

MGT301 Grand Quiz Searching file

Youtube:Life Star Academy

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Revlon has clearly defined its “mission” of selling lifestyle and self-expression. As the firm prepares to launch its strategic plan, the mission needs to be turned into a detailed set of objectives that guide the whole company. Select Correct Option

✓ True

During proposal solicitation, the buying center often will draw up a list of desired supplier attributes and their relative importance. Select Correct Option

✓ False

Customer-perceived value depends on the product’s perceived performance relative to a buyer’s experience. Select Correct Option

✓ True

When a consumer learns about a new product for the first time and makes a decision to try it, it is called the alternative evaluation process.

✓ True

The elements of the marketing mix commonly known as the “four Ps” include: product, price, place, and promotion. Select Correct Option

✓ True

Most businesses that manufacture products for the consumer market also sell directly to consumers. Select Correct Option

✓ True

Holiday inn has divided the total customer market into smaller segments and selected the most promising segments. Deciding what position it wants to occupy in these segments is called targeting. Select Correct Option

✓ False

The owner of the 21-store chain of bicycles, explained to the store managers at a recent sales meeting that marketers, more than any group in the company, must be the trend trackers and opportunity seekers. Select Correct Option

✓ True

ABC Fortunes has just developed a formal statement of its purpose. This firm has put together a mission statement. Select Correct Option

✓ True

Environmental concerns have been on the decline in the past decade; more government legislation and the green movement may be the cause of this trend. Select Correct Option

✓ False

Today's marketers recognize the importance of working with their intermediaries as channel through which they sell their products rather than as mere partner. Select Correct Option

✓ False

More and mor companies are shifting their brand management focus toward customer relationship management. Select Correct Option

✓ False

Today's marketers must be a good at building relationships in order to connect effectively with customers, others in the company, and external partners. Select Correct Option

✓ False

Mission statement must fit the market environment, as indicated here by the Girl Scouts. “where girls grow strong”. Select Correct Option

✓ True

Your firm faces determined marketing intelligence efforts by competitors. You take the typical response by “letting it ride.” Select Correct Option

✓ False

Smart marketers look beyond the attributes of the products and services they sell. They create brand experiences for consumers. Select Correct Option

✓ True

The main differences between business and consumer markets are in market structure and demand, the nature of the buying unit, and the types of decisions and the decision process involved. Select Correct Option

✓ True

Customer value is defined as the customer’s evaluation of the perceived difference between all the benefits and all the cost of a marketing offer relative to those of competing offers. Select Correct Option

✓ True

When you collect information from your company’s accounting and sales stored in the computer, you are developing an internal database. Select Correct Option

✓ True

When sellers focus on existing needs and lost sight of underlying customer wants, they suffer from marketing myopia. Select Correct Option

✓ True

The buying center is a fixed and formally identified unit within the buying organization. Select Correct Option

✓ False

Social classes are society's relatively permanent and ordered whose members share similar values, interests, and behaviors. Select Correct Option

✓ True

Who is our target market and what's our proposition are two important questions underlying marketing strategy. Select Correct Option

✓ True

ABC interior Designs wants to collect research data through observation. The three typical methods are video cameras, checkout scanners, and internet cookies. Select Correct Option

✓ False

The simplest definition of modern marketing is managing profitable customer relationships. Select Correct Option

✓ True

"At Nike, we sell shoes" is a market-oriented business definition. Select Correct Option

✓ True

The order-routine specification includes the final order with the chosen supplier or suppliers and lists items such as technical specifications, quality needed, expected delivery time, return policies, and warranties. Select Correct Option

✓ False

The newer the buying task, and the complex and costly the item, the lesser the amount of time the buyer will spend searching for suppliers. Select Correct Option

✓ True

The twofold of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction. Select Correct Option

✓ True

No single competitive marketing strategy is best for all companies. Select Correct Option

✓ True

After carefully questioning your major suppliers and resellers you ascertain for marketing decision making.

False

No single competitive marketing strategy is best for all companions

Ture

The costumer purchase decision will be to buy most preffered brand

False

The elements of the marketing mix commonly known “four ps” product, price, place, promotion.

Ture

The collection of businesses and product that make up a company is called its marketing strategy.

False

Marketing mix is the set of uncontrollable, marketing tools that the firm products

False

ABC fortunes has just developed a formal statement of its purpose

True

At Air Online, “we create costumer connectivity, anytime, anywhere is a product

False

Delivering superior costumer value and costumer satisfaction are the two keys

True

The buying center is a fixed and formally identified unit within the buying organization

False

“At Nike, we sell shoes” is a market oriented business definition

False

Guiding by marketing strategy, the company designs a marketing mix made up of factors under its control product

True

Influencers often help define specifications and also provide information for evaluating alternatives

True

In the Boston Consulting Group approach, relative market share provides a measure of market attractiveness

False

Marketing offers are limited to physical products

False

Marketing researches can conduct their own today by commercial secondary data sources

True

Business buyers are subject primarily economics influences when they make their buying decisions

False

Sarwar Incorporation wants to use the least technology in marketing research. you are told this method is online marketing research

True

All business buying decisions follow all steps of the business buying process.

False

Strategic market planning is the task of selecting an overall company

True

In a straight rebuy, the buyer wants to alter product specification, prices, terms, suppliers

False

The reason the demographic environment is to major interest to marketers is because it involves people and people makeup market

True

Your firm faces determined marketing intelligence efforts by competitors response by “letting it ride”

False

An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement

True

The first step in strategic planning is to define the company

True

Although consumers in different countries have different values, attitudes and behaviors

False

The newer the buying task, and the more complex and costly the item, the lesser the amount of time

False

During proposal solicitation, the buying center often will draw up a list of desired supplier

False

Marketing research firm, advertising agencies, media firms, and marketing consulting firms are referred

True

Social classes are society's relatively permanent and ordered division

True

Raheela works for Aftab beverage company. She helps define product specifications and also provides information for evaluating alternatives

False

In the proposal solicitation stage of the business buying process, the buyer invites

True

Sarwar incorporation wants to use the latest technology in marketing research

True

When firm take aggressive action to affect the public and forces in their marketing environment

True

The production concept and product concept are two philosophies that can both lead to marketing myopia

True

Holiday inn is divided the total customer market into smaller segment and selected the most promising segment

False

Today's marketers must be good at building relationship in order to connect effectively with customers

True

When sellers focus on existing needs and lose sight under lying's customers wants

False

As an employee of bankers Enterprises, you market wild and crazy games for teens to play at parties.

