|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. If you ask the average person, “What is marketing?” you might hear something like, “Marketers make people buy stuff they don’t need and can’t afford.”

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 1 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-1 Defining Marketing |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of Human Behavior and Society |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2. Marketing is defined as an exchange between a firm and its customers.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 1 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3. Customers typically do not mind paying for purchases if they really want what they are purchasing.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 2:37 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4. John just purchased a new Honda Civic from the local Honda dealership. Even though John was happy and Honda made a profit, this was not a symbiotic relationship.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Knowledge of Human Behavior and Society |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5. Marketers try to figure out what customers want and then they try to figure out how to provide it and make money doing so.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 1 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 6. In an exchange, the customer wants something from the company but the company wants nothing from the customer.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 1 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of Human Behavior and Society |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 7. Most companies would agree that taking in profits is much more important than keeping customers happy.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing Human Capital |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 8. The term “market” sounds like it involves selling simple, tangible goods, but as you know, hardly anything can be marketed.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 9. Angela, who owns her own green cleaning service, is a marketer when she promotes her business to new clients.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10. Marketers help athletes, celebrities, and politicians with their images in their respective marketplaces (to fans and agents, intelligentsia, or the public).

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Promotion |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of Media Communications and Delivery |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 11. Some things that can be marketed include goods, services, experiences, events, and people.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 3 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Promotion |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of Media Communications and Delivery |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12. A marketer for the American Heart Association would be responsible for their push of the message to eat foods lower in fat.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Promotion |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Knowledge of Media Communications and Delivery |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 13. These days we live in a truly product-oriented and product-empowered marketing world.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Product |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of Technology, Design, and Production |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 14. Marketing can be used to educate the public.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Product |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of Technology, Design, and Production |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 15. Direct-to-consumer ads are not used to market pharmaceutical drugs because it is unlikely patients will ask their doctor for a particular brand name.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Product |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of Technology, Design, and Production |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 3:31 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 16. Marketing shows the evolution of markets. This is the change from an industry just having production and sales to having true relationships with its customers.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Product |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of Technology, Design, and Production |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 17. Many management gurus believe that marketing has succeeded so well that it shouldn't be a function in an organization anymore.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 3:46 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 18. R&D people don’t understand marketing because they are too concerned with making the latest and greatest invention.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 19. Results can be measured for a number of marketing activities.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 3:55 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 20. One of the factors currently stressing marketers is the pressure to show results.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Research |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Operations Skills |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 21. For marketing to have an equal vote in company decisions, it needs to quantify the effectiveness of marketing programs in financial terms.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 5 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 4:04 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 22. When Diana, the marketing vice president, assesses any business problem or opportunity in terms of general analysis, she should review the 5Ps.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 5 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 4:21 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 23. Marketing management is the overseeing of the processes of the 5Cs, STP, and 4Ps components.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Managing Administration and Control |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 24. You’ll always be a step ahead of your competition if you simply think about your profit.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Strategic and System Skills |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 4:45 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 25. The 5Cs, STP, and 4Ps operate interdependently.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 7 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 26. STP stands for selling, targeting, and positioning.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Managing Decision-Making Processes |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 4:57 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 27. John is a marketer for Verizon. He puts together sales promotions and advertisements for a new cell phone. He is applying the “product” part of the 4Ps.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Knowledge of Human Behavior and Society |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 28. Most companies perform the marketing function easily.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Evaluation |
| *OTHER:* | MBA: Managing Decision-Making Processes |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 29. Sara works for a golf products company. In order for Sara to best answer the question, “What do my customers want?,” she should play golf and try out the equipment.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:09 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 30. A context question in a situational analysis might be: “What is happening in our industry that might reshape our future business?”

