Package Title: Loos Testbank

Course Title: Marketing

Chapter Number: 1

Question type: Multiple Choice

1) The breadth of marketing decisions is referred to as what?

a) The 4Ps of marketing

b) The marketing plan

c) The marketing strategy

d) The creative concept

Answer: a

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.1 Describe some common misconceptions about marketing.

Section Reference 1: What Marketing Is Not

Standard 1: AACSB || Communication

2) Marketing is best described as what?

a) Sales

b) Advertising

c) Managing exchanges

d) Creating needs and wants

Answer: c

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

3) Which skill set is required to be a good marketer?

a) Experience in professional sales

b) A high degree of creativity

c) Understanding algebra and calculus

d) Basic math skills

Answer: d

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.1 Describe some common misconceptions about marketing.

Section Reference 1: What Marketing Is Not

Standard 1: AACSB || Communication

4) All of these are common misconceptions about what marketing is EXCEPT:

a) managing exchanges with customers.

b) making people buy things they don’t need.

c) an art, and you either have the gift for it or you don’t.

d) it does not involve numbers.

Answer: a

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.1 Describe some common misconceptions about marketing.

Section Reference 1: What Marketing Is Not

Standard 1: AACSB || Communication

5) At a minimum, what percentage of new products fail?

a) 80%

b) 50%

c) 35%

d) 10%

Answer: c

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

6) Which is identified as the foundation for the marketing plan?

a) Target market segmentation

b) Market research

c) Value proposition development

d) Market plan development

Answer: b

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

7) The basic goal of marketing managers in managing exchanges involves all of these elements EXCEPT:

a) promotional planning.

b) value.

c) price.

d) cost.

Answer: a

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

8) The United States economy is currently dominated by which category?

a) Services

b) Agriculture

c) Manufacturing

d) Digital marketing

Answer: a

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.4 Outline the evolution of marketing thought and practice.

Section Reference 1: How Marketing Has Changed Over Time

Standard 1: AACSB || Communication

9) Managing a marketing effort involves all of these functions EXCEPT:

a) control.

b) planning.

c) implementation.

d) advertising.

Answer: d

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

10) The combination of a strong desire for something and the ability to purchase it defines what?

a) Demand

b) Supply

c) Price equilibrium

d) Cost

Answer: a

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Analytic

11) Which of the following is NOT one of the 4Ps of marketing?

a) Price

b) Perception

c) Promotion

d) Place

Answer: b

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

12) Which best describes “wants”?

a) Strong desires for something

b) Unfulfilled needs

c) Unsupplied demands

d) Untapped markets

Answer: a

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.1 Describe some common misconceptions about marketing.

Section Reference 1: What Marketing Is Not

Standard 1: AACSB || Communication

13) Simple trade and bartering involves what?

a) Commodity exchanges

b) The exchange of a product or service for money

c) A trade agreement between two countries

d) Swapping one product or service for another

Answer: d

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

14) The focus of your marketing plan should be on what?

a) Coordination of activities

b) Assessment of effectiveness

c) Target market

d) Timeline and budget

Answer: c

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

15) Someone who has an idea that something might work based on theory or watching it in action and testing the idea is thought of as:

a) market planner.

b) skilled researcher.

c) naïve scientist.

d) consumer behavior theorist.

Answer: c

Difficulty: Easy

Bloomcode: Knowledge

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

16) The combination of benefits forming a value proposition will do what?

a) Maximize sales.

b) Appeal to some groups of customers but not all.

c) Maximize value for all potential customers.

d) Appeal to the maximum amount of customers.

Answer: b

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Analytic

17) Creative advertising can do what for your products or services?

a) Guarantee marketing success.

b) Often save a bad product.

c) Help create buzz.

d) Influence all consumers.

Answer: c

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Analytic

18) Which of the following statements most clearly defines marketing?

a) Managing mutually-beneficial exchanges with customers.

b) Maximizing profits through the creation of needs.

c) The creation and development of new markets.

d) Identifying individuals who want an organization’s products or services.

Answer: a

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

19) The focus of your marketing plan should be on what?

a) timeline and budget

b) assessment of effectiveness

c) coordination of activities

d) target market

Answer: d

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

20) The key to value creation is:

a) perception.

b) cost.

c) benefits.

d) willingness to pay.