False

More and more companies are shifting their brand management focus toward customer relationship management

True

Marketing strategy is the marketing logic by which a company hopes to achieve the profitable customer relationship

True

Most household income is used up in purchasing food, house and transportation

True

After purchasing the product, the customer will be satisfied or dissatisfied and will engage in post purchase behavior

True

Revlon has clearly defined its “mission” of selling lifestyle and self-expression

True

Marketing research firms, advertising agencies, media firm, and marketing consulting firms

True

After carefully questioning your major suppliers and resellers you ascertain for marketing decision making.

False

You have just extracted sales and cost data used by the accounting department

False

The microenvironment consists of larger societal forces that affect the microenvironment

False

The collection of business and products

False

Too much information can be as harmful as too little

True

According to Engel’s laws, customers tend to spend a smaller percentage

True

Business buyer are subject primarily to economics influences

False

Selling is managing profitable customer relationship

False

Environmental concerns have been on the decline in the past decade; more government legislation and the green movement

False

when a customer learns about a new product for the first time and makes a decision to try it, it is called the alternative evaluation process.

False

The location of a store is also served as marketing stimuli.

True

Strategic market planning is the task of selecting an overall company strategy for long-run survival and growth.

True

In marketing, the social-ecological analysis focuses on the interrelationships among individuals, governments, and public policy.

True

Competitors are NOT part of the marketing environment.

False

Ideally in the modified rebuy situation, the buyer does not think of changing the product specifications, price or a supplier.

False

Want is something you desire but does not necessitate your existence.

False

The buying decision process and buying center are not influenced by external environmental factors.

True

Strategic planning is known as the process to discourage strategic fit between organizational capabilities and goals in a dynamic marketing environment.

True

In marketing, a transaction is any activity that does not involve the transfer of money from one account to another.

False

1. Product, price, place and promotion make up the elements of a firm's marketing mix.

A. True (Chapter no 1 Original Book Page no 34)

B. False

2. Selling is managing profitable customer relationships.

A. True

B. False (Lesson no 44 Page no 220 Old Handouts)

3. Human needs are shaped by culture and individual personality.

A. True

B. False (Chapter no 1 Original Book Page no 8)

4. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

A. True (Lesson no 44 Page no 220 Old Handouts)

B. False

5. When backed by buying power, needs become demands.

A. True

B. False (Lesson no 2 Page no 11 Old Handouts and Lesson no 44 Page no 222 Old Handouts)

6. At times it becomes necessary to reduce demand for some products and services. When the government tries to reduce the smoking of tobacco products, it adds more tax to the products and is practicing demarketing.

A. True

B. False

7. Demarketing is a marketing philosophy focused upon product differentiation and positioning.

A. True

B. False

8. Marketers of products, services, and ideas only practice marketing, whereas buyers do not.

A. True

B. False

9. Marketing offers are limited to physical products.

A. True

B. False

10. Delivering superior customer value and customer satisfaction are the two keys to building

lasting customer relationships.

- A. **True**
- B. False

11. An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.

- A. **True (Lesson no 2 Page no 11 Old Handouts)**
- B. False

12. Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations.

- A. True
- B. **False (Lesson no 2 Page no 11 Old Handouts)**

13. Marketing management is interested in serving all customers in every way to remain competitive in today's markets.

- A. True
- B. **False ??????**

14. The difference between human needs and wants is that needs are

states of felt deprivation.

- A. True
- B. False

15. The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.

- A. True (Lesson no 4 Page no 20 Old Handouts) B.
- False

16. Customer value is defined as the customer's evaluation of the perceived difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.

- A. True (Lesson no 2 Page no 12 Old Handouts) B.
- False

17. The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interest.

- A. True (Lesson no 4 Page no 21 Old Handouts) B. False

18. When sellers focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.

- A. True B. False (Lesson no 2 Page no 11 Old Handouts)

19. Smart marketers look beyond the attributes of the products and services they sell. They create brand experiences for consumers.

A. True (Lesson no 44 Page no 222 Old Handouts)

B.

False

20. When backed by buying power, wants become demands.

A. True (Lesson no 2 Page no 11 Old Handouts and Lesson no 44 Page no 222 Old Handouts)

B. False

1. Raheela works for the Aftab Beverage Company. She helps define product specifications and also provides information for evaluating alternatives. Raheela plays the role of gatekeeper.

a. True

b. False

Rachel Stein works for the LeBray Beverage Company. She helps define product specifications and also provides information for evaluating alternatives. Rachel plays the role of gatekeeper.

FALSE

2. In the proposal solicitation stage of the business buying process, the buyer invites qualified suppliers to submit proposals.

a. True (Lesson no 16 Page no 79 Old Handouts)

b. False

3. Mission statements must fit the market environment, as indicated here by the Girl Scouts' mission: "where girls grow strong."

a. True

b. False

Mission statements must fit the market environment, as indicated here by the Girl Scouts of American's mission: "where girls grow strong."

True; p. 39

Note: Difference in these statements are that there is no American's mission written in above statement.

4. The central question for marketers is how do consumers respond to various marketing efforts the company might use? The starting point is called the stimulus-response of buyer behavior.

a. True p. 129

b. False

5. Five characteristics are especially important in influencing an innovation's rate of adoption. Two of these are relative advantage and compatibility.

a. True p. 147

b. False

6. The macroenvironment consists of the factors close to the company that affect its ability to service its customers, such as suppliers, customer markets, competitors, and publics.

a. True

b. False p. 107)

7. Sarwar Incorporation wants to use the latest technology in marketing research. You are told this method is online (Internet) marketing research.

a. True p. 109

b. False

8. When firms take aggressive action to affect the publics and forces in their marketing environment, they are taking an environmental management perspective.

a. True p. 132

b. False

9. Marketing researchers can conduct their own searches of secondary data sources today by using commercial secondary data sources.

a. True p. 103

b. False

10. In the supplier selection stage, the buyer reviews supplier performance.

a. True

b. False

11. The production concept and product concept are two philosophies that can both lead to marketing myopia.

a. True

b. False

12. Holiday Inn has divided the total customer market into smaller segments and selected the most promising segments. Deciding what position it wants to occupy in these segments is called targeting.