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 31. When you try to find out how customers vary in their preferences, needs, and resources you are in the “Targeting” phase of STP.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 7 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 32. Many contingencies modify marketing plans.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 7 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 5:11 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 33. Optimal business solutions should reflect a complete knowledge of how the 5Cs, STP and 4Ps are affected by changes in customers, competitors, and the legal environment.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 7 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 5:15 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 34. The outcome orientation style of ethics is called deontological ethics.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 8 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Ethics |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 35. Great marketing is based on sound, logical—emotional and physical—laws of human and organization behavior.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 8 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Research |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Knowledge of Human Behavior and Society |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 36. The 5Cs, STP, and 4Ps diagram is used at the beginning of every chapter so that students can see a framework depicting how all the marketing pieces come together to form the whole picture.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 8 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 37. If you keep an ongoing read on the 5Cs, you will be better informed as you approach the STP task.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 7 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 5:38 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 38. Marketing research isn't needed if a company listens to its customers.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 5:46 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 39. John, an MBA student, finds the textbook useful because each chapter is organized by a framework that shows how all the marketing pieces come together to form the whole picture.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 8 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Knowledge of Human Behavior and Society |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 40. Meredith owns a consulting firm that advises on intellectual property. She would hire a marketer but she doesn’t because you cannot market a consulting firm.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | True / False |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 41. If you ask the average person, “What is marketing?,” one of the things you might hear is

|  |  |  |
| --- | --- | --- |
|   | a.  | Marketing is sales and advertising. |
|   | b.  | Marketing is fun. |
|   | c.  | Marketing is the backbone of all business. |
|   | d.  | Marketing is not profitable. |

|  |  |
| --- | --- |
| *ANSWER:* | a |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 1 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-1 Defining Marketing |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:19 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 42. Marketers try to figure out what \_\_\_\_\_\_\_\_\_\_ want and then they try to figure out how to provide it and make money doing so.

|  |  |  |
| --- | --- | --- |
|   | a.  | business owners |
|   | b.  | customers |
|   | c.  | advertisers |
|   | d.  | companies |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 1 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 43. Which of the following is defined to be an exchange between a firm and its customers?

|  |  |  |
| --- | --- | --- |
|   | a.  | advertising |
|   | b.  | consumer behavior |
|   | c.  | marketing |
|   | d.  | finance |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 1 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Operations Skills |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 44. If companies are good and if they’re lucky, the exchange continues iterating between the customer and the company, \_\_\_\_\_\_\_\_\_\_ the tie between them.

|  |  |  |
| --- | --- | --- |
|   | a.  | strengthening |
|   | b.  | weakening |
|   | c.  | destroying |
|   | d.  | ending |

|  |  |
| --- | --- |
| *ANSWER:* | a |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Operations Skills |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/25/2016 8:50 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 45. In a marketing exchange, a customer

|  |  |  |
| --- | --- | --- |
|   | a.  | seeks profits. |
|   | b.  | offers benefits. |
|   | c.  | seeks payment. |
|   | d.  | expects to pay. |

|  |  |
| --- | --- |
| *ANSWER:* | d |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Promotion |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Knowledge of Media Communications and Delivery |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 6:59 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 46. When the company's mind-set was, "Let's build a better mouse trap," marketers were focused on

|  |  |  |
| --- | --- | --- |
|   | a.  | product. |
|   | b.  | promotion. |
|   | c.  | price. |
|   | d.  | place. |

|  |  |
| --- | --- |
| *ANSWER:* | a |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Product |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 7:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 47. What is today’s marketplace focused more on?

|  |  |  |
| --- | --- | --- |
|   | a.  | business |
|   | b.  | customers |
|   | c.  | product |
|   | d.  | price |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of Human Behavior and Society |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 48. Marketing is thought to be evidence of an evolved

|  |  |  |
| --- | --- | --- |
|   | a.  | society. |
|   | b.  | business. |
|   | c.  | customer. |
|   | d.  | market. |

|  |  |
| --- | --- |
| *ANSWER:* | d |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:21 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 49. What result do companies see from happier customers due to marketing?

|  |  |  |
| --- | --- | --- |
|   | a.  | Companies are less profitable. |
|   | b.  | Companies market less. |
|   | c.  | Companies are more profitable. |
|   | d.  | Companies see no results. |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing Decision-Making Processes |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/25/2016 8:33 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 50. Abigail is the Chief Marketing Officer of ABC Company. What is her role after ABC's recent coupon promotion?

