35. A channel of distribution is any series of firms or individuals that participate in the flow of products from producer to final user or consumer.

TRUE

A channel of distribution is any series of firms (or individuals) that participate in the flow of products from producer to final user or consumer.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #35
Topic: Developing Marketing Mixes for Target Markets

36. A channel of distribution must include an intermediary.

FALSE

A channel of distribution is any series of firms (or individuals) that participate in the flow of products from producer to final user or consumer. It may or may not include an intermediary depending on the industry and type of products offered.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #36
Topic: Developing Marketing Mixes for Target Markets

37. A channel of distribution must include several kinds of intermediaries and collaborators.

FALSE

A channel of distribution is any series of firms (or individuals) that participate in the flow of products from producer to final user or consumer. It may or may not include an intermediary depending on the industry and type of products offered.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #37
Topic: Developing Marketing Mixes for Target Markets

38. Personal selling, mass selling, and sales promotion are all included in the Promotion area of the marketing mix.

TRUE

Promotion includes personal selling, mass selling, and sales promotion. It is the marketing manager's job to blend these methods of communication.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #38
Topic: Developing Marketing Mixes for Target Markets

39. Promotion is composed of personal selling, advertising, publicity, and sales promotion.

TRUE

Promotion includes personal selling, mass selling (advertising, and publicity), and sales promotion. It is the marketing manager's job to blend these methods of communication.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #39
Topic: Developing Marketing Mixes for Target Markets

40. Personal selling involves direct personal communication to get the sale, but personal attention is seldom required after the sale.

FALSE

Personal selling involves direct spoken communication between sellers and potential customers. Such sales often require personal attention even after the sale is made.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #40
Topic: Developing Marketing Mixes for Target Markets

41.

Customer service is needed when a customer wants the seller to resolve a problem with a purchase.

TRUE

Customer service is personal communication between a seller and a customer who wants the seller to resolve a problem with a purchase.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #41

Topic: Developing Marketing Mixes for Target Markets

42.

Advertising is any paid form of nonpersonal presentation of ideas, goods, or services by an identified sponsor.

TRUE

Advertising refers to any paid form of nonpersonal presentation of ideas, goods, or services by an identified sponsor.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #42

Topic: Developing Marketing Mixes for Target Markets

43.

Sales promotion can involve point-of-purchase materials, store signs, contests, catalogs, and circulars.

TRUE

Sales promotion refers to those promotion activities that stimulate interest, trial, or purchase by final customers or others in the channel. This includes use of coupons, point-of-purchase materials, samples, signs, contests, events, catalogs, novelties, and circulars.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #43

44.

Sales promotion refers to those promotion activities-other than advertising, publicity, and personal selling-that stimulate interest, trial, or purchase by final customers or others in the channel.

TRUE

Sales promotion refers to those promotion activities other than advertising, publicity, and personal selling that stimulate interest, trial, or purchase by final customers or others in the channel.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #44
Topic: Developing Marketing Mixes for Target Markets

45.

Personal selling and advertising are both forms of sales promotion.

FALSE

Sales promotion refers to those promotion activities other than advertising, publicity, and personal selling those stimulate interest, trial, or purchase. Therefore, neither personal selling nor advertising is a form of sales promotion.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #45
Topic: Developing Marketing Mixes for Target Markets

46.

According to the text, Promotion is the most important of the "four Ps."

FALSE

No single element of the marketing mix is more important another. All four are equally important.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

47. Price is the most important of the four Ps.

FALSE

No single element of the marketing mix is more important than another. All four are equally important.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #47
Topic: Developing Marketing Mixes for Target Markets

48. In general, no single element of the "four Ps" is more important than the others.

TRUE

No single element of the marketing mix is more important than the other. All four are equally important.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Create
Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #48
Topic: Developing Marketing Mixes for Target Markets

49. The marketing mix should be set before the best target market is selected.

FALSE

Selecting a target market and developing a marketing mix are interrelated. Both parts of a marketing strategy must be decided together.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #49
Topic: Developing Marketing Mixes for Target Markets

50. As in the Toddler University case, the needs of a target market virtually determine the nature of an appropriate marketing mix.

TRUE

The Toddler University case shows how the needs of a target market, in this case the attentive parents target market, determine the nature of an appropriate marketing mix.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #50

Topic: Developing Marketing Mixes for Target Markets

51. A marketing plan and a marketing strategy mean the same thing.

FALSE

A marketing strategy is a big picture of what a firm will do in some market. A marketing plan is a written statement of a marketing strategy.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #51

Topic: The Marketing Plan is a Guide to Implementation and Control

52. A marketing strategy and all the time-related details for carrying out the strategy is a "marketing plan."

TRUE

A marketing plan is a written statement of a marketing strategy and the time-related details for carrying out the strategy.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #52

Topic: The Marketing Plan is a Guide to Implementation and Control

53. A marketing plan is a written statement of a marketing strategy and the time-related details for carrying out the strategy.

TRUE

A marketing plan is a written statement of a marketing strategy and the time-related details for carrying out the strategy.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #53
Topic: The Marketing Plan is a Guide to Implementation and Control

54. Implementation means putting the marketing plan into operation.

TRUE

Implementation refers to putting marketing plans into operation.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #54
Topic: The Marketing Plan is a Guide to Implementation and Control

55. Short-run decisions that stay within the overall guidelines set during strategy planning are called implementation decisions.

FALSE

Operational decisions refer to short-run decisions that stay within the guidelines set down during strategy planning made to help implement strategies.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #55
Topic: The Marketing Plan is a Guide to Implementation and Control

56. Marketing strategy planning should specify all of the operational decisions to implement the plan.

FALSE

Operational decisions should stay within the guidelines set down during strategy planning but operational decisions are made regularly, sometimes daily, and should not be confused with planning strategy.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #56
Topic: The Marketing Plan is a Guide to Implementation and Control

57. Companies such as Campbell's can only implement one marketing strategy at a time.

FALSE

Campbell's has developed different soups that are targeted to the specific needs of different target markets. The marketing plan for each type of soup is different, and fits into its overall marketing program.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #57
Topic: The Marketing Plan is a Guide to Implementation and Control

58. Most companies implement only one marketing strategy at a time.

FALSE

Most companies implement more than one marketing strategy, and related marketing plan, at the same time. One such company is Procter and Gamble.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #58
Topic: The Marketing Plan is a Guide to Implementation and Control

59. A marketing program blends all of the firm's marketing plans into one "big" plan and is the responsibility of the whole company.

TRUE

A marketing program blends all of the firm's marketing plans into one "big" plan. Its success is based on the care that goes into planning individual strategies.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #59

Topic: The Marketing Plan is a Guide to Implementation and Control

60. A "marketing program" blends all of a firm's marketing plans into one "big" plan.

TRUE

A marketing program blends all of the firm's marketing plans into one "big" plan. Its success is based on the care that goes into planning individual strategies.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #60

Topic: The Marketing Plan is a Guide to Implementation and Control

61. A marketing program may consist of several marketing plans.

TRUE

A marketing program blends a firm's various marketing plans into one combined plan.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #61

Topic: The Marketing Plan is a Guide to Implementation and Control

62. A successful marketing program benefits the firm by increasing customer equity.

TRUE

Customer equity is the expected earnings stream of a firm's current and prospective customers over a period of time. A successful marketing program is expected to identify opportunities that will lead to an increase in a firm's customer equity.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #62
Topic: The Marketing Plan is a Guide to Implementation and Control

63. Customer lifetime value represents the total stream of purchase a customer could contribute to the company over the life of the relationship.

TRUE

Customer lifetime value represents the total stream of purchase a customer could contribute to the company over the life of the relationship.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #63
Topic: Recognizing Customer Lifetime Value and Customer Equity

64. One way to increase customer equity is to find cost-effective ways to serve current customers so they buy more.

TRUE

Increasing customer equity requires marketing managers to place an emphasis on long-term profits. This includes finding cost-effective ways to serve current customers so they buy more in the future.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase

them.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #64

Topic: Recognizing Customer Lifetime Value and Customer Equity

65.

One way to increase customer equity is to find cost-effective ways to add new customers for the firm's products.

TRUE

Increasing customer equity requires marketing managers to place an emphasis on long-term profits. This means that marketing strategies can focus on attracting new customers using cost-effective methods.

AACSB: Analytic

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #65

Topic: Recognizing Customer Lifetime Value and Customer Equity

66.

The best way to increase customer equity is to find cost-effective ways to increase earnings from current customers while bringing profitable new customers into the fold.

TRUE

Increasing customer equity requires marketing managers to place an emphasis on long-term profits. To achieve this, marketing strategies can focus on attracting new customers as well as retaining and growing current customers.

AACSB: Analytic

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #66

Topic: Recognizing Customer Lifetime Value and Customer Equity

67.

The customer equity approach guides the marketing manager to make marketing decisions that enhance the firm's short-term profits—just for the next quarter or year.

FALSE

The customer equity approach guides the marketing manager to make marketing decisions that enhance the firm's long-term profits—not just for the next quarter or year. By estimating the impacts that different marketing strategies and marketing programs have on customer equity, a firm can make marketing decisions with long-run financial implications in mind.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #67

Topic: Recognizing Customer Lifetime Value and Customer Equity

68.

Enhancing customer value by increasing their purchases is a potential source of new revenue.

TRUE

Acquiring new customers, retaining current customers, and enhancing the customer value by increasing their purchases are potential sources of new revenue.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #68

Topic: Recognizing Customer Lifetime Value and Customer Equity

69. An extremely good plan might be carried out badly and still produce profits, while a poor but well implemented plan can lose money.

TRUE

Marketing strategy planning is an important concept. An extremely good plan might be carried out badly and still be profitable, while a poor but well implemented plan can lose money.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 2 Medium
Perreault - Chapter 02 #69

Topic: The Importance of Marketing Strategy Planning

70. The U.S. auto industry has become much more marketing-oriented since Henry Ford introduced the Model T.

TRUE

Henry Ford revolutionized the auto industry when he built an assembly line to produce the Model T. The line helped him make cars for much less than his competitors, and the pricing appealed to a large section of the market.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 1 Easy
Perreault - Chapter 02 #70

Topic: The Importance of Marketing Strategy Planning

71. Many U.S. automakers have failed because they were not marketing oriented.

TRUE

Ford and other U.S. automakers struggled due to the lack of a competitive marketing strategy that could appeal to customers.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 1 Easy
Perreault - Chapter 02 #71

72. Managers who embrace the marketing concept realize that they cannot just define their line of business in terms of the products they currently produce or sell.

TRUE

An industry must learn to be more marketing oriented and cannot just define its business in terms of the products they buy or sell.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 1 Easy
Perreault - Chapter 02 #72

Topic: The Importance of Marketing Strategy Planning

73. The single most important factor in screening possible marketing opportunities is the long-run trends facing the company.

FALSE

Attractive opportunities for a given firm are those that the firm has some chance of exploiting given its resources and objectives. An opportunity that is attractive for one firm may not be attractive for another.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy
Perreault - Chapter 02 #73

Topic: What are Attractive Opportunities?

74. Attractive opportunities for a particular firm are those that the firm has some chance of doing something about-given its resources and objectives.