a. True

b. Falsep. 50

13. ABC Fortunes has just developed a formal statement of its purpose. This firm has put together a mission statement.

a. True p. 38

b. False

14. Marketing management is interested in serving all customers in every way to remain competitive in today's markets. **(Doubtful)**

a. True

b. False p. 11)

15. Today's marketers must be good at building relationships in order to connect effectively with customers, other in the company, and external partners.

a. True

b. False

16. When sellers focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.

a. True (Chapter no 1 Page no 9 Original Book)

b. False

17. The demand for many business goods tends to change more slowly than the demand for consumer goods.

a. True

b. False (Lecture no 16 Page no 74 Old Handouts)

18. A company buying a product or service for the first time faces a new task situation.

a. True (Lesson no 16 Page no 76 Old Handouts)

b. False

19. As an employee of Bankers Enterprises, you market wild and crazy games

for teens to play at parties. You work in the business market.

a. True

b. False p. 108)

20. More and more companies are shifting their brand management focus toward customer relationship management.

a. True p. 61

b. False

21. An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.

a. True (Theme 1 page 2) (100% Sure)

b. False

22. Marketing strategy is the marketing logic by which a company hopes to achieve profitable customer relationships.

a. True True; p. 49

b. False

23. Most household income is used up in purchasing food, housing, and transportation.

a. True

b. False

24. Demarketing is a marketing philosophy focused upon product differentiation and positioning.

a. True

b. False (Confirm) (100% Sure)

25. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in post purchase behavior.

a. True p. 144

b. False

26. Revlon has clearly defined its “mission” of selling lifestyle and self-expression. As the firm prepares to launch its strategic plan, the mission needs to be turned into a detailed set of objectives that guide the whole company.

a. True p. 39

b. False

27. Making more sales to current customers without changing a firm’s products in market penetration.

a. True p. 44

b. False

28. The owner of 21-store chain of bicycles, explained to the store managers at a recent sales meeting that marketers, more than any other group in the company, must be the trend trackers and opportunity seekers.

a. True p. 107)

b. False

29. Marketing research firms, advertising agencies, media firms, and marketing consulting firms are referred to as marketing services agencies.

a. True p. 108)

b. False

30. After carefully questioning your major suppliers and resellers, you ascertain they do not form important sources of intelligence information for marketing decision making.

a. True

b. False p. 101

31. Business demand ultimately derives from the demand for consumer goods.

a. True (Lesson no 16 Page no 74 Old Handouts)

b. False

32. The buying center is a fixed and formally identified unit within the buying organization.

a. True

b. False (Lesson no 16 Page no 76 Old Handouts)

33. You have just extracted sales and cost data used by the accounting department for preparing financial statements. Most likely, this information should be complete and in useable form to build an internal marketing database.

a. True

b. False p. 99

34. The microenvironment consists of larger societal forces that affect the microenvironment, such as demographic, economic, political, and cultural forces.

a. True

b. Falsep. 107)

35. The difference between human needs and wants is that needs are

states of felt deprivation.

a. True p. 6)

b. False

36. The collection of businesses and products that make up a company is called its marketing strategy.

a. True

b. Falsep. 49

37. Too much information can be as harmful as too little.

a. True p. 98

b. False

38. Within the organization, buying activity consists of two major parts: the buying center and the buying decision process.

a. True (Lesson no 16 Page no 76 Old Handouts)

b. False

39. Alternative evaluation is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

a. True

b. False p. 142

40. According to Engel's laws, consumers tend to spend a smaller percentage of income on food as income rises.

a. True

b. False

41. Business buyers are subject primarily to economic influences when they make their buying decisions. Emotional or personal factors rarely are involved.

(Read Chapter no 8 Page no 311 Original Book)

a. True

b. False

42. Tanveer Jafer works for a firm that is a distribution channel member that helps the company find customers or make sales to them. Tanveer works for a reseller.

a. True (True; Moderate; p. 108)

b. False

43. Selling is managing profitable customer relationships.

a. True

b. False (Theme 1 Page 6) (100% Sure)

44. In the Boston Consulting Group approach, relative market share serves as a measure of company strength in the market.

a. True

b. False p. 40

45. Derived demand refers to the business demand that ultimately comes from the demand for consumer goods.

a. True (Lecture no 16 Page no 74 Handouts)

b. False

46. involves looking at whether a company's basic strategies are well matched to its opportunities.

a. True p. 57

b. False

47. Influencers often help define specifications and also provide information for evaluating alternatives.

a. True (Lesson no 16 Page no 76 Old Handouts)

b. False

48. In the business buying process, the buyer and seller are relatively less dependent on each other.

a. True

b. False (Lesson no 16 Page no 75 Old Handouts)

49. A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, and beliefs and attitudes.

a. True p. 138

b. False

50. All business buying decisions follow all steps of the business buying process.
(Doubtful)

a. True

b. False

51. At Air Online, “we provide online services,” is a market-oriented business definition.

a. True

b. False

~~At America Online. “we provide online services.” is a market-oriented business definition. (Answer: False; p. 38; Moderate)~~
~~At America Online. “we provide online services.” is a market-oriented business definition. (Answer: False; p. 38; Moderate)~~
~~At America Online. “we provide online services.” is a market-oriented business definition. (Answer: False; p. 38; Moderate)~~

At America Online, “we provide online services,” is a market-oriented business definition. (Answer: False; p. 38)

~~At America Online. “we provide online services.” is a market-oriented business definition. (Answer: False; p. 38; Moderate)~~

52. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

a. True (Theme 1 Page 6) (100% Sure)

b. False

53. Environmental concerns have been on the decline in the past decade; government legislation and the green movement may be the cause of this trend.

a. True

b. False

54. When a consumer learns about a new product for the first time and time makes a decision to try it, it is called the alternative evaluation process.

a. True

b. False p. 142

55. The consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and purchase decision. The first factor is need recognition.

a. True

b. False p. 143

56. Most businesses that manufacture products for the consumer market also sell directly to consumers.

a. True

b. False

57. Early adopters are guided by respect; they are opinion leaders in their communities and adopt new ideas early but carefully.

a. True p. 146

b. False

58. Dissonance-reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase but see a lot of difference among brands.

a. True

b. False p. 144

59. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.

