



Marketing.d_OBE[38.03.01]

- 1 The focal point of all marketing activities is
- 2 Distribution, price, promotion, and product are all elements of
- 3 The three basic forms that a product can take are
- 4 The primary value that a marketer expects to receive from a customer in an exchange relationship is
- 5 A target market
- 6 Organizations try to retain and increase long-term profitability through customer loyalty, which results from increasing
- 7 Initiatives intended to improve an organization's positive impact on the natural environment are called
- 8 Long-term relationships with profitable customers is the key objective of
- 9 Today, establishing long-term, mutually beneficial arrangements in which both the buyer and seller focus on value enhancement through the creation of more satisfying exchanges is known as
- 10 The marketing concept is a philosophy that states that an organization should try to satisfy customers' needs and also
- 11 The strategic planning process begins with
- 12 According to the Boston Consulting Group, marketers may classify their products as all of the following except
- 13 The percentage of a market which actually buys a specific product from a specific company is referred to as that product's
- 14 A ____ is created when a company matches its core competency to opportunities it has discovered in the marketplace.
- 15 An analysis of ____ examines internal factors that give the organization certain advantages and disadvantages in meeting the needs of its target markets.
- 16 The ability of later market entrants to achieve long-term competitive advantages by not being the first to offer a certain product in a marketplace is called





- 17) _____ allows marketing managers to understand the problems and requirements of lower-level employees.
- 18) The first step in the strategic performance evaluation is to
- 19) Communicating with the marketing unit, motivating marketing personnel, and coordinating marketing activities are part of the _____ component of strategic planning.
- 20) A marketing plan document usually begins with a(n)
- 21) _____ data yields information that can be communicated through numbers or metrics
- 22) If a marketing researcher is interested in observing group interaction during an informal, unstructured, and open-ended data collection process, he or she should use
- 23) An overall plan for obtaining the information needed to address a research problem or issue is called the
- 24) An informed guess or assumption about a certain problem or set of circumstances is known as
- 25) A firm has conducted market research and found that customer satisfaction with its product is quite high. Nonetheless, repurchase behavior is very low. The research design evidently has a problem with
- 26) Data that are observed or collected directly from respondents are called direct samples.
- 27) The first step in the target market selection process is
- 28) When a company has its sales forecasts prepared by management consultants, economists, or college professors, it is using a(n)
- 29) A forecasting method that predicts sales based on relationships between past sales and other variables is called
- 30) The sales forecasting method that consists of making a product available to buyers in one or more locations and measuring purchase response is
- 31) Purchasers who buy products for personal or household use and not for business purposes are called the
- 32) In the consumer buying decision process, a buyer will search his or her memory for information about products that might solve the problem they have identified in the





- 33) Which of the following consumer decision-making processes will probably be used in purchasing toothpaste?
- 34) Joann and Rachel are searching for an apartment. They will most likely engage in which one of the following forms of decision making?
- 35) People's needs to grow, develop, and achieve their full potential are referred to by Maslow as ____ needs.
- 36) Thoughts about who is around when the product is purchased relate to which of the following situational influences?
- 37) The development of a person's self-concept is a function of
- 38) Market researchers for a local bakery determined that Jewish people consume 63% of the portion of bagels sold in New York City. This is an example of ____ influence on consumer buying decision processes.
- 39) The three major types of reference groups are
- 40) Which of the following is an example of consumer misbehavior?
- 41) Purposeful actions to take advantage of or harm others during a transaction is best described as
- 42) Traditionally, most firms entered international markets
- 43) The forces that affect foreign markets may differ dramatically from those affecting domestic markets. This makes a careful ____ a critical part of a successful international marketing strategy.
- 44) In Singapore, the price of imported Scotch is \$30 per glass as opposed to Scotch from Singapore, which is \$3. Which of the following do you think accounts for the difference in price?
- 45) When a glove manufacturer in South Korea is allowed to sell only a certain number of plastic gloves to Japan, that firm is facing a(n)
- 46) Special interest groups and regulatory bodies are ____ forces that must be taken into account in international marketing.
- 47) If a certain country considered handshakes in business transactions to be taboo and preferred to use nodding, this would be an example of differences in ____ forces.
- 48) The agreement between the United States, Canada, and Mexico that merges these three countries into one marketplace is called
- 49) A company not involved in manufacturing that links together buyers and sellers in different countries is usually referred to as a





- 50 Sometimes business partnerships are formed between traditional rivals competing for market share in the same product class. These partnerships are known as
- 51 Once a company makes a long-term commitment to a foreign market that has a promising political and economic environment, which of the following options then emerges as a possibility?
- 52 The coordination of all the activities involved with the flow and transformation of supplies, products, and information throughout the supply chain to the ultimate consumer is called
- 53 Which of the following is an incorruptible digital recordkeeping system that can help improve communication and transparency within the supply chain?
- 54 Order processing, inventory management, materials handling, warehousing, and transportation are the activities that define
- 55 What links producers to consumers through the purchase and reselling of products or contractual agreements?
- 56 The major levels of intensity at which a company can choose to distribute its products are ____ distribution.
- 57 To expand the number of its retail outlets in the Washington, D.C. area, Whole Foods bought out a small chain of organic food stores in northern Virginia. This type of integration is called
- 58 A single leader who controls and organizes a marketing channel is called a
- 59 The driving force behind marketing channel decisions should be
- 60 _____ have special expertise in core logistics activities such as warehousing, transportation, inventory management, and information technology and can often perform these activities more efficiently.
- 61 A manufacturer has decided to improve its inventory management by maintaining low inventory levels and waiting to purchase materials until right before they are needed in production. This inventory management technique is called
- 62 Advertising that aims to create a more favorable view of a company as a whole in the eyes of various stakeholders is called ____ advertising.
- 63 When a company promotes its position on a public issue, this is specifically referred to as ____ advertising.
- 64 The two major types of product advertising are





- 65) When Subaru's advertising campaign mentions the Subaru Forester being named a 2019 IIHS Top Safety Pick, it is using _____ advertising.
- 66) The first stage in the development of any advertising campaign is _____.
- 67) _____ is a broad set of communication activities used to create and maintain favorable relations between the organization and its stakeholders.
- 68) Paid personal communication that attempts to inform and persuade customers to purchase products in an exchange situation is called _____.
- 69) Hunts uses various techniques such as coupons, free samples, and consumer contests to encourage consumers to try its products. All of these marketing activities are considered _____.
- 70) The fact that customers may buy "forward," or buy large amounts that keep them supplied for many months, is a drawback of _____.
- 71) When a manufacturer rewards retailers based on the number of pieces moved through their scanners, this sales promotion method is known as a _____.
- 72) Digital media have created opportunities for companies to _____.
- 73) Electronic media that function using digital codes are called _____.
- 74) Marketers' ability to obtain digital information is referred to as _____.
- 75) _____ uses the internet, mobile, and interactive channels to develop communication and exchanges with customers.
- 76) Which of the following refers to the strategic process of distributing, promoting, and pricing products, and discovering the desires of customers using digital media and digital marketing?
- 77) _____ includes any attempt to intentionally conduct dishonest activities online.
- 78) Dairy Queen communicates with its customers through _____, which is the most popular social networking site in the world.
- 79) Due to increasing consumer demand, many television networks are creating _____ of their shows.
- 80) Which of the following regulates and makes rules for privacy, fraud, and misappropriation of copyrighted intellectual property, as well as other illicit internet activities?





- 81) When influencers fail to disclose a connection to a brand they promote, they may be charged with