Answer: a

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

21) Because different groups of customers want different things, marketers offer different combinations of benefits called what?

a) Benefits statements

b) Value propositions

c) Perceptual benefits

d) Target market perceptions

Answer: b

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

22) Finding a group of customers who want what you have to offer and providing it better than others do so that you maximize perceived value for that group defines:

a) target market differentiation.

b) your value proposition.

c) total market value maximization.

d) sales maximization.

Answer: a

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Analytic

23) To be successful, marketers have to understand what associated with a particular exchange for a group of customers?

a) benefits

b) influencers

c) target market

d) perceived value

Answer: d

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

24) Different value propositions maximize value for different:

a) genders.

b) target customers.

c) age groups.

d) income groups.

Answer: b

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

25) Measuring the outcomes of specific activities against goals defines what?

a) market planning

b) concept screening

c) market research

d) target market identification

Answer: c

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

26) The process of testing, then measuring, then revising—sometimes repeatedly—is known as:

a) market research.

b) target market segmentation.

c) value proposition development.

d) marketing plan development.

Answer: a

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Analytic

27) Testing an idea to see if it is effective requires:

a) a specific goal against which to measure the outcome.

b) a method of separating out the effect of luck on the test.

c) a series of tests with constantly changing measures.

d) employing an outside, non-biased research firm.

Answer: a

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Analytic

28) Measuring marketing outcomes to see if your marketing works typically uses what as a measure of performance?

a) Profits

b) Perceptions

c) Sales

d) Whatever is most relevant to the marketing goal

Answer: c

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

29) An indicator of good marketing includes which of the following?

a) Repeating relevant risks

b) Punishing failure

c) Taking calculated risks

d) Avoiding experimentation that simply influences perceptions of value

Answer: c

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

30) Producing the most efficient and cost-effective version of a product describes what?

a) Production orientation

b) Sales orientation

c) Market orientation

d) Social orientation

Answer: a

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.4 Outline the evolution of marketing thought and practice.

Section Reference 1: How Marketing Has Changed Over Time

Standard 1: AACSB || Communication

31) When companies primarily had a sales orientation, which of the following is true?

a) It was indicative of companies not having similar products.

b) Sales techniques and persuasion significantly lagged today’s innovations.

c) It was a reflection of lower levels of competition.

d) Single transactions were favored over repeat purchases.

Answer: d

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.4 Outline the evolution of marketing thought and practice.

Section Reference 1: How Marketing Has Changed Over Time

Standard 1: AACSB || Communication

32) In a period of companies having a marketing orientation, which of the following was true?

a) Customers became more sophisticated buyers.

b) The percentage of customers in the middle class decreased.

c) Manufacturing grew as the dominant sector.

d) Levels of competition decreased.

Answer: a

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.4 Outline the evolution of marketing thought and practice.

Section Reference 1: How Marketing Has Changed Over Time

Standard 1: AACSB || Communication

33) Understanding your target market so well that you build a relationship with them over time defines what?

a) a social orientation

b) a sales orientation

c) customer relationship marketing

d) retention of sometimes undesirable customers

Answer: c

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

34) Demand is a combination of which two things?

a) desire for something and its availability

b) desire for something and the ability to purchase it

c) availability of something and the ability to pay for it

d) desire for something and a well-executed marketing plan

Answer: b

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

35) As the United States has economy became more specialized in information technology, what has occurred?

a) The opportunities for social interaction between consumers and businesses have increased.

b) Levels of social interaction have reached their maximum level and begun to decline.

c) Opportunities for future interaction have been minimized.

d) Social media activities originating with businesses have begun to decline.

Answer: a

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.4 Outline the evolution of marketing thought and practice.

Section Reference 1: How Marketing Has Changed Over Time

Standard 1: AACSB || Communication

36) Which of the following best defines a need?

a) A strong desire for something

b) The perceived benefit from an exchange

c) A lack of means of subsistence

d) Something deemed important missing that is available at a reasonable price

Answer: c

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

37) The profit earned by a company is calculated by which method?

a) Total number of units sold multiplied by the price-per-unit

b) Total revenues minus costs of materials and labor

c) Total number of units sold multiplied by the contribution-per-unit

d) Amount remaining after all expenses are subtracted from total revenues

Answer: d

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

38) Which of the following statements is true?

a) Marketers try to influence wants, but customers ultimately decide if something is worth buying or not.

b) Marketers are often able to make people buy something against their will.

c) Marketing is primarily based on the science of human behavior.

d) Marketing is more of an art than a science.