a. True p. 132

b. False

60. Your manager asked you to go through three of your competitors' garbage bins to gather marketing intelligence from their discarded paperwork. One of them caught you in the act and has summoned you to court. The judge will most likely rule this to be an illegal activity and fine you and your company.

a. True

b. False p. 101

61. Product, price, place and promotion make up the elements of a firm's marketing mix.

a. True (Confirm) (100% Sure)

b. False

62. Strategic market planning is the task of selecting an overall company strategy for long-run survival and growth.

a. True p. 54

b. False

63. At times it becomes necessary to reduce demand for some products and services. When the government tries to reduce the smoking of tobacco products, it adds more tax to the products and is practicing demarketing.

a. True p. 11)

b. False

64. Smart marketers look beyond the attributes of the products and services

they sell. They create brand experiences for consumers.

a. True p. 6)

b. False

65. It is important to note that data becomes old/age quickly, and keeping the database current requires a major effort.

a. True p. 99

b. False

66. When your marketing manager discussed factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers, you knew that she was talking about the external marketing concept.

a. True

b. Falsep. 107

67. The early majority are deliberate; although they rarely are leaders, they adopt new ideas before the average person.

a. True p. 146

b. False

68. In general, innovators tend to be relatively older, more mature, and have a lower income than late adopters.

a. True

b. False p. 146

69. Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations.

a. True (Theme 1 page 1) (100% Sure)

b. False

70. Marketing research is conducted to systematically design, collect, and report data directly relevant to a specific marketing situation facing the organization.

a. True

b. False p. 102

71. The first step in strategic planning is to define the company mission.

a. True p. 37

b. False

72. Almost all major purchases result in cognitive dissonance, or discomfort caused by post purchase conflict.

a. True p. 144

b. False

73. Significant reasons for business laws to be enacted include protecting the interests of society, protecting consumers, and protecting companies from each other.

a. True p. 125)

b. False

74. The order-routine specification includes the final order with the chosen supplier or suppliers and lists items such as technical specifications, quantity needed, expected delivery time, return policies, and warranties.

a. True (Lesson no 16 Page no 79 Old Handouts)

b. False

75. People differ greatly in their readiness to try new products. In each product area, there are “consumption pioneers.” They are also called laggards.

a. True

b. False p. 146

76. A market segment consists of consumers who respond in different ways to a given set of marketing efforts.

a. True

b. False p. 50

77. The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.

a. True p. 12)

b. False

78. Marketing offers are limited to physical products.

a. True

b. False (100% sure)

79. Today's marketers recognize the importance of working with their intermediaries as channels through which they sell their products rather than as mere products.

a. True

b. False (Confirm) (100% Sure)

80. Your firm faces determined marketing intelligence efforts by competitors. You take the typical response by "letting it ride."

a. True

b. False p. 101

81. In the general needs description of the buying process, the buyer describes the characteristics and quantity of the needed item.

a. True (Page Ref: 175 TRUE 17)

b. False

82. The significant trends in the natural environment includes shortages of raw materials and increased pollution.

a. True

not sure

b. False

83. Mission statements should both fit the market environment and be motivating.

a. True p. 39

b. False

84. The main differences between business and consumer markets are in market structure and demand, the nature of the buying unit, and the

types of decisions and the decision process involved.

a. True (Lesson no 16 Page no 74 Old Handouts)

b. False

85. The research and development department just released a report and commented that “Defining the problem and research objectives is often the hardest step in the research process.”

a. True p. 102

b. False

86. Delivering superior customer value and customer satisfaction are the two keys to building lasting customer relationships.

a. True

b. False

87. Your accounting department must measure revenues and costs to help the marketing department know how well it is achieving its objectives.

a. p. 108)

b. False

88. After conducting formal marketing research for your department, you make an oral presentation with notes to management. You are following normal marketing research steps.

a. True

b. False

89. Although consumers in different countries have different values, attitudes, and behaviors, the products they buy are very similar to each other.

a. True

b. False

90. Customer value is defined as the customer's evaluation of the perceived difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.

a. True (Theme 1 page 8) (100% Sure)

b. False

91. The simplest definition of modern marketing is managing profitable customer relationships.

a. True p. 5)

b. False

92. Marketing mix is the set of uncontrollable, marketing tools that the firm can use to influence the demand for its products.

a. True

b. False

93. An effective MIS (Marketing Information System) assesses information needs, develops needed information, and distributes the information to help managers use in decision making.

a. True

b. False

94. Marketers of products, services, and ideas only practice marketing, whereas buyers do not.

a. True

b. False

95. In a straight rebuy, the buyer wants to alter product specifications, prices, terms, or suppliers.

a. True

b. False (Lesson no 16 Page no 76 Old Handouts)

96. Human needs are shaped by culture and individual personality.

a. True

b. False (Lesson no 2 Page no 10 Old Handouts)

97. Secondary data provide good starting points and often help to define problems and research objectives, though most companies must also collect primary data.

a. True p. 105

b. False

98. Gatekeepers have formal or informal power to select or approve the final suppliers.

a. True

b. False

Gatekeepers have formal or informal power to select or approve the final suppliers.

FALSE

99. Consumer organizations such as environmental and minority groups may question a company's marketing decisions. This type of public is called the local public.

a. True

b. False

100. When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.

a. True

b. False (Confirm) (Correct Product Concept) (100% Sure)

101. The reason the demographic environment is of major interest to marketers is because it involves people, and people make up markets.

a. True (Confirm) (100% Sure)

b. False

102. Mission statements should be realistic and general in nature.

a. True

b. False

104. The newer the buying task, and the more complex and costly the item, the lesser the amount of time the buyer will spend searching for suppliers.

a. True

b. False (Lesson no 16 Page no 79 Old Handouts)

105. Guided by marketing strategy, the company designs a marketing mix made up of factors under its control-product, price, place, and promotion.

a. True

b. False

106. An SBU can be a company division, a product line within a division or sometimes a single product or brand.

a. True (Answer: True; p. 40; Easy)

b. False

107. A belief is the specific mix of human traits that may be attributed to a

particular brand.

a. True

b. False (Answer: False; p. 141; Moderate)

108. “At Nike, we sell shoes” is a market-oriented business definition.

a. True

b. False (Answer: False; p. 38; Moderate)

109. When backed by buying power, needs become demands.

a. True

b. False (Lesson no 2 Page no 11 Old Handouts and Lesson no 44 Page no 222 Old Handouts)