TRUE

Attractive opportunities for a given firm are those that the firm has some chance of exploiting given its resources and objectives.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

75.

A "breakthrough opportunity" is an opportunity that helps innovators develop long-term, hard-to-copy marketing strategies that will be very profitable.

TRUE

Breakthrough opportunities are opportunities that help innovators develop hard-to-copy marketing strategies that will be very profitable for a long time.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #75
Topic: What are Attractive Opportunities?

76.

"Breakthrough opportunities" are ones that help innovators develop hard-to-copy marketing strategies that will be profitable for a long time.

TRUE

Breakthrough opportunities are opportunities that help innovators develop hard-to-copy marketing strategies that will be very profitable for a long time.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #76
Topic: What are Attractive Opportunities?

77.

A firm with a "competitive advantage" has a marketing mix that the target market sees as better than a competitor's mix.

TRUE

Competitive advantage means that a firm has a marketing mix that the target market sees as better than a competitor's mix.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

78. Finding "competitive advantages" is important because they are needed for survival in increasingly competitive markets.

TRUE

Even if a firm can't find a breakthrough opportunity, it should try to obtain a competitive advantage to increase its chances for profit or survival.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #78
Topic: What are Attractive Opportunities?

79. It is useful to think of the marketing strategy planning process as a narrowing-down process.

TRUE

The marketing strategy planning process narrows down from broad opportunities to specific strategy.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #79
Topic: Marketing Strategy Planning Process Highlights Opportunities

80. The marketing strategy planning process starts with a narrow look at a market, and becomes broader the closer the firm comes to developing a marketing mix.

FALSE

The marketing strategy planning process starts with a broad look at a market and narrows down towards specific strategy such as marketing mixes.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #80

81. There are usually more different strategy possibilities than a firm can pursue.

TRUE

There are usually more different opportunities and strategy possibilities than a firm can pursue-each with its own advantages and disadvantages.

AACSB: Analytic
Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #81

Topic: Marketing Strategy Planning Process Highlights Opportunities

82. Developing a set of specific qualitative and quantitative screening criteria can help a manager define in which business and markets the firm wants to compete.

TRUE

Developing a set of specific qualitative and quantitative screening criteria can help a manager define in which business and markets the firm wants to compete. This can be derived from an analysis of the company's objectives and resources.

AACSB: Analytic
Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #82

Topic: Marketing Strategy Planning Process Highlights Opportunities

83. A S.W.O.T. analysis is one way to zero in on a marketing strategy that is well-suited to the firm.

TRUE

With a S.W.O.T. analysis, a marketing manager can begin to identify strategies that take advantage of the firm's strengths and opportunities while avoiding weaknesses and threats.

AACSB: Analytic
Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy

84. A S.W.O.T. analysis identifies the "special weapons or tactics" used by the competitor in a product-market that has the most profitable marketing mix.

FALSE

S.W.O.T. analysis is one that identifies and lists the firm's strengths, weaknesses, opportunities, and threats.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #84
Topic: Marketing Strategy Planning Process Highlights Opportunities

85. S.W.O.T. analysis is based on the idea that one of the best ways to develop a strategy is to identify and copy the marketing "strategies, weapons, outlook, and tactics" of the firm's most effective competitor.

FALSE

S.W.O.T. analysis is one that identifies and lists the firm's strengths, weaknesses, opportunities, and threats. A marketing manager can begin to identify strategies that take advantage of the firm's strengths and opportunities while avoiding weaknesses and threats.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #85
Topic: Marketing Strategy Planning Process Highlights Opportunities

86. A good S.W.O.T. analysis helps a manager focus on a strategy that takes advantages of the firm's opportunities and strengths while avoiding its weaknesses and threats to its success.

TRUE

S.W.O.T. analysis helps a marketing manager identify strategies that take advantage of the firm's strengths and opportunities while avoiding weaknesses and threats.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #86
Topic: Marketing Strategy Planning Process Highlights Opportunities

87. The letters in "S.W.O.T. analysis" are an abbreviation for the first letters of the words "strengths, weaknesses, opportunities, and threats."

TRUE

The name S.W.O.T. is simply an abbreviation for the first letters in the words strengths, weaknesses, opportunities, and threats.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #87
Topic: Marketing Strategy Planning Process Highlights Opportunities

88. The letters in "S.W.O.T. analysis" are an abbreviation for the first letters of the words "special weapons or tactics."

FALSE

The name S.W.O.T. is simply an abbreviation for the first letters in the words strengths, weaknesses, opportunities, and threats.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #88
Topic: Marketing Strategy Planning Process Highlights Opportunities

89. Segmentation is the process a manager goes through to decide which subgroups of customers to select.

TRUE

Segmentation is the reason why manager may decide to serve some subgroups of customers and not others.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #89
Topic: Marketing Strategy Planning Process Highlights Opportunities

90. Differentiation means that the marketing mix is distinct from and better than what is available from a competitor.

TRUE

Differentiation means that the marketing mix of a firm is distinct from what is available with a competitor.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #90
Topic: Marketing Strategy Planning Process Highlights Opportunities

91. Differentiation means that the firm's marketing mix is similar to its competitors' mixes.

FALSE

Differentiation means that the marketing mix of a firm is distinct from what is available with a competitor.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #91
Topic: Marketing Strategy Planning Process Highlights Opportunities

92. Differentiation often requires a firm to fine-tune its marketing mix to meet the specific needs of its target market(s).

TRUE

Differentiation often requires that the firm fine-tune all of the elements of its marketing mix to the specific needs of a distinctive target market.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #92

Topic: Marketing Strategy Planning Process Highlights Opportunities

93. Differentiation emphasizes uniqueness rather than similarity.

TRUE

Differentiation should emphasize the differences so target customers will think of the firm as being in a unique position to meet their needs.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #93

Topic: Marketing Strategy Planning Process Highlights Opportunities

94. Differentiation emphasizes similarity rather than uniqueness.

FALSE

Differentiation should emphasize the differences so target customers will think of the firm as being in a unique position to meet their needs.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #94

Topic: Marketing Strategy Planning Process Highlights Opportunities

95. The external market environment doesn't play a role in the marketing strategy planning process because it exists outside of the company.

FALSE

While the external market environment is outside of the company, it is comprised of trends and forces that can make a potential marketing opportunity more or less attractive or likely to succeed.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #95
Topic: Marketing Strategy Planning Process Highlights Opportunities*

96. It is useful to think of the marketing strategy planning process as a process that begins with a narrow focus but then broadens to embrace unlimited opportunities and options.

FALSE

It is useful to think of the marketing strategy planning process as a narrowing-down process. The process begins with a broad look at a market but then narrows as marketers evaluate specific qualitative and quantitative screening criteria that help zero in on the best target market and marketing mix.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #96
Topic: Marketing Strategy Planning Process Highlights Opportunities*

97. The first two letters in the S.W.O.T. analysis help managers examine customers, competition, and the external marketing environment.

FALSE

The first two letters of the S.W.O.T. analysis stand for "strengths and weaknesses" and guide managers to look inward to assess a company's internal capabilities and resources.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #97
Topic: Marketing Strategy Planning Process Highlights Opportunities

98. The last two letters in the S.W.O.T. refer to "opportunities" and "threats" related to factors outside the company, including customers, competition, and the external marketing environment.

TRUE

Whereas the first two letters of the S.W.O.T. analysis focus on strengths and weaknesses related to a company's internal resources and capabilities, the last two letters examine "opportunities and threats" outside the firm related to customers, competition, and the external marketing environment.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #98
Topic: Marketing Strategy Planning Process Highlights Opportunities

99. Marketing opportunities involving present products and present markets are called "market penetration" opportunities.

TRUE

Market penetration means trying to increase sales of a firm's present products in its present markets.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

100. Market penetration means trying to increase sales of a firm's present products in its present markets-probably through a more aggressive marketing mix.

TRUE

Market penetration means trying to increase sales of a firm's present products in its present markets through a more aggressive marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #100
Topic: Types of Opportunities to Pursue

101. A firm that tries to increase sales by selling new products in new markets is pursuing "market development" opportunities.

FALSE

Market development means trying to increase sales by selling present products in new markets.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #101
Topic: Types of Opportunities to Pursue

102. A "market development" opportunity would involve a firm offering new or improved products to its present markets.

FALSE

Market development means trying to increase sales by selling present products in new markets.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #102
Topic: Types of Opportunities to Pursue

103. When a firm tries to increase sales by offering new or improved products to its present markets, this is called "product development."

TRUE

Product development means offering new or improved products for present markets.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #103
Topic: Types of Opportunities to Pursue

104. Nike moved beyond shoes and sportswear to offer its athletic target market a running watch, digital audio player, and even a portable heart-rate monitor. This is an example of a market development strategy.

FALSE

This is an example of product development, which means offering new or improved products for present markets. By knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #104
Topic: Types of Opportunities to Pursue

105. The ArrowPoint Company has just modified and enlarged its product line to meet the changing needs of its current customers. This is an example of "market development."

FALSE

Product development means offering new or improved products for present markets. By knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.

106. When Cadillac added a new sports utility vehicle called Escalade to the "luxury-oriented" selection at its existing dealers, it was seeking "market development" opportunities.

FALSE

Product development means offering new or improved products for present markets. By knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #106
Topic: Types of Opportunities to Pursue

107. If Burger King added tacos to the "burger-oriented" menu in its existing restaurants, it would be seeking "market development" opportunities.

FALSE

Product development means offering new or improved products for present markets. By knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #107
Topic: Types of Opportunities to Pursue

108. Marketing opportunities that involve moving into totally different lines of business are "diversification" opportunities.

TRUE

Diversification means moving into totally different lines of business. It could be entirely unfamiliar products, markets, or even levels in the production-marketing system.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

109. The least risky-but most challenging-marketing opportunities are diversification opportunities.

FALSE

Products and customers that are very different from a firm's current base may look attractive, but these opportunities are usually hard to evaluate. That's why diversification usually involves the biggest risk.

110. Often, attractive opportunities are fairly close to markets the firm already knows.

TRUE

Most firms think first of greater market penetration and usually find the most attractive opportunities in markets they already know.

111. When it comes to choosing among different types of opportunities, most firms tend to be production-oriented and usually think first of diversification.

FALSE

Most firms tend to think first of greater market penetration when they think of diversification.

112. Of the four types of opportunities firms can pursue, diversification is the easiest to evaluate and involves the least risk.

FALSE

Since diversification opportunities require moving into totally different lines of business-perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system-such opportunities are hard to evaluate and involve the greatest risk.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #112
Topic: Types of Opportunities to Pursue

113. A significant emerging middle class consumer segment in a country is a strong opportunity for brands to shift focus toward it.

TRUE

A significant emerging middle class consumer segment in a country is a strong opportunity for brands to shift focus toward it.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-09 Understand why strategies for opportunities in international markets should be considered.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #113
Topic: International Opportunities should be Considered

114. Advances in e-commerce, transportation, and communications have had little impact on creating international opportunities.

