

A dairy farm sells milk to a company that makes milk-based products and sells it under the brand name FreshFlow Dairy. Priya, a loyal customer, always buys FreshFlow Dairy. Which of the following impacts of marketing is illustrated in this case?

Turnaround strategies

New market research

Global expansion of the market

Limited choice of products

Supply chain management

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-04 Understand the importance of marketing both within and outside the firm

Topic : 01-15 Marketing Is Pervasive Across Marketing Channel Members

Source : Chapter 01 Algorithmic Test Bank > TB 01-11 (Algo) A dairy farm sells milk to a company that ma...

TrueHaven Inc. is a leading producer of backpacks. It uses blogging sites to connect with its customers and get daily updates about new marketing trends. What is TrueHaven Inc. using to connect with its customers?

Social media

Broadcast advertising

Visual merchandising

Print media

Out-of-home marketing

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-02 Describe how marketers create value for a product or service

Topic : 01-05 Marketing Can Be Performed by Both Individuals and Organizations

Source : Chapter 01 Algorithmic Test Bank > TB 01-04 (Algo) _____ is a leading producer of _____...

Citrus Grove, a watermelon-juice manufacturer, employs a set of feedback forms to collect information about customers' favourite flavours and the new flavours they want to try in future. The company then uses this information to focus on identifying and building loyalty among the firm's most valued patrons. This is an example of:

customer relationship management.

Porter's five forces.

transformational marketing.

live-in marketing.

the BCG matrix.

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-03 Summarize the four orientations of marketing

Topic : 01-11 Building Relationships With Customers

Source : Chapter 01 Algorithmic Test Bank > TB 01-10 (Algo) _____, a _____-juice manufacturer, em...

GreenPulse Inc. is a television manufacturing company that creates television with unique features and distributes them among retailers. The devices are created with little or no concern about customers' needs and wants. In this case, GreenPulse Inc is most likely a:

customer-oriented company.

brand-oriented company.

value-oriented company.

market-oriented company.

product-oriented company.

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Medium

Evergreen Release : New 2025

Learning Objective : 01-03 Summarize the four orientations of marketing

Topic : 01-07 The Four Orientations of Marketing

Source : Chapter 01 Algorithmic Test Bank > TB 01-05 (Algo) _____ is a _____ manufacturing...

Ethan has set up a company to provide "air duct cleaning" services to residential and commercial buildings in Ottawa. He has decided a "sales orientation" would best suit his new company. What are the important considerations for this business? What are the potential problems of this orientation?

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-03 Summarize the four orientations of marketing

Topic : 01-07 The Four Orientations of Marketing

Source : Chapter 01 Algorithmic Test Bank > TB 01-13 (Algo) _____ has set up a company to provide "air duct cleaning" services to residential and commercial buildings in Ottawa. He has decided a "sales orientation" would best suit his new company. What are the important considerations for this business? What are the potential problems of this orientation?

GreenPulse Inc. manufactures skateboards. The company mass-produces skateboards based on the resources available. It does not focus on the needs of the customer. This is an example of:

market orientation.

product orientation.

customer orientation.

value orientation.

brand orientation.

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-03 Summarize the four orientations of marketing

Topic : 01-07 The Four Orientations of Marketing

Source : Chapter 01 Algorithmic Test Bank > TB 01-06 (Algo) _____ manufactures _____. The...

Aisha buying an iPod from Sofia on eBay is an example of:

B2B marketing.

B2C marketing.

C2C marketing.

C2B marketing.

D2R marketing.

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Understand

Difficulty : Medium

Evergreen Release : New 2025

Learning Objective : 01-02 Describe how marketers create value for a product or service

Topic : 01-05 Marketing Can Be Performed by Both Individuals and Organizations

Source : Chapter 01 Algorithmic Test Bank > TB 01-03 (Algo) _____ buying an iPod from _____ on eBay is an...

Golden Batch Cookies, a digestive gingerbread cookie manufacturer, sold its products only in high quality, air-tight cans of 16oz and 32oz. To better satisfy customer needs, it recently introduced smaller packs of the biscuits in paper packages at reduced rates. Which of the following requirements for a value-driven firm does Golden Batch Cookies exemplify?

Gathering customer feedback

Balancing benefits with costs

Sharing supplier information

Social media marketing

Building competitor relationships

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-03 Summarize the four orientations of marketing

Topic : 01-10 Balancing Benefits With Costs

Source : Chapter 01 Algorithmic Test Bank > TB 01-08 (Algo) _____, a digestive _____ manufacturer, s...

DreamStay Resorts is a lodge chain that treats its customers like family. The company further influences its bond with customers with its quality of staff, reliability, consistent overall high quality, and global social responsibility programs. This is an example of:

relational orientation.

live-in orientation.

optimal orientation.

transformational orientation.

transactional orientation.

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-03 Summarize the four orientations of marketing

Topic : 01-11 Building Relationships With Customers

Source : Chapter 01 Algorithmic Test Bank > TB 01-09 (Algo) _____ is a _____ chain that tr...

Strive Athletics, a global hockey net manufacturing company, wants to present an effective campaign across many markets. The company wants to engage the youth across key markets in Europe, and the campaign's main objective is to generate awareness about the company. These efforts are made by Strive Athletics to attract the youth as they constitute the company's:

primary target market.

secondary target market.

primary currency market.

primary commodity market.

niche market.