110. When backed by buying power, wants become demands.

a. **True (Lesson no 2 Page no 11 Old Handouts and Lesson no 44 Page no 222 Old Handouts)**

b. False

111. A dissonance reducing buying behavior is designed to probe consumers' hidden, subconscious motivations.

a. True

b. False (Answer: False; p. 145; Challenging)

112. Consumer buying behavior refers to the buying behavior of businesses.

a. True

b. False (Answer: False; p. 128; Easy)

113. The researcher interprets findings, draws conclusions, and reports those conclusions to management. Ideally, we should present important findings that are useful to the major decisions faced by management to prevent overwhelming them.

a. True (Answer: True; p. 113; Moderate)

b. False

114. Good sources of marketing intelligence information includes competitors, annual reports, business publications, trade show exhibits, press releases, advertisements, and Web pages.

a. True (Answer: True; p. 101; Moderate)

b. False

115. A market segment consists of consumers who respond in different ways to marketing efforts.
115. A market segment consists of consumers who respond in different ways to marketing efforts

116. Who is our target market and what's our value proposition are two important questions underlying marketing strategy.

a. True True (Theme 1 page 7) (100% Sure)

b. False

117. The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interests.

a. True True (Theme 1 page 6) (100% Sure)

b. False

118. Most firms follow the production concept when they face overcapacity.

a. True

b. False False (Theme 1 page 5) (100% Sure)

119. A company with limited resources might decide to serve all segments of a market.

a. True

b. False (Answer: False; p.50; Moderate)

120. At Air Online, “we create customer connectivity, anytime, anywhere.” is a product-oriented business definition.

a. True

b. False

At America Online, “we create customer connectivity, anytime, anywhere.” is a product-oriented business definition. (Answer: False; p.38; Moderate)

121. The image a product reflects in the minds of consumers is called market segmentation.

a. True

(Answer: False; p. 50; Easy) b. False

122. Customer Relationship Management (CRM) is nothing more than a customer data management activity.

a. True True (Confirm) (100% Sure)

b. False

123. Major factors are changing the face of today's marketing communications. Mass markets have fragmented; thus, marketers are shifting away from mass marketing.

a. True (Lesson no 32 Page no 160 Old Handouts)

b. False

124. A break-even chart shows the total cost and total revenue expected at various sales volume levels.

a. True (Lesson no 25 Page no 120 Old Handouts)

b. False

125. Demand and consumer value perceptions set the floor for prices.

a. True

b. False (False; p. 263; Moderate)

126. In industrial markets, product managers have an influence on the company's price-setting decisions.

a. **True (True; p. 269; Easy)**

b. False

127. Cost-based pricing relies on consumer perception of value to drive pricing.

a. True

b. False (False; p. 267; Easy)

128. Informative ads are used primarily in the growth stage of the product life cycle.

a. True

b. False Answer: FALSE

129. Overhead cost is another term for variable cost.

a. True

b. False (False; p. 266; Easy)

130. Slice of life, lifestyle, and personality symbol are all parts of public relations.

a. True

b. False (Lesson no 33 Page no 172 Old Handouts)

131. Percentage-of-sales method wrongly views sales as the cause of promotion rather than the result.

a. True (Lesson no 32 Page no 165 Old Handouts)

b. False

132. When a manufacturer seeks a market for by-products and accepts a price that covers more than the cost of storing and delivering them, it is able to reduce the main product's price to make it more competitive.

a. True (True; p. 277; Moderate)

b. False

133. An example of service variability is that within a given Marriott hotel, one registration-desk employee may be cheerful and efficient, whereas another may be unpleasant and slow.

a. True (100% Sure)

b. False

134. Developing a stronger position within several segments creates more total sales than undifferentiated marketing across all segments.

a. True (100% Sure)

b. False

135. When a company introduces a new brand name in the same product category, it is called line extension.

a. True

b. False (100% Sure)

136. Lahore Florists segments markets into groups of nonusers, ex-users, potential users, first-time users, and regular users of its flowers and services. This firm uses usage rate as the segmentation approach.

a. True

b. False

123) LaGrange Florists segments markets into groups of nonusers, ex-users, potential users, first-time users, and regular users of its flowers and services. This firm uses usage rate as its segmentation approach.

Answer: FALSE

Diff: 2 Page Ref: 197

AACSB: Analytic Skills

Skill: Application

Objective: 7-2

Note: Name difference doubtful

137. Today, most companies have moved away from mass marketing and are being choosier about the customers with whom they wish to build relationships.

a. True (100% Sure)

b. False

138. Shopping products are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price and style.

a. True (100% Sure)

b. False

139. Service inseparability means that the quality of services depends on who provides them, as well as when, where, and how they are provided.

a. True

b. False (100% Sure)

140. At a recent marketing seminar, the featured speaker stated that a target market consists of a set of buyers who share common needs or characteristics that the company decides to serve. You believe this is a correct definition.

a. True

b. False (100% Sure)

141. At this point your company wants to move away from mass marketing and engage in target marketing. The three steps to take, in order, are market segmentation, marketing positioning and target marketing.

a. True (100% Sure)

b. False

142. Commercial accounting is done through a system known as:

a. True

b. False False (Confirm) (100% Sure)

143. ABC Interior Designs wants to collect research data through mechanical observation. The three typical methods are video cameras, checkout scanners, and internet cookies.

a. True

b. False (Answer: False; p. 111; Challenging)

144. Marketers all agree that questionnaires are the most common research instrument.

a. True (Answer: True; p. 111; Easy)

b. False

145. An increasing number of retailers and wholesalers have created their own brands-such as Hyper Star offering variety of food products. This is called co-branding.

a. True

b. False (False; p. 233; Challenging; LO3)

An increasing number of retailers and wholesalers have created their own brands—such as Wal-Mart offers Sam's Choice beverages and food products. This is called co-branding. (False; p. 233; Challenging; LO3)

146. Customer retention is perhaps the best measure of quality—a service firm's ability to hang on to its customers depends on how consistently it delivers value to them.

a. True Answer: TRUE

b. False

147. In international product and service marketing, it is important to know what different colors mean to different countries.

a. True (True; p. 232; Easy; LO3) {AACSB: Global}

b. False

In international product and service branding, it is important to know what different words mean in different countries.