FALSE

Advances in e-commerce, transportation, and communications are making it easier and cheaper to reach international customers. With a website and e-mail, even the smallest firm can provide international customers with a great deal of information—and easy ways to order—at very little expense.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-09 Understand why strategies for opportunities in international markets should be considered.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #114
Topic: International Opportunities should be Considered

115. If customers in other countries are interested in the products a firm offers, or could offer, serving them may improve economies of scale.

TRUE

If customers in other countries are interested in the products a firm offers, or could offer, serving them may improve economies of scale. Lower costs and prices may give a firm a competitive advantage both in its home markets and abroad.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-09 Understand why strategies for opportunities in international markets should be considered.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #115
Topic: International Opportunities should be Considered

116. Unfavorable trends in the domestic market environment may make the international marketing environment very attractive.

TRUE

Unfavorable trends in the market environment at home or favorable trends in other countries may make international marketing particularly attractive.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-09 Understand why strategies for opportunities in international markets should be considered.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #116
Topic: International Opportunities should be Considered

117. International opportunities should be considered in the strategy planning process, but they don't always survive as the most attractive ones that are turned into strategies.

TRUE

Marketing managers should consider international opportunities, but risks are often higher in foreign markets. Many firms fail because they don't know the foreign country's culture.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-09 Understand why strategies for opportunities in international markets should be considered.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #117
Topic: International Opportunities should be Considered

118. Marketing managers usually find that opportunities in international markets are less profitable than in domestic markets.

FALSE

Unfavorable trends in the market environment at home—or favorable trends in other countries—may make international marketing particularly attractive. However, managers must assess both the risks and opportunities.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-09 Understand why strategies for opportunities in international markets should be considered.

119. When a firm's domestic market is prosperous, marketing managers are less likely to pursue opportunities in international markets.

TRUE

Marketers who are attaining success in domestic markets often fall into the trap of ignoring opportunities in international markets.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-09 Understand why strategies for opportunities in international markets should be considered.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #119
Topic: International Opportunities should be Considered

120. The basic reason to focus on some specific target customers instead of all possible customers is so that managers can develop a marketing mix that satisfies those customers' specific needs better than they are satisfied by some other firm.

TRUE

Since everyone is different, marketers need to focus efforts on some specific target customers instead of all customers. Target marketing allows marketers to develop a marketing mix that satisfies the needs of select consumers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-03 Understand target marketing.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #120
Topic: Selecting a Market-Oriented Strategy is Target Marketing

121. The three basic tasks of ALL managers, according to the text, are:

- A.
- B.
- C.
- D.
- E.**

Planning, implementation, and control are basic jobs of all managers.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 Understand what a marketing manager does.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #121

Topic: The Management Job in Marketing

122. Controlling is vital to the marketing management process because:

- A.
- B.
- C.**
- D.
- E.

In the controlling step of the marketing management process, managers measure the results of a plan to see if everything is working out as expected. The control function is especially important since feedback gathered during the controlling stage often leads to beneficial plan adjustments or entirely new plans.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-01 Understand what a marketing manager does.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #122

Topic: The Management Job in Marketing

123.

Which of the following duties would not be performed by a firm's marketing managers?

- A.
- B.
- C.
- D.**
- E.

Marketing managers oversee all aspects of the marketing management process, including planning marketing, directing the implementation of the plans, and controlling these plans. Overseeing a firm's financial statements is a duty for financial officers and accountants.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

Learning Objective: 02-01 Understand what a marketing manager does.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #123

Topic: The Management Job in Marketing

124.

Which of the following is one of three basic marketing management jobs?

- A.
- B.
- C.
- D.**

The marketing management process is (1) planning marketing activities, (2) directing the implementation of the plans, and (3) controlling these plans.

*AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember*

Learning Objective: 02-01 Understand what a marketing manager does.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #124

Topic: The Management Job in Marketing

125.

The marketing management process is the process of:

- A.
- B.
- C.
- D.**

The marketing management process refers to (1) planning marketing activities, (2) directing the implementation of the plans, and (3) controlling these plans.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-01 Understand what a marketing manager does.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #125

Topic: The Management Job in Marketing

126.

Why can't marketing managers be satisfied just planning present activities?

- A.
- B.
- C.
- D.
- E.**

Marketing managers are not satisfied just planning present activities since markets are usually dynamic and consumers' needs, competition, and the environment keep changing.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-01 Understand what a marketing manager does.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #126

Topic: The Management Job in Marketing

127.

The managerial process of developing and maintaining a match between the resources of an organization and its market opportunities is called:

- A.
- B.
- C.
- D.**
- E.

Strategic (management) planning is the managerial process of developing and maintaining a match between an organization's resources and its market opportunities.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #127

Topic: The Management Job in Marketing

128.

_____ is the managerial process of developing and maintaining a match between an organization's resources and its market opportunities.

- A.**
- B.
- C.
- D.
- E.

Strategic (management) planning is the managerial process of developing and maintaining a match between an organization's resources and its market opportunities.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #128

Topic: The Management Job in Marketing

129.

"Marketing strategy planning" means:

- A.**
- B.
- C.
- D.
- E.

Marketing strategy planning means finding attractive opportunities and developing profitable marketing strategies.

AACSB: Analytic
Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #129

Topic: What is a Marketing Strategy?

130.

Marketing strategies

- A.
- B.
- C.
- D.
- E.**

Marketing strategies are not whole-company plans, but company plans should be market-oriented.

AACSB: Analytic
Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #130

Topic: What is a Marketing Strategy?

131.

A marketing strategy

A.

B.

C.

D.

E.

A marketing strategy has two interrelated parts (1) a target market, (2) a marketing mix.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #131

Topic: What is a Marketing Strategy?

132.

A marketing strategy specifies:

A.

B.

C.

D.

E.

A marketing strategy specifies a target market and a related marketing mix. It is a big picture of what a firm will do in some market.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #132

Topic: What is a Marketing Strategy?

133.

A marketing strategy specifies:

- A.
- B.**
- C.
- D.

A marketing strategy specifies a target market and a related marketing mix. It is a big picture of what a firm will do in some market.

AACSB: Analytic
Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #133

Topic: What is a Marketing Strategy?

134.

A target market and a related marketing mix make up a:

- A.
- B.**
- C.
- D.
- E.

A marketing strategy specifies a target market and a related marketing mix. It is a big picture of what a firm will do in some market.

AACSB: Analytic
Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #134

Topic: What is a Marketing Strategy?

135. Herbal Essences tries to sell its hair shampoos and conditioners to adult women, ages 18-24. These women represent Herbal Essences' primary:

- A.
- B.
- C.**
- D.
- E.

A target market is a fairly homogeneous group of customers to whom a company wishes to appeal.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Apply
Learning Objective: 02-02 Know what marketing strategy planning is-and why it is the focus of this book.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #135
Topic: What is a Marketing Strategy?

136. Target marketing, in contrast to mass marketing:

- A.
- B.
- C.
- D.**
- E.

Target marketing says that a marketing mix is tailored to fit some specific target customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Create
Learning Objective: 02-03 Understand target marketing.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #136
Topic: Selecting a Market-Oriented Strategy is Target Marketing

137.

Which of the following statements about target marketing is incorrect?

- A.
- B.
- C.
- D.
- E.**

Mass marketing is a typical production-oriented approach that aims generally at everyone using the same marketing mix. In contrast, target marketing sees everyone as different and says that a marketing mix is tailored to fit some specific target customers.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-03 Understand target marketing.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #137

Topic: Selecting a Market-Oriented Strategy is Target Marketing

138.

The difference between target marketing and mass marketing is that target marketing

- A.
- B.
- C.**
- D.
- E.

Target marketing says that a marketing mix is tailored to fit some specific target customers. In contrast, mass marketing vaguely aims at "everyone" with the same marketing mix.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-03 Understand target marketing.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #138

Topic: Selecting a Market-Oriented Strategy is Target Marketing

139.

"Target marketing," in contrast to "mass marketing,"

- A.
- B.
- C.
- D.
- E.**

Target marketing says that a marketing mix is tailored to fit some specific target customers. In contrast, mass marketing vaguely aims at "everyone" with the same marketing mix. Mass marketing assumes that everyone is the same and considers everyone a potential customer.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-03 Understand target marketing.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #139
Topic: Selecting a Market-Oriented Strategy is Target Marketing

140.

Target marketing

- A.
- B.
- C.
- D.
- E.**

Target marketing says that a marketing mix is tailored to fit some specific target customers.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-03 Understand target marketing.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #140
Topic: Selecting a Market-Oriented Strategy is Target Marketing

141.

_____ assume(s) that everyone is the same-and consider(s) everyone to be a potential customer.

- A.
- B.
- C.**
- D.
- E.

Mass marketing, with its typical production-oriented approach, assumes that everyone is the same and considers everyone a potential customer.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-03 Understand target marketing.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #141
Topic: Selecting a Market-Oriented Strategy is Target Marketing

142.

Marketing managers should view potential customers as

- A.
- B.
- C.
- D.**
- E.

Not all potential customers have the same needs nor do they always want their needs met in the same way. In spite of the many possible differences, there often are segments of consumers who are similar and could be satisfied with the same marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-03 Understand target marketing.
Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #142
Topic: Marketing Strategy Planning Highlights Opportunities
Topic: Selecting a Market-Oriented Strategy is Target Marketing

143.

Good marketing strategy planners know that:

- A.
- B.**
- C.
- D.
- E.

Target marketing is not limited to small market segments, only to fairly homogeneous ones. A very large market, sometimes called the "mass market", may be fairly homogeneous, and a target marketer will deliberately aim at it.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-03 Understand target marketing.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #143

Topic: Selecting a Market-Oriented Strategy is Target Marketing

144.

"Target marketing," in contrast to "mass marketing,"

- A.
- B.
- C.
- D.**

Target marketing is not limited to small market segments, only to fairly homogeneous ones. A very large market, sometimes called the "mass market", may be fairly homogeneous, and a target marketer will deliberately aim at it.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-03 Understand target marketing.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #144

Topic: Selecting a Market-Oriented Strategy is Target Marketing

145.

Identify the incorrect statement regarding target marketing.

A.

B.

C.

D.

E.

Target marketing says that a marketing mix is tailored to fit some specific target customers. However, mass marketers like Kraft Foods and Walmart aim clearly at defined target markets. The confusion with mass marketing occurs because their target markets usually are large and spread out.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-03 Understand target marketing.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #145

Topic: Selecting a Market-Oriented Strategy is Target Marketing

146.

The marketing mix

A.

B.

C.

D.

E.

The variables of the marketing mix help organize marketing related decisions, and simplify the selection of marketing mixes.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #146

Topic: Developing Marketing Mixes for Target Markets

147.

The "four Ps" of a marketing mix are:

- A.
- B.
- C.
- D.
- E.**

The different variables of the marketing mix are product, place, promotion, and price.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #147

Topic: Developing Marketing Mixes for Target Markets

148.

A marketing mix consists of:

- A.
- B.
- C.
- D.**

The different variables of the marketing mix are product, place, promotion, and price.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #148

Topic: Developing Marketing Mixes for Target Markets

149.

A firm's "marketing mix" decision areas would NOT include:

- A.
- B.**
- C.
- D.
- E.

The different variables of the marketing mix are product, place, promotion, and price.