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-02 Describe how marketers create value for a product or service

Topic : 01-04 Marketing Requires Marketing Mix Decisions

Source : Chapter 01 Algorithmic Test Bank > TB 01-07 (Algo) _____, a global _____ manufacturing...

Aisha wants to buy a pair of rollerblades. She spends a lot of time and energy trying to find the right pair of rollerblades. She does find one and then pays \$200 to buy it. The time and energy spent along with the sum of money constitute the:

exchange.

good.

price.

service.

idea.

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-02 Describe how marketers create value for a product or service

Topic : 01-04 Marketing Requires Marketing Mix Decisions

Source : Chapter 01 Algorithmic Test Bank > TB 01-01 (Algo) _____ wants to buy a _____ ...

The Sweet Crumbs, a multinational muffin manufacturer, donated its worldwide revenue of a month for the rehabilitation activities in a country affected by an earthquake. Which of the following is specifically exemplified in this case?

Marketing helping global expansion

Marketing enriching society

Marketing through social media

Marketing impacting supply chain management

Marketing aiding entrepreneurship

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-04 Understand the importance of marketing both within and outside the firm

Topic : 01-16 Marketing Enriches Society

Source : Chapter 01 Algorithmic Test Bank > TB 01-12 (Algo) The _____, a multinational _____,...

GeoVision Inc, an aviation company, is a major service provider for space research organizations. This is an example of:

B2C marketing.

B2B marketing.

D2R marketing.

D2R marketing.

C2C marketing.

C2B marketing.

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-02 Describe how marketers create value for a product or service

Topic : 01-05 Marketing Can Be Performed by Both Individuals and Organizations

Source : Chapter 01 Algorithmic Test Bank > TB 01-02 (Algo) _____ company, is a major...

Since women constitute 35 percent of Core Dynamics's—a pharmacy chain's—customers, the chain decided to implement changes that would make the shopping experience more pleasant for them. Core Dynamics has introduced a system for shorter waiting time at the check-out counters,

wider and better-lit passageways, and more beauty products. Women constitute Core Dynamics's:

niche market.

commodity market.

secondary target market.

target market.

currency market.

Question Details

Accessibility : Screen Reader/Keyboard/CC

Bloom's : Apply

Difficulty : Hard

Evergreen Release : New 2025

Learning Objective : 01-02 Describe how marketers create value for a product or service

Topic : 01-02 Marketing Is About Satisfying Customer Needs and Wants

Source : Chapter 01 Algorithmic Test Bank > TB 01-14 (Algo) Since women constitute _____ percent

Answer Key

Test name: Ch1 Algorithmic_Grewal (CDN) Marketing_6ce

E

This case illustrates the impact of marketing on supply chain management. The group of firms and set of techniques and approaches firms use to make and deliver a given set of goods and services is commonly referred to as a supply chain.

A

In this scenario, TrueHaven Inc. is using social media to connect with its customers. Social media is the use of digital tools to easily and quickly create and share content to foster dialogue, relationships, and personal identities.

A

The process used by Citrus Grove to build loyalty is an example of customer relationship management (CRM). It is a set of strategies, programs, and systems that focus on identifying and building loyalty among the firm's most valued patrons.

E

GreenPulse Inc is a product-oriented company. Product-oriented companies focus on developing and distributing innovative products with little concern about whether the products best satisfy customers' needs.

Short Answer

Companies that adopt a sales orientation view marketing as a selling function. Therefore, the focus is to sell as much as possible rather than focus on offering services consumers really want. The main consideration for Ethan, if he goes with sales orientation, is to use aggressive sales techniques such as hiring salespeople, intensive door to door sales, and making cold calls to sell the service. Such companies tend to focus on making a sale or on each transaction rather than building long-term customer relationships.

By focusing on sales rather than consumer needs, the company may miss opportunities. Furthermore, the company needs to find new customers all the time as profits come from sales volume rather than from repeat business from satisfied customers.

B

This is an example of product orientation. Companies that have a product orientation focus on creating products they are able to make rather than focus on making products consumers really want.

C

Aisha buying an iPod from Sofia on eBay is an example of C2C marketing. The process of selling merchandise or services from one consumer to another consumer is referred to as C2C (consumer-to-consumer) marketing.

B

In this case, Golden Batch Cookies exemplifies the practice of balancing benefits with costs. Value-oriented marketers constantly measure the benefits that customers perceive against the cost of their offering.

A

DreamStay Resorts employs relational orientation. It is a method of building a relationship with customers based on the philosophy that buyers and sellers should develop a long-term relationship.

A

The youth constitute the company's primary target market. Ideas include thoughts, opinions, philosophies, and intellectual concepts that can be marketed to primary and secondary target markets.

C

The time and energy spent for the pair of rollerblades along with the sum of money constitutes the price. Price is everything the buyer gives up in exchange for the product.

B

The impact of marketing in enriching a society is illustrated in this case. Corporate firms encourage their employees to participate in activities that benefit their communities and invest heavily in socially responsible actions and charities.

B

The company is involved in B2B marketing. The process of selling merchandise or services from one business to another is referred to as B2B (business-to-business) marketing.

D

In this case, women constitute Core Dynamics's primary target market. Ideas include thoughts, opinions, philosophies, and intellectual concepts that can be marketed to target markets.