(True; p. 232; Easy; LO3) {AACSB: Global}

Note: Marketing and branding difference

148. Programs that include public health campaigns to reduce smoking,

alcoholism, drug abuse, and overeating are examples of the social idea known as social marketing.

- a. **True (Lesson no 13 Page no 544,545 Original Book)** b. False

149. In industrial markets, salespeople outrank top management in determining the sales price of products.

- a. True **b. False (False; p. 269; Easy)**

150. POP promotions include displays and demonstrations that take place at the point of purchase or sale.

- a. True (Lesson no 34 Page no 177 Old Handouts)** b. False

151. If Canon Camera Company follows a high-price, high-margin strategy, it may attract competition from Nikon, Minolta and Pentax.

- a. True (True; p. 273; Moderate)** b. False

152. The three characteristics for advertising appeals are: meaningful, believable

and distinctive.

a. True (Lesson no 33 Page no 171 Old Handouts)

b. False

153. Because there is such variation among the economies of countries around the world, it is not practical to segment international markets on the basis of economic factors.

a. True

b. False

154. Many marketers believe that behavior variables are the best starting point for building market segments.

a. True (Lesson no 17 Page no 85 Old Handouts)

b. False

155. Product costs set a floor to the price; consumer perceptions of the product's value set the ceiling.

a. True (True; p. 263; Easy)

b. False

156. Dove marketers can go beyond the brand's cleaning cream attributes and talk about the resulting benefit of softer skin. This is known as product attributes in brand positioning.

a. True

b. False (False; Challenging; p. 292)

157. Internal marketers face special challenges. They must figure out what products to introduce to other countries.

a. True

b. False (False; Moderate)

158. Value-based pricing is the reverse of cost-based pricing.

a. True (True; p. 264; Challenging)

b. False

159. An e-mail from a company that offers free shipping on your next purchase of

more than Rs. 3000/= is an example of sales promotion. **(Doubtful)**

a. True

b. False

160. Co-branding is a form of product that consists of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything. Examples are banking, hotel, airline, retail, tax preparation and home repair. **(Doubtful)**

a. True

b. False

161. A company's total marketing communications mix is also called its promotion mix.

a. True (Lesson no 32 Page no 159 Old Handouts)

b. False

162. Your assignment at work is to divide buyers into different groups based on social class, lifestyle and personality characteristics. After a planning session

with the marketing and sales staff, you issue a memo to upper management recommending psychographic segmentation. You are right on target.

a. True

b. False

163. One important quality for a brand name is that it should translate easily into foreign languages.

a. True (Lesson no 20 Page no 97 Old Handouts)

b. False

164. The simplest pricing method is break-even pricing-adding a standard markup to the cost of the product.

a. True

b. False (False; p. 267; Easy)

165. If the pull strategy is effective, consumers will then demand the product from channel members, who will in turn demand it from producers.

a. True (Lesson no 32 Page no 167 Old Handouts)

b. False

166. Behavioral segmentation requires finding the major advantages or features people look for in the product class, the kinds of people who look for each advantage or feature and the major brands that deliver each advantage or feature.

a. True

b. False

167. The service-profit chain means the set of all product lines and items that a particular seller offers for sale.

a. True

b. False

Answer: FALSE

168. Competitors prices and offers are external factors that companies have to deal with.

a. True (True; p. 268; Easy)

b. False

169. When a major moving van company sells accessory products that must be used

in moving a household's furniture, it is practicing captive-product pricing.

a. True (True; p. 277; Easy)

b. False

170. Shopping For The Rich and Famous is a buying service that helps wealthy clients find the best buys in exclusive clothing, high-end cars, travel and financial services. This firm would use income segmentation.

Answer: TRUE

171. Manufacturers may offer an allowance in return for the retailer's agreement to

feature the manufacturer's products in some way.

a. True (From Google)

b. False

Manufacturers also may offer an allowance (usually so much off per case) **in return for the retailer's agreement to feature the manufacturer's products in some way.**

172. Niche marketing offers smaller companies an opportunity to compete by focusing their limited resources on serving niches that may be unimportant to or overlooked by larger companies.

a. True

b. False

173. The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher the price, the higher the demand.

a. True

b. False (False; p. 272; Easy)

174. Sales promotion consists of short-term incentives to encourage purchases or sales of a product or service.

a. True (Lesson no 34 Page no 175 Old Handouts)

b. False

175. Consumers position products with or without the help of marketers.

a. True

b. False

176. The widespread use of mass marketing has masked the fact that for centuries consumers were served as individuals where businesses practiced individual marketing.

a. True (Answer: True; p. 200; Easy; LO4)

b. False

177. Karachi Gifts divides its markets into units of nations, regions, and cities. Bombay uses geographic segmentation.

a. True Answer: TRUE

b. False

178. Unsought products are products and services that the customer usually buys frequently, immediately, and with a minimum of comparison and buying effort.

a. True

b. False (Lesson no 19 Page no 93 Old Handouts)

179. We define service as anything that can be offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need.

a. True

b. False (100 % Sure)

180. Each firm should be able to find a single way to segment each market.

a. True

b. False (Answer: False; p. 165; Easy)

181. In a product business, products are fairly standardized and can sit on shelves waiting for customers. In a service business, the customer and front-line service employee interact to create the service.

a. True (Chapter no 15 Page no 634 Original Book)

b. False

182. Packaging does not include the material necessary to ship a product.

a. True

b. False

183. This type of segmentation uses different marketing approaches for different time periods of peoples lives and different family situations. This segmentation method is called demographic.

a. True

b. False (Answer: False; p. 167; Moderate)

184. Gender segmentation has long been used in clothing, cosmetics, toiletries and magazines.

a. True (Chapter no 10 Page no 401 Original Book)

b. False

185. Products support services identify the product or brand, describe several things about the product, and promote the product through attractive graphics.

a. True

b. False (Lesson no 20 Page no 99 Old Handouts)

186. A company's product mix has four important dimensions: width, length, depth and consistency.

a. True (Lesson no 13 Page no 570 Original Book)

b. False

187. Developing a stronger position within several segments creates more total sales than undifferentiated marketing across all segments.

a. True (Lesson no 18 Page no 87 Old Handouts)

b. False

188. The brand of a product can determine its customer value.

a. True (True; p. 226; Moderate; LO2)

b. False

189. Style is a larger concept than design. Design describes the appearance of a product.

a. True

b. False (Lesson no 20 Page no 96 Old Handouts)

190. Customers come to know a brand through a wide range of contacts and touch points. These include word of mouth, personal interactions with company Web pages. Many brands are not maintained by advertising but by brand experience.

a. True (Chapter no 13 Page no 567 Original Book)

b. False

191. A product's position is the way the product is defined by the retailers who sell it to target markets. It is how it is defined on important attributes the place the product occupies in the retailers minds relative to competing products.