AACSB: Analytic

150. A firm's "marketing mix" decision areas would NOT include:

- A.
- B.
- C.
- D.
- E.**

The different variables of the marketing mix are product, place, promotion, and price.

151. Which of the following is NOT one of the four variables in a marketing mix?

- A.
- B.
- C.
- D.**
- E.

The different variables of the marketing mix are product, place, promotion, and price.

152.

Which of the following is true?

- A.
- B.**
- C.
- D.

The Product area is concerned with developing the right product for the target market. This offering may involve a physical good, a service, or a blend of both.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #152

Topic: Developing Marketing Mixes for Target Markets

153.

"Product" is concerned with:

- A.
- B.
- C.
- D.
- E.**

Products include physical goods and/or services and product related decisions include branding, packaging, and warranties.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #153

Topic: Developing Marketing Mixes for Target Markets

154.

"Product" is concerned with:

- A.
- B.
- C.
- D.
- E.**

Products include physical goods and/or services and product related decisions include branding, warranties, and packaging. Developing the right new product is also included in "Product."

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #154

Topic: Developing Marketing Mixes for Target Markets

155.

"Product" is concerned with:

- A.
- B.
- C.
- D.
- E.**

Apart from the physical product, a service, or a blend of both, product related decisions include developing, designing, packaging, and branding.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #155

Topic: Developing Marketing Mixes for Target Markets

156.

"Product" is NOT concerned with:

- A.
- B.
- C.**
- D.
- E.

Price, whether a wholesale price or a consumer price, is not part of Product.

AACSB: Analytic
Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #156

Topic: Developing Marketing Mixes for Target Markets

157.

Which of the following is NOT a Product-area decision?

- A.
- B.**
- C.
- D.
- E.

"Market exposure" is part of Place, not Product.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #157

Topic: Developing Marketing Mixes for Target Markets

158.

Which of the following is NOT considered a product?

- A.
- B.
- C.
- D.
- E.**

The Product area is concerned with developing the right product for the target market. This offering may involve a physical good, a service, or a blend of both.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #158

Topic: Developing Marketing Mixes for Target Markets

159.

Henry Ford told prospective customers of his Model T car, "You can have any color as long as it is black." Which aspect of the marketing mix was he stressing?

- A.
- B.**
- C.
- D.

The Product area is concerned with developing the right product for the target market. This offering may involve a physical good, a service, or a blend of both.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #159

Topic: Developing Marketing Mixes for Target Markets

Topic: The Importance of Marketing Strategy Planning

160. The packaging design for a new flavor of Ben and Jerry's ice cream is an aspect of which component of the marketing mix?

- A.
- B.
- C.**
- D.

"Packaging design" is part of Product.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation*

Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #160

Topic: Developing Marketing Mixes for Target Markets

161. Suzuki's 3 year/36,000 mile new car warranty is part of which marketing mix decision area?

- A.
- B.
- C.
- D.**
- E.

"Warranty" is part of Product.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation*

Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #161

Topic: Developing Marketing Mixes for Target Markets

162.

Dell, Inc. wants to offer customers televisions in addition to computers. This is a change in its _____ strategy.

- A.
- B.
- C.
- D.**
- E.

The Product area is concerned with developing the right product for the target market. Dell offers its customers various products.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #162
Topic: Developing Marketing Mixes for Target Markets*

163.

Big Fizz Co., a manufacturer of cola-flavored drinks, wants to add packaged fruit juices to its existing product line. Big Fizz needs to make some decisions regarding packaging and branding of the fruit juices. These decisions would fall under which variable of the marketing mix?

- A.**
- B.
- C.
- D.
- E.

Packaging and branding are part of Product.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #163
Topic: Developing Marketing Mixes for Target Markets*

164.

When one considers the strategy decisions organized by the four Ps, branding is related to packaging as:

- A.
- B.
- C.
- D.**
- E.

Branding and packaging are important elements of Product-area decisions, while personal selling and mass selling are important elements of Promotion-area decisions.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #164
Topic: Developing Marketing Mixes for Target Markets*

165.

A firm's decisions regarding channel type, market exposure and kinds of intermediaries would fall under the marketing mix variable of

- A.
- B.**
- C.
- D.
- E.

Place is concerned with all the decisions involved in getting the right product to the target market's place. A product reaches customers through a channel of distribution. Other important decisions include channel type, market exposure, kinds of intermediaries, etc.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #165
Topic: Developing Marketing Mixes for Target Markets*

166.

The _____ area of the marketing mix is concerned with decisions about getting the "right" product to the target market when and where it's wanted.

- A.
- B.
- C.
- D.
- E.**

Place is concerned with all the decisions involved in getting the right product to the target market's place.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #166
Topic: Developing Marketing Mixes for Target Markets

167.

"Place" is concerned with:

- A.
- B.
- C.
- D.
- E.**

Place is concerned with decisions involving channel type, market exposure, kinds of intermediaries, kinds and locations of stores, how to handle transporting and storing, service levels, etc.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #167
Topic: Developing Marketing Mixes for Target Markets

168.

"Place" is concerned with:

- A.
- B.
- C.
- D.
- E.**

Place is concerned with decisions involving channel type, market exposure, kinds of intermediaries, kinds and locations of stores, how to handle transporting and storing, service levels, etc.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #168

Topic: Developing Marketing Mixes for Target Markets

169.

"Place" is NOT concerned with:

- A.
- B.
- C.
- D.
- E.**

"Sales reps" are a part of the Promotion variable of the marketing mix.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #169

Topic: Developing Marketing Mixes for Target Markets

170.

"Place" is NOT concerned with:

- A.
- B.
- C.
- D.**
- E.

"Telling the target market what products are available and where" is part of Promotion.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #170

Topic: Developing Marketing Mixes for Target Markets

171.

Hewlett-Packard sells personal computers through specialty computer stores, electronics superstores, and its own Internet site. The marketing mix variable that is being considered here is:

- A.
- B.
- C.
- D.
- E.**

Place is concerned with decisions involving channel type, market exposure, kinds of intermediaries, kinds and locations of stores, how to handle transporting and storing, service levels, etc.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #171

Topic: Developing Marketing Mixes for Target Markets

172.

Scott Paper uses many intermediaries to reach its target markets; Citibank uses none. Which of the marketing mix variables is being considered here?

- A.
- B.
- C.
- D.**
- E.

Place is concerned with decisions involving channel type, market exposure, kinds of intermediaries, kinds and locations of stores, how to handle transporting and storing, service levels, etc.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #172

Topic: Developing Marketing Mixes for Target Markets

173.

Any series of firms or individuals that participate in the flow of products from producer to final user or consumer is known as:

- A.
- B.
- C.
- D.**
- E.

A channel of distribution is any series of firms or individuals that participate in the flow of products from producer to final user or consumer.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #173

Topic: Developing Marketing Mixes for Target Markets

174.

A "channel of distribution":

- A.
- B.**
- C.
- D.

A channel of distribution is any series of firms or individuals that participate in the flow of products from producer to final user or consumer.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #174
Topic: Developing Marketing Mixes for Target Markets

175.

When Herbal Essences tries to get shelf space in Target and Walmart because young women frequently shop there for hair care products, this is an example of which of the 4Ps?

- A.
- B.
- C.
- D.**

Place is concerned with decisions involving channel type, market exposure, kinds of intermediaries, kinds and locations of stores, how to handle transporting and storing, service levels, etc.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #175
Topic: Developing Marketing Mixes for Target Markets

176.

A detailed plan for handling transportation and storage of a new product that is now being distributed to wholesalers nationwide is an aspect of which part of the 4Ps?

- A.
- B.
- C.
- D.

Place is concerned with decisions involving channel type, market exposure, kinds of intermediaries, kinds and locations of stores, how to handle transporting and storing, service levels, etc.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation*

Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #176

Topic: Developing Marketing Mixes for Target Markets

177.

An office supplies producer sells a variety of office supplies to final consumers and businesses using its own mail order catalog. Here,

- A.
- B.
- C.
- D.
- E.

There is a channel of distribution, albeit short; there is target marketing; there is promotion; and a marketing orientation if always more effective.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation*

Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #177

Topic: Developing Marketing Mixes for Target Markets

178. The _____ area of the marketing mix includes decisions related to telling the target market or others in the channel of distribution about the "right" product.

- A.
- B.
- C.**
- D.
- E.

Promotion is that element of the marketing mix that is concerned with telling the target market or others in the channel of distribution about the "right" product.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember*

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #178

Topic: Developing Marketing Mixes for Target Markets

179. "Promotion" may include:

- A.
- B.
- C.
- D.
- E.**

Promotion is concerned with telling the target market or others in the channel of distribution about the "right" product. Promotion includes personal selling, mass selling, and sales promotion.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember*

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #179

Topic: Developing Marketing Mixes for Target Markets

180.

"Promotion" includes:

- A.
- B.
- C.
- D.
- E.**

Promotion includes personal selling, mass selling (advertising and publicity), and sales promotion.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation*

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #180

Topic: Developing Marketing Mixes for Target Markets

181.

Marketing strategy decisions concerning Promotion include decisions about

- A.
- B.
- C.**
- D.
- E.

Promotion includes "training for salespeople."
"Packaging and branding" are part of Product.
"Kinds of intermediaries" is part of Place.
"Discounts and allowances" are part of Price.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation*

Blooms: Understand

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #181

Topic: Developing Marketing Mixes for Target Markets

182.

"Promotion" is NOT concerned with:

- A.
- B.**
- C.
- D.
- E.

Designing new products is a function of the Product variable of the marketing mix. Promotion deals with mass selling, personal selling, advertising, publicity, and sales promotion.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #182

Topic: Developing Marketing Mixes for Target Markets

183.

Personal selling lets the salesperson adapt the firm's marketing mix to a specific customer. This is an aspect of which marketing mix variable?

- A.
- B.
- C.**
- D.

Personal selling is part of Promotion.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #183

Topic: Developing Marketing Mixes for Target Markets

184. _____ is direct spoken communication between sellers and potential customers.

- A.
- B.
- C.
- D.
- E.

Personal selling involves direct spoken communication between sellers and potential customers. It may happen face-to-face, over the telephone or even via a videoconference over the Internet.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #184
Topic: Developing Marketing Mixes for Target Markets

185. From the perspective of the four Ps, personal selling is to advertising as

- A.
- B.
- C.
- D.
- E.

Personal selling and advertising are important components of Promotion, while geographic terms and price allowances are important components of Price.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #185
Topic: Developing Marketing Mixes for Target Markets

186.

_____ refers to personal communication between a seller and a customer who wants the seller to resolve a problem with a purchase.

- A.
- B.
- C.
- D.
- E.**

Customer service refers to personal communication between a seller and a customer who wants the seller to resolve a problem with a purchase. This is often a key to building repeat business.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #186
Topic: Developing Marketing Mixes for Target Markets*

187.

Advertising is:

- A.
- B.
- C.**
- D.
- E.

Advertising refers to any paid form of nonpersonal presentation of ideas, goods, or services by an identified sponsor.

*AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #187
Topic: Developing Marketing Mixes for Target Markets*

188.

A popular television show, The Unexpected, achieved skyrocketing ratings after moralist Tom Bowman attempted to have it removed from the air. This is an example of mass selling through

A.