Answer: a

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.1 Describe some common misconceptions about marketing.

Section Reference 1: What Marketing Is Not

Standard 1: AACSB || Communication

39) In simple terms, what is a market?

a) The combination of competitors and customers

b) A physical location where products or services are offered for sale

c) A place where a similar group of products are bartered

d) A place where a company and its customer come together

Answer: d

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.2 Provide an accurate definition of marketing.

Section Reference 1: Marketing Defined

Standard 1: AACSB || Communication

40) Why is research critical to marketing?

a) To determine what’s likely to be the next hot trend in marketing

b) To determine basic consumer needs

c) To determine if marketing activities are effective

d) To pinpoint whether an economy is production or service oriented

Answer: c

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

41) Which of the following is true?

a) The relationship between sales and profits is not always clear.

b) Having more options available will typically result in higher sales levels.

c) Providing better service leads to higher profits.

d) Having a lower price is always better.

Answer: a

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

42) Offering too many options can lead to which problem for some companies?

a) It’s difficult to keep track of inventory and re-order as certain items are sold out.

b) They can’t specialize, leaving them vulnerable to competition.

c) Suppliers to the company can get confused and send incorrect shipments.

d) Your target market, by definition, prefers limited options.

Answer: b

Difficulty: Medium

Bloomcode: Application

Learning Objective 1: 1.1 Describe some common misconceptions about marketing.

Section Reference 1: What Marketing Is Not

Standard 1: AACSB || Communication

43) What is the minimum condition for buying something?

a) Supply

b) Value

c) Demand

d) Affordability

Answer: c

Difficulty: Medium

Bloomcode: Knowledge

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

44) All of the following relate to managing exchanges with customers EXCEPT:

a) development of a significant social media presence.

b) creating offerings.

c) communicating with customers.

d) delivering offerings to customers.

Answer: a

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

45) The Philosophy of Marketing encompasses which overriding principle?

a) Managing exchanges that maximize the benefits for both the company and the customers.

b) Maximizing profits through the careful coordination of advertising, pricing and distribution.

c) Identifying your best customers through a highly-developed CRM system.

d) Focusing attention on new customer acquisition.

Answer: a

Difficulty: Medium

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Communication

46) Which statement is valid in managing exchanges between a company and its customers?

a) The company wants to maximize customer benefits.

b) Customers want to pay the least amount possible.

c) Customers are the primary drivers of the purchase decisions.

d) The two parties have conflicting goals.

Answer: d

Difficulty: Hard

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Page 3, Misconception #2

Standard 1: AACSB || Analytic

47) Which of the following is a good example of a company having a social orientation?

a) Tom’s Shoes ships a free pair of shoes to a child in a third world country for each pair sold in the United States.

b) A bakery uses non-GMO ingredients in its products.

c) A large company practices truth-in-advertising in all its TV commercials.

d) A non-profit organization raises money for a cause in which you believe.

Answer: a

Difficulty: Hard

Bloomcode: Application

Learning Objective 1: Memorize

Section Reference 1: Page 3, Misconception #2

Standard 1: AACSB || Ethics

48) Properly designed and executed, marketing can do which of the following?

a) Influence people to do things they don’t want to do.

b) Make it more appealing to buy certain things over others.

c) Create a need for something.

d) Make people buy things they really can’t afford.

Answer: b

Difficulty: Hard

Bloomcode: Comprehension

Learning Objective 1: 1.1 Describe some common misconceptions about marketing.

Section Reference 1: What Marketing Is Not

Standard 1: AACSB || Ethics

49) You have been assigned the task of developing a marketing plan for a new product your firm will soon be offering. All of these tasks would be relevant to you EXCEPT:

a) reaching a decision on how to price the new product.

b) deciding what the best way is to persuade your customers to buy the new product.

c) deciding if the new product is appropriate for your company to market.

d) deciding on where you will sell the product.

Answer: c

Difficulty: Hard

Bloomcode: Analysis

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Reflective Thinking

50) Which of the following factors is important in managing perceived value?

a) Different customers have different perceptions.

b) Perception sometimes doesn’t reflect reality.

c) Value is a nebulous concept to most people.

d) Competitive pricing is a major determinant of value.

Answer: a

Difficulty: Hard

Bloomcode: Comprehension

Learning Objective 1: 1.3 Discuss, with examples, the philosophy of marketing.

Section Reference 1: Philosophy of Marketing

Standard 1: AACSB || Analytic