(Read Lesson no 18 Page no 88 Old Handouts)

a. True

b. False

192. An aspect of managing service differentiation is in the company's service delivery.

a. True (100% Sure)

b. False

193. Research about and planning for loyalty status as a segmentation approach is generally not useful or practical for most firms.

a. True

b. False (Answer: False; p. 173)

194. Kia offers a new car model with the same features as a comparable but higher priced Toyota or Ford and provides a longer warranty. Kia is following a more-for-less strategy.

a. True

Answer: FALSE

195. Maslow's theory is that human needs are arranged in a hierarchy. They include physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. An unsatisfied need motivates one to take action to satisfy it.

a. True (Answer: True; p. 139; Moderate)

b. False

196. A business marketer normally deals with far fewer buyers than the consumer marketer does.

a. True (Lesson no 16 Page no 74 Old Handouts)

b. False

197. The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal cases, the higher

the price, the lower the demand.

a. True Answer: TRUE

b. False

198. The most effective consumer promotion tool is sampling.

A. True (Page no 788 original book not handouts)

B. False

199. Major factors are changing the face of today's marketing communications. Mass markets have fragmented, thus, marketers are shifting away from mass . marketing.

A. True (Page no 720 original book not handouts)

B. False

200. Companies that set a low initial price in order to get their "foot in the door" quickly and deeply, attract a large number of buyers quickly, and win a large market share practice market-skimming pricing.

(False; p. 275; Easy)

201. When a manufacturer seeks a market for by-products and accepts a price that covers more than the cost of storing and delivering them, it is able to reduce the main product's price to make it more competitive.

(True; p. 277; Moderate)

202. The simplest pricing method is break-even pricing—adding a standard markup to the cost of the product.

(False; p. 267; Easy)

203. Environmental elements are categorized as external factors that affect pricing decisions.

Answer: TRUE

204. POP promotions include displays and demonstrations that take place at the point of purchase or sale.

A. True (Original book page no 788 not handouts)

B. False

205. If demand changes greatly with price, we say the demand is inelastic.

Answer: FALSE

206. Pricing often plays an important role in helping to accomplish company's multi-level objectives.

(True; p. 263; Easy)

207. Informative ads are used primarily in the growth stage of the product life cycle.

A. True

B. False

208. The more elastic the demand, the more it pays for the seller to raise the price.

(False; p. 273; Challenging)

209. Slice of life, lifestyle and personality symbol are all parts of public relations.

A. True **B.False (Book page no 769 original book not handouts)**

210. If Canon Camera Company follows a high-price, high-margin strategy, it may attract competition from Nikon, Minolta, and Pentax.

(True; p. 273; Moderate)

211.If the pull strategy is effective, consumers will then demand the product from channel members, who will in turn demand it from producers.

Answer: TRUE

212.Companies that set a low initial price in order to get their “foot in the door” quickly and deeply, attract a large number of buyers quickly, and win a large market share practice market-skimming pricing.

(False; p. 275; Easy)

213.Pricing often plays an important role in helping to accomplish a company’s multi-level objectives.

(True; p. 263; Easy)

214.A specific communication task to be accomplished with a specific target audience during a specific period of time is called an advertising objective.

A. True (Original book page no 905)

B. False

215. Demand and consumer value perceptions set the floor for prices.

(False; p. 263; Moderate)

216. Manufacturers may offer an allowance in return for the retailer's agreement to feature the manufacturer's products in some way.

A. True (Page no 178 Old Handouts)

B. False

217. Sales promotion consists of short-term incentives to encourage the purchase or sale of a product or service.

A. True (Page no 200 Old Handouts)

B. False

218. When a major moving van company sells accessory products that must be used in moving a household's furniture, it is practicing captive-product pricing.

(True; p. 277; Easy)

219. Value-based pricing is the reverse of cost-based pricing.

(True; p. 264; Challenging)

220. Product costs set a floor to the price; consumer perceptions of the product's value set the ceiling.

Answer: TRUE

221. Competitors' prices and offers are external factors that companies have to deal with.

(True; p. 268; Easy)

222. The demand curve shows the number of units the market will buy in a given time period at different prices that might be charged. In normal

cases, the higher the price, the higher the demand.

(False; p. 272; Easy)

223. Value-based pricing is when costs vary directly with the level of product.

(False; p. 264; Moderate)

224. The most expensive consumer promotion tool is sampling.

A. True (Page no 144 Old Handouts)

B. False

225. Cost-based pricing relies on consumer perception of value to drive pricing.

(False; p. 267; Easy)

226. *Overhead cost* is another term for *variable cost*.

(False; p. 266; Easy)

227. In industrial markets, product managers have an influence on the company's price-setting decisions.

(True; p. 269; Easy)

228. The percentage-of-sales method wrongly views sales as the cause of promotion rather than the result.

TRUE

229. A company's total marketing communications mix is also called its promotion mix.

A. True (Page no 160 old handouts)

B. False

230. An e-mail from a company that offers free shipping on your next purchase of more than Rs3000/= is an example of sales promotion.

A. True

B. False

231. Advertisers look for media that showcase the product effectively.

Fashions are best advertised on television, and automobile performance is best in color magazines.

A. True

B. False (Page no 174 old handouts)

232. In industrial markets, salespeople outrank top management in determining the sales price of products.

(False; p. 269; Easy)

233. Value-based pricing is when costs vary directly with the level of product.

(False; p. 264; Moderate)

234. The three characteristics for advertising appeals are: meaningful,

believable and distinctive.