B.

C.

D.

E.

Publicity is any unpaid form of nonpersonal presentation of ideas, goods, or services which includes getting favorable coverage in newspaper stories or on television as well as creating and placing content on the web for customers to find or pass along to others.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 3 Hard

Perreault - Chapter 02 #188

Topic: Developing Marketing Mixes for Target Markets

189.

Sales promotion:

A.

B.

C.

D.

E.

Sales promotion refers to those promotional activities that stimulate interest, trial, or purchase by final customers or others in the channel. It aids the efforts of personal selling and mass selling.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #189

Topic: Developing Marketing Mixes for Target Markets

190. Catalogs, point-of-purchase materials, and free samples are all examples of:
- A.
 - B.
 - C.**
 - D.

Sales promotion refers to those promotion activities that stimulate interest, trial, or purchase by final customers or others in the channel. This can involve use of coupons, point-of-purchase materials, samples, signs, contests, events, catalogs, novelties, and circulars.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #190

Topic: Developing Marketing Mixes for Target Markets

191. Coupons, samples, and point-of-purchase materials are examples of
- A.
 - B.
 - C.
 - D.
 - E.**

Sales promotion refers to those promotion activities that stimulate interest, trial, or purchase by final customers or others in the channel. This can involve use of coupons, point-of-purchase materials, samples, signs, contests, events, catalogs, novelties, and circulars.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #191

Topic: Developing Marketing Mixes for Target Markets

192.

When Herbal Essences offers "dollar-off coupons" to adult women to try to get them to try its shampoos and conditioners, this is an example of:

- A.
- B.**
- C.
- D.
- E.

Sales promotion refers to those promotion activities that stimulate interest, trial, or purchase by final customers or others in the channel. This can involve use of coupons, point-of-purchase materials, samples, signs, contests, events, catalogs, novelties, and circulars.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #192
Topic: Developing Marketing Mixes for Target Markets*

193.

Ford Motor Co. "loaned" new Fiestas to social trendsetters who drove the cars as part of their Meals on Wheels responsibilities. When Ford asked them to write about their driving experiences on Facebook and Twitter, it was emphasizing which aspect of the 4Ps?

- A.
- B.
- C.
- D.**

Promotion tells the target customers and others in the channel about the product that has been designed for them.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #193
Topic: Developing Marketing Mixes for Target Markets*

194.

The owner of the new Sharp Scissors hair salon gave coupons to potential customers walking by her store to stimulate interest and trial of her new hair salon. The coupons are an example of

- A.
- B.
- C.**
- D.
- E.

Sales promotion refers to those promotional activities that stimulate interest, trial, or purchase by final customers or others in the channel. This can involve use of coupons, point-of-purchase materials, samples, signs, contests, events, catalogs, novelties, and circulars.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #194
Topic: Developing Marketing Mixes for Target Markets

195.

To help cosmetic company, RedRain Inc., launch a new line of lipstick, tickets that can be redeemed for prizes are enclosed in some of the lipstick packages. This activity can be best classified as

- A.
- B.
- C.**
- D.
- E.

Sales promotion refers to those promotional activities that stimulate interest, trial, or purchase by final customers or others in the channel. This can involve use of coupons, point-of-purchase materials, samples, signs, contests, events, catalogs, novelties, and circulars.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #195
Topic: Developing Marketing Mixes for Target Markets

196.

When 3M sent samples of Breathe Right Nasal Strips to the NFL trainers, this was an example of a _____ strategy.

A.

B.

C.

D.

E.

Sales promotion refers to those promotional activities that stimulate interest, trial, or purchase by final customers or others in the channel. This can involve use of coupons, point-of-purchase materials, samples, signs, contests, events, catalogs, novelties, and circulars.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #196

Topic: Developing Marketing Mixes for Target Markets

197.

"Price":

A.

B.

C.

D.

Price setting must consider the kind of competition in the target market and the cost of the whole marketing mix. A manager must also try to estimate customer reaction to possible prices.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #197

Topic: Developing Marketing Mixes for Target Markets

198.

The Price area of the marketing mix:

- A.
- B.
- C.
- D.
- E.

Price setting must consider the kind of competition in the target market and the cost of the whole marketing mix. A manager must also try to estimate customer reaction to possible prices.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #198

Topic: Developing Marketing Mixes for Target Markets

199.

When developing a marketing mix, a marketing manager should remember that:

- A.
- B.
- C.
- D.

A manager must know current practices as to markups, allowances, discounts, and other terms of sale while developing a marketing mix. These practices are part of Price.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Create*

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #199

Topic: Developing Marketing Mixes for Target Markets

200.

When Ford Motor Co. introduced its Escape hybrid SUV, it offered a \$1,000 rebate as an incentive to attract new buyers. This was an example of which aspect of the marketing mix?

- A.
- B.
- C.
- D.

Current practices such as markups, discounts (including rebates), and other terms of sale are part of Price.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation*

Blooms: Apply

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #200

Topic: Developing Marketing Mixes for Target Markets

201.

The most important variable in a firm's marketing mix is:

- A.
- B.
- C.
- D.
- E.

All four Ps are needed in a marketing mix. No single variable of the marketing mix is more important than another; they all contribute to one whole. When a marketing mix is being developed, final decisions about the Ps should be made at the same time.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation*

Blooms: Remember

Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #201

Topic: Developing Marketing Mixes for Target Markets

202.

An appropriate marketing mix should be determined primarily by

- A.
- B.**
- C.
- D.
- E.

The needs of a target market often virtually determine the nature of an appropriate marketing mix. Therefore, marketers must analyze their potential target markets with great care.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #202
Topic: Developing Marketing Mixes for Target Markets*

203.

Ideally, a good marketing mix should:

- A.
- B.
- C.
- D.**

A good marketing mix should ideally flow logically from all the relevant dimensions of a target market.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #203
Topic: Developing Marketing Mixes for Target Markets*

204.

The text's "Toddler University" example shows that:

- A.
- B.**
- C.
- D.
- E.

In order to serve the 'the Attentive Parents' target market, the owner of Toddler University came up with an appropriate marketing mix that met this target market's needs. It did so by combining "fit and function with fun and fashion."

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #204
Topic: Developing Marketing Mixes for Target Markets*

205.

The text's "Toddler University" example shows that:

- A.
- B.**
- C.
- D.
- E.

In order to serve the 'the Attentive Parents' target market, the owner of Toddler University came up with an appropriate marketing mix that met this target market's needs. It did so by combining "fit and function with fun and fashion."

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #205
Topic: Developing Marketing Mixes for Target Markets*

206.

The text's Toddler University example shows that TU's marketing plan included:

- A.
- B.
- C.
- D.
- E.**

TU's marketing plan spelled out the following details: (1) what marketing mix will be offered, to whom and for how long; (2) what company resources will be needed at what rate; and (3) what results are expected.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-04 Be familiar with the four Ps in a marketing mix.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #206
Topic: Developing Marketing Mixes for Target Markets
Topic: The Marketing Plan is a Guide to Implementation and Control*

207.

The main difference between a "marketing strategy" and a "marketing plan" is that:

- A.**
- B.
- C.
- D.
- E.

A marketing plan is a written statement of a marketing strategy and the time-related details for carrying out the strategy.

*AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #207
Topic: The Marketing Plan is a Guide to Implementation and Control*

208.

A "marketing plan" is:

- A.
- B.
- C.**
- D.
- E.

A marketing plan is a written statement of a marketing strategy and the time-related details for carrying out the strategy.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #208

Topic: The Marketing Plan is a Guide to Implementation and Control

209.

A "marketing plan":

- A.
- B.
- C.**
- D.
- E.

A marketing plan is a written statement of a marketing strategy and the time-related details for carrying out the strategy.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #209

Topic: The Marketing Plan is a Guide to Implementation and Control

210.

A "marketing plan" should include:

- A.
- B.
- C.
- D.
- E.**

An ideal marketing plan should answer the following questions: (1) what marketing mix will be offered, to whom and for how long; (2) what company resources will be needed at what rate; and (3) what results are expected.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #210

Topic: The Marketing Plan is a Guide to Implementation and Control

211.

Which of the following is part of a complete marketing plan?

- A.
- B.**
- C.
- D.

An ideal marketing plan should answer the following questions: (1) what marketing mix will be offered, to whom and for how long; (2) what company resources will be needed at what rate; and (3) what results are expected.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #211

Topic: The Marketing Plan is a Guide to Implementation and Control

212.

Which of the following would probably NOT be in a proposed marketing plan?

- A.
- B.**
- C.
- D.
- E.

An ideal marketing plan should answer the following questions: (1) what marketing mix will be offered, to whom and for how long; (2) what company resources will be needed at what rate; and (3) what results are expected. "How frequently the design of the website is changed" does not fall under one of these 3 questions.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #212

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Topic: The Marketing Plan is a Guide to Implementation and Control

213.

Which of the following is NOT included in a marketing plan?

- A.
- B.
- C.
- D.
- E.**

An ideal marketing plan should answer the following questions: (1) what marketing mix will be offered, to whom and for how long; (2) what company resources will be needed at what rate; and (3) what results are expected.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #213

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Topic: The Marketing Plan is a Guide to Implementation and Control

214.

_____ refers to putting marketing plans into operation.

- A.
- B.**
- C.
- D.
- E.

Implementation refers to the manager's job of putting marketing plans into operation.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #214

Topic: The Marketing Plan is a Guide to Implementation and Control

215.

Short-run decisions to help implement strategies are best known as

- A.
- B.
- C.
- D.**
- E.

Short-run decisions that help implement strategies are known as operational decisions.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #215

Topic: The Marketing Plan is a Guide to Implementation and Control

216.

Managers should make operational decisions

- A.**
- B.
- C.
- D.
- E.

Managers should make operational decisions within the guidelines set down during strategy planning. But operational decisions are short-run decisions to help implement strategies. They do not change the basic strategy. They are made regularly, even daily or weekly.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Understand
Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #216
Topic: The Marketing Plan is a Guide to Implementation and Control

217.

Which of the following statements about operational decisions is FALSE?

- A.
- B.
- C.
- D.**

Operational decisions are short-run decisions that help implement strategies. They are part of the implementation process, but they do not require changes in the basic strategy.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #217
Topic: The Marketing Plan is a Guide to Implementation and Control

218.

Which of the following statements is a strategy decision, rather than an operational decision?

- A.
- B.**
- C.
- D.
- E.

Operational decisions are short-run decisions that help implement strategies. Strategy decisions are long-term decisions that could contain one or more of the four Ps.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Create

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #218

Topic: The Marketing Plan is a Guide to Implementation and Control

219.

Which of the following statements by a marketing manager refers to operational decisions, rather than strategy decisions?

- A.
- B.**
- C.
- D.

Operational decisions are short-run decisions that help implement strategies. Strategy decisions are long-term decisions that could contain one or more of the four Ps.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #219

Topic: The Marketing Plan is a Guide to Implementation and Control

220.

Which of the following is an operational decision-rather than a strategy decision?

- A.
- B.
- C.
- D.**
- E.

Operational decisions are short-run decisions that help implement strategies. Strategy decisions are long-term decisions that could contain one or more of the four Ps.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #220
Topic: The Marketing Plan is a Guide to Implementation and Control

221.