A. True (Original Book page no 803,804)

B. False

235. A break-even chart shows the total cost and total revenue expected at various sales volume levels.

(True; p. 267; Easy)

236. The media planner has to know the reach, frequency, and impact of each ad.

A. True (Original Book Page no 807)

B. False

237. *Product, price, place and promotion make up the elements of a firm's marketing mix.*

A. True (Chapter no 1 Original Book Page no 34)

B. False

238. *Selling is managing profitable customer relationships.*

A. True

B. False (Lesson no 44 Page no 220 Old Handouts)

239. *Human needs are shaped by culture and individual personality.*

A. True

B.False (Chapter no 1 Original Book Page no 8)

240. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

A. True (Lesson no 44 Page no 220 Old Handouts)

B. False

241. When backed by buying power, needs become demands.

A. True

B.False (Lesson no 2 Page no 11 Old Handouts and Lesson no 44 Page no 222 Old Handouts)

242. At times it becomes necessary to reduce demand for some products and services. When the government tries to reduce the smoking of tobacco products, it adds more tax to the products and is practicing demarketing.

A. True

B. False

243. Demarketing is a marketing philosophy focused upon product differentiation and positioning.

A. True

B.False

244. Marketers of products, services, and ideas only practice marketing, whereas buyers do not.

A. True

B. False

245. *Marketing offers are limited to physical products.*

A. True

B. False

246. *Delivering superior customer value and customer satisfaction are the two keys to building lasting customer relationships.*

A. True

B. False

247. *An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.*

A. True (Lesson no 2 Page no 11 Old Handouts)

B. False

248. *Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations.*

A. True

B.False (Lesson no 2 Page no 11 Old Handouts)

249. *Marketing management is interested in serving all customers in every way to remain competitive in today's markets.*

A. True

B.False (Not sure)

250. *The difference between human needs and wants is that needs are states of felt deprivation.*

A. True

B. False

251. *When backed by buying power, needs become demands.*

A. True

B. False (Lesson no 2 Page no 11 Old Handouts)

252. *The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a largescale selling and promotion effort.*

A. True (Lesson no 4 Page no 20 Old Handouts)

B. False

253. *Customer value is defined as the customer's evaluation of the perceived difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.*

A. True (Lesson no 2 Page no 12 Old Handouts)

B. False

254. *The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interest.*

A. True (Lesson no 4 Page no 21 Old Handouts)

B. False

255. *When sellers focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.*

A. True

B. False (Lesson no 2 Page no 11 Old Handouts)

256. *Smart marketers look beyond the attributes of the products and services they sell. They create brand experiences for consumers.*

A. True (Lesson no 44 Page no 222 Old Handouts)

B. False

257. *When backed by buying power, wants become demands.*

A. True (Lesson no 2 Page no 11 Old Handouts and Lesson no 44 Page no 222 Old Handouts)

B. False

71. A system that uses people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to decision makers is **called** a **management information** system.

Answer: (True) Difficulty: (1) Page: 156

72. One of the components of an organization's **management information** system is **intelligence**.

Answer: (True) Difficulty: (1) Page: 156, 158, Figure 5-1

73. A good **management information** system balances the **costs** users' ability to pay against a hierarchy of their needs.

Answer: (False) Difficulty: (3) Page: 157

74. By itself, **intelligence** has no worth.

Answer: (True) Difficulty: (2) Page: 157

75. One of the problems with internal databases is the slowness of access and cost associated with these **internal** sources.

Answer: (False) Difficulty: (2) Page: 158

76. **Publicly available** research is the **systematic collection** and **analysis** of **publicly available**

information about **an organization** and **its environment** in the **past, present, and future**.

Answer: (False) Difficulty: (2) Page: 158

77. The first step in the **research** process is to define the problem and research objectives.

Answer: (True) Difficulty: (1) Page: 160, Figure 5-2

78. Descriptive research is **exploratory** research to gather preliminary that will help define problems and suggest hypotheses.

Answer: (False) Difficulty: (2) Page: 160

79. The objective of causal research is to gather preliminary **information** that will help define the problem and suggest hypotheses.

Answer: (False) Difficulty: (2) Page: 160

80. Secondary data is _____ collected for the specific purpose at hand.

Answer: (False) Difficulty: (2) Page: 161

81. A good example of an online database is LEXIS-NEXIS.

Answer: (True) Difficulty: (2) Page: 161

82. Primary data can usually be obtained more quickly and at a lower cost than secondary data.

Answer: (False) Difficulty: (1) Page: 163

83. Ethnographic research is used to gain deep insights into how customers buy and live with their products.

Answer: (True) Difficulty: (1) Page: 164

84. One way to conduct observational research would be to use a people meter.

Answer: (True) Difficulty: (2) Page: 166

85. Observational research is the gathering of primary data by asking people questions

about their knowledge, attitudes, preferences, and buying behavior.

Answer: (False) Difficulty: (1) Page: 164, 166

86. The mail survey technique is rated “excellent” in the flexibility category.

Answer: (False) Difficulty: (2) Page: 167, Table 5-3

87. The telephone survey technique is rated as being “excellent” in the control of sample category.

Answer: (True) Difficulty: (3) Page: 167, Table 5-3

88. The only survey method that receives an “excellent” rating with respect to cost is the

online method of survey research.

Answer: (True) Difficulty: (2) Page: 167, Table 5-3

89. Because interviewers have more freedom in personal interviews while conducting

a focus group, the problem of interviewer bias is **very** slight.

Answer: (False) Difficulty: (2) Page: 168

90. With a sample random sample, the researcher finds and interviews a prescribed number of people in each of several categories.

Answer: (False) Difficulty: (2) Page: 169, Table 5-4

91. With a stratified random sample, the population is divided into mutually exclusive

groups and the researcher draws a random sample from each group.

Answer: (True) Difficulty: (2) Page: 169, Table 5-4

92. Open-end questions allow respondents to answer in their own words.

Answer: (True) Difficulty: (1) Page: 173

93. A customer *touch point* is a company-wide electronic storehouse of customer

Answer: (False) Difficulty: (1) Page: 175

94. _____ has no value until it is used to make better

decisions.

Answer: (True) Difficulty: (1) Page: 177

95. Because of the complexity and cost of secondary data **collection**, observation, surveys, and experiments, small organizations with small budgets can rarely use and benefit from _____ research done on an informal basis.

Answer: (False) Difficulty: (3) Page: 180

96. Many consumers feel positively about _____ research and believe that it serves a **useful** purpose.

Answer: (True) Difficulty: (1) Page: 182

“The task of dealing with the ongoing reality of demographic change” statement refers to which of the following Cs?

TRUE

Thank you for watching file

By Rj Ray Afzal