Which of the following is an example of an operational decision?

- A.
- B.
- C.**
- D.
- E.

Operational decisions are short-run decisions that help implement strategies. Strategy decisions are long-term decisions that could contain one or more of the four Ps.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #221
Topic: The Marketing Plan is a Guide to Implementation and Control

222.

Which of the following would NOT require an operational decision for a leading hair color manufacturer?

- A.
- B.
- C.
- D.
- E.

Operational decisions are short-run decisions that help implement strategies. Strategy decisions are long-term decisions that could contain one or more of the four Ps.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #222
Topic: The Marketing Plan is a Guide to Implementation and Control

223.

Happy Feet shoe company's strategic policy states "Carry as limited a line of colors, styles, and sizes as will satisfy the target market." This policy best relates to which decision area of the marketing mix?

- A.
- B.
- C.
- D.
- E.

"Carry as limited a line of colors, styles, and sizes as will satisfy the target market" is a strategic decision that pertains to the Product variable of the marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #223
Topic: The Marketing Plan is a Guide to Implementation and Control

224.

One of the strategic policies of camera maker, Zoom Cameras, states: "We will communicate the key benefits and value of our camera's unique zoom lenses and demonstrate how they meet customer needs." This policy best fits which marketing mix decision area?

- A.
- B.
- C.**
- D.
- E.

Promoting the benefits and value of the special design and how it meets customer needs is a strategic decision that pertains to the Promotion variable of the marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #224
Topic: The Marketing Plan is a Guide to Implementation and Control

225.

A retailer's operational decision to hire new salespeople would best relate to the marketing mix decision area of

- A.
- B.
- C.**
- D.
- E.

Hiring new salespeople is an operational decision that pertains to the Promotion variable of the marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #225
Topic: The Marketing Plan is a Guide to Implementation and Control

226.

When fast food restaurant, Tommy's Tacos, had poor sales in Central City, marketing managers closed one outlet on the east side of town and opened two new locations on the south side of town. These moves represent

- A.
- B.
- C.
- D.**
- E.

In market areas where sales potential is not achieved, adding new retail outlets and/or dropping retailers whose performance is poor are operational decisions that pertain to the Place variable of the marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #226
Topic: The Marketing Plan is a Guide to Implementation and Control

227.

A "marketing program":

- A.**
- B.
- C.
- D.
- E.

A marketing program blends all of the firm's marketing plans into one big plan.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #227
Topic: The Marketing Plan is a Guide to Implementation and Control

228.

Which of the following blends all of the firm's marketing plans into one big plan?

- A.
- B.
- C.
- D.

A marketing program blends all of the firm's marketing plans into one big plan.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-05 Know the difference between a marketing strategy; a marketing plan; and a marketing program.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #228
Topic: The Marketing Plan is a Guide to Implementation and Control

229.

_____ is the total stream of purchases that a customer could contribute to the company over the life of the relationship.

- A.
- B.
- C.
- D.
- E.

Many firms recognize this and measure the customer lifetime value or total stream of purchases that a customer could contribute to the company over the length of the relationship.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #229
Topic: Recognizing Customer Lifetime Value and Customer Equity

230.

The total stream of purchases that a single customer could contribute to a company over the length of the relationship is called customer _____.

- A.
- B.**
- C.
- D.
- E.

Over a period of years, a single customer is likely to purchase multiple products from a company. The total stream of purchases that a customer could contribute to the company over the length of the relationship is called customer lifetime value.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Remember
them.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #230

Topic: Recognizing Customer Lifetime Value and Customer Equity

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

231.

Estimating a customer's lifetime purchasing potential is important because it helps marketers to:

- A.
- B.
- C.
- D.
- E.**

Calculating a customer's long-range purchasing potential can help marketers recognize the importance of devising plans that build and maintain customer relationships over a lifetime.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Understand
them.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #231

Topic: Recognizing Customer Lifetime Value and Customer Equity

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

232.

When a customer who buys two Apple iPhones, an Apple iMac computer, and Apple TV over a period of several years, Apple's marketing managers should be thinking about:

- A.
- B.
- C.
- D.**
- E.

Over a period of years, a single customer is likely to purchase multiple products from a company. The total stream of purchases that a customer could contribute to the company over the length of the relationship is called customer lifetime value.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #232

Topic: Recognizing Customer Lifetime Value and Customer Equity

233.

Customer lifetime value

- A.
- B.
- C.
- D.
- E.**

Many firms recognize this and measure the customer lifetime value or total stream of purchases that a customer could contribute to the company over the length of the relationship.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #233

Topic: Recognizing Customer Lifetime Value and Customer Equity

234.

When the manager of a Denny's Restaurant offers a customer a coupon for a free meal as compensation for slow service, the manager is focusing on:

- A.
- B.
- C.
- D.
- E.**

Many firms recognize this and measure the customer lifetime value or total stream of purchases that a customer could contribute to the company over the length of the relationship. In this situation, the restaurant manager is willing to lose money on a future meal to encourage return visits.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 2 Medium
Perreault - Chapter 02 #234

Topic: Recognizing Customer Lifetime Value and Customer Equity

235.

_____ is the expected earnings stream of a firm's current and prospective customers over some period of time.

- A.
- B.
- C.
- D.**
- E.

Customer equity is the expected earnings stream (profitability) of a firm's current and prospective customers over some period of time.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 1 Easy
Perreault - Chapter 02 #235

Topic: Recognizing Customer Lifetime Value and Customer Equity

236. The difference between customer lifetime value and customer equity is:

- A.
- B.
- C.**
- D.
- E.

We can take the idea of customer lifetime value a step further by taking into account all of a firm's current and future customers and the costs associated with each. Customer equity is the expected earnings stream (profitability) of a firm's current and prospective customers over some period of time.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 3 Hard
Perreault - Chapter 02 #236

Topic: Recognizing Customer Lifetime Value and Customer Equity

237. Which of the following is NOT a reason the marketing program should build customer equity?

- A.**
- B.
- C.
- D.
- E.

Customer equity is the expected earnings stream of a firm's current and prospective customers over some period of time. Top management expects marketing strategy planners to help identify opportunities that will lead to an increase in a firm's customer equity.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 2 Medium
Perreault - Chapter 02 #237

Topic: Recognizing Customer Lifetime Value and Customer Equity

238. Which of the following is *most* likely to increase a firm's customer equity?

- A.
- B.
- C.**
- D.
- E.

A focus on customer equity allows a firm's marketing strategies for each of its products to work together to increase the lifetime value of that customer to the firm.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 3 Hard
Perreault - Chapter 02 #238

Topic: Recognizing Customer Lifetime Value and Customer Equity

239. The customer equity concept

- A.
- B.
- C.
- D.
- E.**

Customer equity is the expected earnings stream of a firm's current and prospective customers over some period of time. Top management expects marketing strategy planners to help identify opportunities that will lead to an increase in a firm's customer equity.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 1 Easy
Perreault - Chapter 02 #239

Topic: Recognizing Customer Lifetime Value and Customer Equity

240.

Which of the following statements about customer equity is FALSE?

- A.
- B.
- C.
- D.**
- E.

Customer equity does benefit the company because it increases the lifetime value of the customer to the firm.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 2 Medium
Perreault - Chapter 02 #240

Topic: Recognizing Customer Lifetime Value and Customer Equity

241.

Marketing strategies that focus on quick short-term sales:

- A.**
- B.
- C.
- D.
- E.

While short-term sales approaches are common and can boost revenue immediately, marketing strategies that seek only a quick sale squander the opportunity to ensure repeat purchases in the future.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 2 Medium
Perreault - Chapter 02 #241

Topic: Recognizing Customer Lifetime Value and Customer Equity

242.

The text's discussion of Ford's marketing strategy highlights the fact that:

- A.
- B.
- C.
- D.

Henry Ford revolutionized the automobile industry by building the assembly line. His approach highlighted the fact that defining a business in terms of the products they produce or sell is unwise. More recently, Ford is in a continuous process of innovation and redesign.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 3 Hard

Perreault - Chapter 02 #242

Topic: The Importance of Marketing Strategy Planning

243.

The text's discussion of Ford's marketing strategy highlights the fact that:

- A.
- B.
- C.
- D.

Ford implemented a creative marketing strategy by building the first assembly line production facility. It continues to reinvent itself and its products today.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-06 Understand what customer lifetime value and customer equity are and why marketing strategy planners seek to increase them.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #243

Topic: The Importance of Marketing Strategy Planning

244.

It's best to think of "breakthrough opportunities" as opportunities which:

- A.
- B.
- C.**
- D.
- E.

Breakthrough opportunities help innovators develop hard-to-copy marketing strategies that will be very profitable for a long time.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #244

Topic: What are Attractive Opportunities?

245.

_____ help(s) innovators develop hard-to-copy marketing strategies that will be very profitable for a long time.

- A.
- B.
- C.**
- D.
- E.

Breakthrough opportunities help innovators develop hard-to-copy marketing strategies that will be very profitable for a long time.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #245

Topic: What are Attractive Opportunities?

246.

Which of the following best illustrates a "breakthrough opportunity?"

A.

B.

C.

D.

E.

Breakthrough opportunities help innovators develop hard-to-copy marketing strategies that will be very profitable for a long time.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #246

Topic: What are Attractive Opportunities?

247.

Which of the following would be likely to help you develop a "breakthrough opportunity?"

A.

B.

C.

D.

Breakthrough opportunities help innovators develop hard-to-copy marketing strategies that will be very profitable for a long time. None of these alternatives is significant enough to qualify as a breakthrough opportunity.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #247

Topic: What are Attractive Opportunities?

248.

Which of the following could be a "breakthrough opportunity?"

- A.
- B.
- C.
- D.**

Breakthrough opportunities help innovators develop hard-to-copy marketing strategies that will be very profitable for a long time. All of the alternatives above are significant enough to qualify as breakthrough opportunities.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #248
Topic: What are Attractive Opportunities?

249.

A pharmaceutical company spent a significant amount of money developing a new drug to combat high blood pressure. The drug did not cause any of the typical side effects usually associated with blood pressure medications. It was forecasted to be a "blockbuster" medication that would achieve over \$1 billion in sales. It would also be difficult for other firms to duplicate, at least in the short-run, because of patent protection and the substantial research and development costs required. The introduction of this new drug would best be described as:

- A.
- B.
- C.**
- D.
- E.

Breakthrough opportunities help innovators develop hard-to-copy marketing strategies that will be very profitable for a long time.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #249
Topic: What are Attractive Opportunities?

250. _____ means that a firm has a marketing mix that the target market sees as better than a competitor's mix.

A.

B.

C.

D.

E.

Competitive advantage means that a firm has a marketing mix that the target market sees as better than a competitor's mix. It may result from efforts in different areas of the firm, such as cost cutting in production, innovative research and development, etc.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #250

Topic: What are Attractive Opportunities?

251. "Breakthrough opportunities" are opportunities that:

A.

B.

C.

D.

E.

Breakthrough opportunities help innovators develop hard-to-copy marketing strategies that will be very profitable for a long time. Even if a manager can't find a breakthrough opportunity, the firm should try to obtain a competitive advantage to increase its chances for profit or survival.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #251

Topic: What are Attractive Opportunities?

252.

Breakthrough opportunities:

- A.
- B.
- C.**
- D.
- E.

Breakthrough opportunities help innovators develop hard-to-copy marketing strategies that will be very profitable for a long time. Even if a manager can't find a breakthrough opportunity, the firm should try to obtain a competitive advantage to increase its chances for profit or survival.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #252

Topic: What are Attractive Opportunities?

253.

Which of the following statements regarding marketing strategies is FALSE?

- A.
- B.**
- C.
- D.
- E.

An advantage only succeeds if it allows the firm to provide superior value and satisfy customers better than some competitor.

AACSB: Analytic

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #253

Topic: Marketing Strategy Planning Process Highlights Opportunities

254.

Developing a set of specific qualitative and quantitative screening criteria

- A.
- B.
- C.
- D.**
- E.

Developing a set of specific qualitative and quantitative screening criteria can help a manager define in which business and markets the firm wants to compete.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #254

Topic: Marketing Strategy Planning Process Highlights Opportunities

255.

A S.W.O.T. analysis includes:

- A.
- B.
- C.
- D.
- E.**

A S.W.O.T. analysis identifies and lists the firm's strengths, weaknesses, opportunities, and threats.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #255

Topic: Marketing Strategy Planning Process Highlights Opportunities

256.

Which of the following statements about S.W.O.T. analysis is true?

- A.
- B.
- C.
- D.
- E.**

A S.W.O.T. analysis identifies and lists the firm's strengths, weaknesses, opportunities, and threats. All these statements about S.W.O.T analysis are true.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #256

Topic: Marketing Strategy Planning Process Highlights Opportunities

257.

A S.W.O.T. analysis

- A.
- B.
- C.
- D.**
- E.

With a S.W.O.T. analysis, a marketing manager can begin to identify strategies that take advantage of the firm's strengths and opportunities while avoiding weaknesses and threats. This should provide a competitive advantage.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #257

Topic: Marketing Strategy Planning Process Highlights Opportunities

258.

A S.W.O.T. analysis can help a marketing manager:

- A.
- B.
- C.
- D.
- E.**

With a S.W.O.T. analysis, a marketing manager can begin to identify strategies that take advantage of the firm's strengths and opportunities while avoiding weaknesses and threats.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #258
Topic: Marketing Strategy Planning Process Highlights Opportunities*

259.

A S.W.O.T. analysis

- A.
- B.
- C.
- D.**
- E.

A S.W.O.T. analysis identifies and lists the firm's strengths, weaknesses, opportunities, and threats.

*AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #259
Topic: Marketing Strategy Planning Process Highlights Opportunities*

260.

In which quadrant of the S.W.O.T analysis tool does the following fit? A firm has adequate resources.

- A.
- B.
- C.
- D.

A S.W.O.T. analysis identifies and lists the firm's strengths, weaknesses, opportunities, and threats. Having adequate resources is a strength any firm would like to have.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #260
Topic: Marketing Strategy Planning Process Highlights Opportunities

261.

In which quadrant of the S.W.O.T. analysis tool does the following fit? A firm is in a fast-growing industry.

- A.
- B.
- C.
- D.

A S.W.O.T. analysis identifies and lists the firm's strengths, weaknesses, opportunities, and threats. Being in a fast-growing industry is an opportunity on which a firm should try to capitalize.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #261
Topic: Marketing Strategy Planning Process Highlights Opportunities

262.

In which quadrant of the S.W.O.T. analysis tool does the following fit? A firm is vulnerable to recession.

- A.
- B.
- C.
- D.**

A S.W.O.T. analysis identifies and lists the firm's strengths, weaknesses, opportunities, and threats. Recessionary conditions pose a threat to nearly every firm.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #262
Topic: Marketing Strategy Planning Process Highlights Opportunities*

263.

In which element of the S.W.O.T. analysis tool does the following fit? A firm is falling behind in research and development.

- A.
- B.**
- C.
- D.

A S.W.O.T. analysis identifies and lists the firm's strengths, weaknesses, opportunities, and threats. Firms must quickly remedy the situation of lagging behind in one or more departments, which is a potential weakness.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

*Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #263
Topic: Marketing Strategy Planning Process Highlights Opportunities*

264. _____ means that the marketing mix is distinct from what is available from a competitor.

- A.
- B.
- C.**
- D.
- E.

Differentiation means that the marketing mix is distinct from and better than what is available from a competitor.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #264
Topic: Marketing Strategy Planning Process Highlights Opportunities

265. Differentiation of a firm's marketing mix:

- A.
- B.**
- C.
- D.

A marketing mix won't get a competitive advantage if it just meets needs in the same way as some other firm. Combining analyses of customers, competitors, and company help the marketing manager identify possible strategies that differentiate a marketing mix from the competition.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #265
Topic: Marketing Strategy Planning Process Highlights Opportunities

266.

Differentiation refers to the _____ of the firm's marketing mix to meet the needs of the target market.

A.

B.

C.

D.

Differentiation means that the marketing mix is distinct from and better than what is available from a competitor. This means its marketing mix is unique.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #266

Topic: Marketing Strategy Planning Process Highlights Opportunities

267.

Differentiation

A.

B.

C.

D.

E.

Differentiation often requires that the firm fine-tune all of the elements of its marketing mix to the specific needs of a distinctive target market.

AACSB: Analytic

Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-07 Be familiar with the texts framework for marketing strategy planning.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #267

Topic: Marketing Strategy Planning Process Highlights Opportunities

268. _____ means trying to increase sales of a firm's present products in its present markets.

A.

B.

C.

D.

E.

Market penetration means trying to increase sales of a firm's present products in its present markets; usually through an aggressive marketing mix.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Remember

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.

Level of Difficulty: 1 Easy

Perreault - Chapter 02 #268

Topic: Types of Opportunities to Pursue

269. iRobot got its start by developing high-tech robots for military uses, but the company later started making futuristic robots that clean and wax floors in homes everywhere. Which of the four types of opportunity does this illustrate?

A.

B.

C.

D.

E.

Since iRobot has started manufacturing new products for non-military uses and markets, the company is pursuing a product diversification opportunity-the type of opportunity in which businesses create new products for new markets different from the firm's current base.

AACSB: Reflective Thinking

Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.

Level of Difficulty: 3 Hard

Perreault - Chapter 02 #269

Topic: Types of Opportunities to Pursue

270. Of the four types of opportunities firms can pursue, market penetration often appeals to marketers because:

- A.
- B.**
- C.
- D.
- E.

Since firms prefer opportunities close to markets they already know, most managers pursue greater market penetration, which involves selling current products in familiar markets. Market penetration is appealing because firms want to increase profits and grow customer equity where they already have experience and strengths.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #270
Topic: Types of Opportunities to Pursue

271. Which of the following firms is exploring a market development opportunity?

- A.
- B.
- C.
- D.**
- E.

A market development opportunity involves trying to increase sales by selling present products in new markets. The E-Z-Go golf cart company's push to sell golf carts for new non-golf settings is an example of market development.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #271
Topic: Types of Opportunities to Pursue

272. _____ means trying to increase sales of a firm's present products in its present markets.

- A.
- B.
- C.
- D.
- E.**

Market penetration means trying to increase sales of a firm's present products in its present markets; usually through an aggressive marketing mix.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember*

*Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #272
Topic: Types of Opportunities to Pursue*

273. When Colgate encourages its current customers to brush more often by taking their toothbrush and toothpaste to work with them, which market opportunity is Colgate pursuing?

- A.
- B.
- C.
- D.**

Market penetration means trying to increase sales of a firm's present products in its present markets; usually through an aggressive marketing mix.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply*

*Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #273
Topic: Types of Opportunities to Pursue*

274.

Lipton has increased sales by developing ads that encourage its current customers to drink Lipton tea instead of coffee at morning "coffee breaks." This effort focuses on

- A.
- B.**
- C.
- D.
- E.

Market penetration means trying to increase sales of a firm's present products in its present markets; usually through an aggressive marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #274
Topic: Types of Opportunities to Pursue

275.

Tropicana is trying to get its customers to drink orange juice more often with ads that say, "It's not just for breakfast anymore." What type of opportunity is the company pursuing?

- A.**
- B.
- C.
- D.
- E.

Market penetration means trying to increase sales of a firm's present products in its present markets; usually through an aggressive marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #275
Topic: Types of Opportunities to Pursue

276.

Kraft Foods recently increased its advertising and couponing to its present cheese customers. It appears that Kraft is pursuing what kind of opportunity?

- A.
- B.
- C.
- D.
- E.

Market penetration means trying to increase sales of a firm's present products in its present markets; usually through an aggressive marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #276
Topic: Types of Opportunities to Pursue

277.

If Frito-Lay (which has products in almost all the submarkets for snack foods) were to try to increase its share of one of these markets, it would be pursuing a _____ opportunity.

- A.
- B.
- C.
- D.
- E.

Market penetration means trying to increase sales of a firm's present products in its present markets; usually through an aggressive marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #277
Topic: Types of Opportunities to Pursue

278.

Coca-Cola runs an advertising campaign on morning radio shows encouraging current customers to "have a Coke in the morning" instead of their morning coffee. This is an example of:

- A.
- B.
- C.
- D.**
- E.

Market penetration means trying to increase sales of a firm's present products in its present markets; usually through an aggressive marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy

Perreault - Chapter 02 #278

Topic: Types of Opportunities to Pursue

279.

Pop Soda Co. wants to increase sales of its existing carbonated drinks by making them more convenient, so it's making the drinks available at more stores in its present areas. This is an example of:

- A.**
- B.
- C.
- D.
- E.

Market penetration means trying to increase sales of a firm's present products in its present markets; usually through an aggressive marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 3 Hard

Perreault - Chapter 02 #279

Topic: Types of Opportunities to Pursue

280.

When a customer goes online to register Adobe's Acrobat Reader, the Web page promotes other related products, including its popular Photoshop software. This is an example of:

- A.
- B.
- C.
- D.
- E.**

Market penetration means trying to increase sales of a firm's present products in its present markets; usually through an aggressive marketing mix.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #280
Topic: Types of Opportunities to Pursue

281.

_____ means trying to increase sales by selling present products in new markets.

- A.
- B.**
- C.
- D.
- E.

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #281
Topic: Types of Opportunities to Pursue

282. When a firm tries to increase sales by selling its present products in new markets, this is called:

- A.
- B.
- C.
- D.
- E.**

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #282
Topic: Types of Opportunities to Pursue

283. When a company expands globally, this is an example of:

- A.**
- B.
- C.
- D.
- E.

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #283
Topic: Types of Opportunities to Pursue

284. When AT&T advertises in THE WALL STREET JOURNAL that smartphones using its technology can make calls from more than 200 countries in the world, which market opportunity is AT&T pursuing?

- A.
- B.
- C.
- D.**

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #284
Topic: Types of Opportunities to Pursue

285. The Wall Street Journal has been trying to attract new customers by promoting its newspaper for student use in business courses. This is an example of

- A.
- B.
- C.
- D.**

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #285
Topic: Types of Opportunities to Pursue

286. An Embassy Suites hotel offers an inexpensive "Family Luncheon Buffet" on Sundays to get customers for its restaurant that is filled by business travelers during weekdays. This effort to get new customers for the available facility is an example of

- A.
- B.
- C.
- D.
- E.

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply
Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #286
Topic: Types of Opportunities to Pursue

287. Coca-Cola is taking advantage of the new willingness of Chinese leaders to engage in international trade by marketing its soft drinks in China. What type of opportunity is Coke pursuing?

- A.
- B.
- C.
- D.

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Reflective Thinking

288.

Avon, which in the past relied on door-to-door personal selling, is trying to reach new customers by distributing mail-order catalogs, adding toll-free telephone ordering, and opening online retail sites. Avon is pursuing a _____ opportunity.

A.

B.

C.

D.

E.

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

289. A mail-order marketer of flower bulbs to gardening hobbyists decides to sell the bulbs in grocery stores-to reach nonhobbyists who might be interested in pretty flowers. This is an example of:

- A.
- B.
- C.
- D.

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #289
Topic: Types of Opportunities to Pursue

290. GreatGadgets, an Internet-based marketer of innovative gift items, decides to sell products in its own retail stores-to reach consumers who don't like to buy without first seeing the item in person. This is an example of:

- A.
- B.
- C.
- D.

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #290

291. An Australian wine producer, facing declining sales at home, set up a new channel of distribution to sell wine in the United States. This seems to be an effort at

- A.
- B.
- C.
- D.

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #291
Topic: Types of Opportunities to Pursue

292. E-Z-Go, a producer of golf carts, promotes its carts to other users by advertising them as an easy and quiet way for workers to get around malls, airports, and big factories. E-Z-Go is trying to increase its sales through

- A.
- B.
- C.
- D.
- E.

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

293.

BeQuick, a fast-food restaurant, has always operated outlets in malls. With a new strategy that involves opening new outlets that sell the same menu but operate in airports, zoos, casinos, and military bases, BeQuick is pursuing what type of opportunity?

A.

B.

C.

D.

E.

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

294. In an effort to increase its total sales, Champion has started exporting its spark plugs for use by several German auto producers. Champion is pursuing a _____ opportunity.

- A.
- B.
- C.
- D.
- E.**

Market development means trying to increase sales by selling present products in new markets. This may involve searching for new uses for a product, advertising in different media to reach new target customers, or adding channels of distribution or new stores in new areas, including overseas.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #294
Topic: Types of Opportunities to Pursue

295. _____ refers to offering new or improved products for present markets.

- A.
- B.
- C.
- D.
- E.**

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #295
Topic: Types of Opportunities to Pursue

296.

When a firm tries to increase sales by offering new or improved products to its present markets, this is called:

- A.
- B.**
- C.
- D.
- E.

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #296
Topic: Types of Opportunities to Pursue

297.

If Wendy's decides to test market a hot dog in several stores to determine if it can make more profit from this menu item than from a "Wendy's single," which market opportunity is Wendy's pursuing?

- A.
- B.
- C.
- D.**

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #297
Topic: Types of Opportunities to Pursue

298.

To compete more successfully with its many competitors offering packaged cookies, Famous Amos added its own line of "extra chunky" premium cookies. This seems to be an effort at:

- A.
- B.
- C.
- D.**
- E.

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #298
Topic: Types of Opportunities to Pursue

299.

A producer of frozen pasta dinners finds that its current target customers select among its frozen pasta dinners, going to a pizza restaurant, or staying home and eating an Italian sub sandwich. So the company set up a chain of pizza restaurants that also serve Italian sub sandwiches. This seems to be an effort at:

- A.
- B.
- C.
- D.**

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #299
Topic: Types of Opportunities to Pursue

300. Wendy's continues to test possible new toppings for hamburgers, including grilled mushrooms and provolone cheese. This suggests that Wendy's is pursuing _____.

- A.
- B.
- C.**
- D.
- E.

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #300
Topic: Types of Opportunities to Pursue

301. Wendy's continues to come out with new offerings like stuffed pitas. This suggests that Wendy's is pursuing _____.

- A.
- B.
- C.**
- D.
- E.

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #301
Topic: Types of Opportunities to Pursue

302.

Converse started selling its "high-top" canvas basketball shoes in colors such as hot pink, lime green, and purple, to accompany their traditional colors of black and white. Converse seems to be pursuing a _____ opportunity.

- A.
- B.
- C.**
- D.
- E.

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #302
Topic: Types of Opportunities to Pursue

303.

Heinz, in order to boost its sales, came up with ketchup in gross green and funky purple colors. It packaged the ketchup in EZ Squirt dispensers molded to fit little hands. This is an example of:

- A.**
- B.
- C.
- D.

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #303
Topic: Types of Opportunities to Pursue

304.

In developing trails for hiking and biking to bring its winter ski customers back in the summer, Mountain High Ski Resort is pursuing what type of opportunity?

- A.
- B.
- C.**
- D.
- E.

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #304
Topic: Types of Opportunities to Pursue

305.

Zippo is pursuing _____ opportunities with its Multi-Purpose Lighter that is designed to light candles, fireplaces, grills, and more.

- A.
- B.
- C.**
- D.
- E.

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #305
Topic: Types of Opportunities to Pursue

306.

Hewlett-Packard decided that too many other companies were attracting its customers by advertising their computer printers as "having all of the features of Hewlett-Packard's LaserJet." So Hewlett-Packard designed a new color printer with a completely new set of features that no competitors' equipment offered. Hewlett-Packard then introduced it to the same market with the hope that it could develop a larger and more profitable share. This was an effort at:

- A.
- B.
- C.
- D.**

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #306
Topic: Types of Opportunities to Pursue

307.

To improve its profits, Delta Tool Corp. has redesigned its entire line of rechargeable power drills-adding several new or improved features and three new models. Apparently, Delta Tool is pursuing a _____ opportunity.

- A.
- B.
- C.**
- D.
- E.

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy

308. Professional Dental Supply has been successfully selling dental instruments to dentists for the past twenty years, and has developed strong customer relations. When looking for new marketing opportunities, Professional Dental Supply will most likely look first at

- A.
- B.
- C.
- D.**
- E.

Product development means offering new or improved products for present markets. Knowing the present market's needs, a firm may see new ways to satisfy customers.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply
Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #308
Topic: Types of Opportunities to Pursue

309. _____ means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system.

- A.**
- B.
- C.
- D.
- E.

Diversification means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember
Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #309
Topic: Types of Opportunities to Pursue

310. When a firm tries to increase its total sales by offering new products to new markets, it's pursuing:

- A.
- B.
- C.
- D.
- E.

Diversification means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Remember

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #310
Topic: Types of Opportunities to Pursue

311. When Sony Corp., an electronics producer, purchased the Pebble Beach golf course in California, it was pursuing what type of opportunity?

- A.
- B.
- C.
- D.

Diversification means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #311
Topic: Types of Opportunities to Pursue

312. Cheese manufacturer, Ashe Mountain Corp., started a new chain of movie theaters called Ashe Mountain's Movie World. The theaters have been a major success and significantly increased the revenues of Ashe Mountain Corp. This is an example of:

- A.
- B.
- C.
- D.
- E.

Diversification means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 3 Hard
Perreault - Chapter 02 #312
Topic: Types of Opportunities to Pursue

313. A beer distributor, concerned about increasing regulation of alcoholic beverages, decides to start a new business distributing children's toys. This company seems to be pursuing

- A.
- B.
- C.
- D.

Diversification means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #313
Topic: Types of Opportunities to Pursue

314. Industrial Plastics Corporation has decided to manufacture and sell electric motors for fishing boats. The firm appears to be pursuing a _____ opportunity.

- A.
- B.
- C.
- D.
- E.**

Diversification means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #314
Topic: Types of Opportunities to Pursue

315. A producer of home burglar alarm devices decides to start manufacturing portable video cameras for use in industrial security situations. This is an example of

- A.
- B.**
- C.
- D.

Diversification means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #315
Topic: Types of Opportunities to Pursue

316. If a cola producer bought out a Mango juice producer in an attempt to appeal to health-conscious consumers who do not drink soft drinks, it would be pursuing a _____ opportunity.

- A.
- B.**
- C.
- D.

Diversification means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Apply

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #316

Topic: Types of Opportunities to Pursue

317. The most risky and challenging opportunities usually involve:

- A.
- B.
- C.**
- D.
- E.

Diversification means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system. Products and customers that are very different from a firm's current base may look attractive but are usually hard to evaluate. That's why diversification usually involves the biggest risk.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation

Blooms: Understand

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.

Level of Difficulty: 2 Medium

Perreault - Chapter 02 #317

Topic: Types of Opportunities to Pursue

318. The most risky types of marketing opportunity to pursue usually involve

- A.
- B.
- C.**
- D.
- E.

Diversification means moving into totally different lines of business, perhaps entirely unfamiliar products, markets, or even levels in the production-marketing system. Products and customers that are very different from a firm's current base may look attractive but are usually hard to evaluate making diversification very risky.

AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #318
Topic: Types of Opportunities to Pursue

319. Because companies are likely to be most familiar with their own operations, _____ opportunities are usually the easiest to pursue.

- A.**
- B.
- C.
- D.
- E.

Usually firms find attractive opportunities fairly close to markets they already know making market penetration very attractive.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Understand

Learning Objective: 02-08 Know four broad types of marketing opportunities that help in identifying new strategies.
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #319
Topic: Types of Opportunities to Pursue

320.

Which of the following statements is TRUE regarding international opportunities in marketing?

- A.
- B.
- C.**
- D.
- E.

A company (of any size) facing tough competition, thin profit margins, and slow sales growth at home may get a fresh start in another country where demand for its product is just beginning to grow. International trade is increasing worldwide.

AACSB: Analytic
Accessibility: Keyboard Navigation
Blooms: Understand
Level of Difficulty: 1 Easy
Perreault - Chapter 02 #320

Learning Objective: 02-09 Understand why strategies for opportunities in international markets should be considered.

Topic: International Opportunities should be Considered

321.

All of the following are reasons why international opportunities should be considered by managers, EXCEPT

- A.
- B.
- C.**
- D.
- E.

Unfavorable trends in the market environment at home or favorable trends in other countries may make international marketing particularly attractive.

AACSB: Analytic
AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand
Level of Difficulty: 2 Medium
Perreault - Chapter 02 #321

Learning Objective: 02-09 Understand why strategies for opportunities in international markets should be considered.

Topic: International Opportunities should be Considered

322.

Going global has become easier than ever for marketers due to:

- A.
- B.
- C.**
- D.
- E.

Advances in e-commerce, transportation, and communications are making it easier and cheaper to reach international customers. With a website and e-mail, even the smallest firm can provide international customers with a great deal of information-and easy ways to order-at very little expense.

*AACSB: Reflective Thinking
Accessibility: Keyboard Navigation
Blooms: Understand*

Learning Objective: 02-09 Understand why strategies for opportunities in international markets should be considered.

*Level of Difficulty: 1 Easy
Perreault - Chapter 02 #322
Topic: International Opportunities should be Considered*

Chapter 02 Marketing Strategy Planning Summary