|  |  |  |
| --- | --- | --- |
|   | a.  | make products that customers want |
|   | b.  | visit customers |
|   | c.  | research product improvements |
|   | d.  | estimate effectiveness of the promotion |

|  |  |
| --- | --- |
| *ANSWER:* | d |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/25/2016 8:48 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 51. Advertising's goal is to enhance

|  |  |  |
| --- | --- | --- |
|   | a.  | brand image. |
|   | b.  | profit. |
|   | c.  | marketing. |
|   | d.  | purchases. |

|  |  |
| --- | --- |
| *ANSWER:* | a |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 5 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Promotion |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:24 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 52. Due to marketing’s success in business, what do management gurus think about marketing’s role in a company?

|  |  |  |
| --- | --- | --- |
|   | a.  | They think its role is to direct sales. |
|   | b.  | It takes no special skill to be a good marketer anymore. |
|   | c.  | It is a way to think about business. |
|   | d.  | It is not needed. |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Promotion |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Evaluation |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:26 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 53. Why do accounting and finance need to acknowledge the importance of marketing?

|  |  |  |
| --- | --- | --- |
|   | a.  | because marketing generates sales |
|   | b.  | because the CEOs do |
|   | c.  | because marketing generates buzz |
|   | d.  | because a monopoly is the only way to make a profit |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Promotion |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 54. What is one of the largest factors stressing out marketers these days?

|  |  |  |
| --- | --- | --- |
|   | a.  | the pressure to increase stock price |
|   | b.  | the pressure to prove they are valuable |
|   | c.  | the pressure to show results |
|   | d.  | the pressure to produce more money than R&D |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Promotion |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:28 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 55. One reason marketers translate their efforts into dollars is to

|  |  |  |
| --- | --- | --- |
|   | a.  | reduce the importance of marketing expenses. |
|   | b.  | make business decisions with the company's executives. |
|   | c.  | be able to direct sales. |
|   | d.  | communicate with customers. |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 5 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Promotion |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:28 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 56. Which of the following is one of the 5Cs?

|  |  |  |
| --- | --- | --- |
|   | a.  | context |
|   | b.  | correlation |
|   | c.  | culture |
|   | d.  | contact |

|  |  |
| --- | --- |
| *ANSWER:* | a |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 5 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 8:43 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 57. A company’s marketing executives should assess the \_\_\_\_\_\_\_\_\_\_ in terms of a general analysis of a business problem or opportunity the company is facing.

|  |  |  |
| --- | --- | --- |
|   | a.  | business situation |
|   | b.  | 5Cs |
|   | c.  | STP |
|   | d.  | ARA |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 5 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/25/2016 8:51 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 58. Which of the following is part of STP?

|  |  |  |
| --- | --- | --- |
|   | a.  | sales |
|   | b.  | positioning |
|   | c.  | teamwork |
|   | d.  | place |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 10:24 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 59. The 4Ps include

|  |  |  |
| --- | --- | --- |
|   | a.  | positioning. |
|   | b.  | people. |
|   | c.  | profit. |
|   | d.  | place. |

|  |  |
| --- | --- |
| *ANSWER:* | d |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:31 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 60. Fundamentally, the best marketers put themselves in the place of their

|  |  |  |
| --- | --- | --- |
|   | a.  | company. |
|   | b.  | customers. |
|   | c.  | competitors. |
|   | d.  | friends. |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:32 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 61. Which order is correct for the marketing framework?

|  |  |  |
| --- | --- | --- |
|   | a.  | 5Cs, 4Ps, STP |
|   | b.  | 4Ps, 5Cs, STP |
|   | c.  | 5Cs, STP, 4Ps |
|   | d.  | STP, 5Cs, 4Ps |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 10:47 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 62. *\_\_\_\_\_\_\_\_\_\_* and \_\_\_\_\_\_\_\_\_\_ are the central players in the marketing exchange.

|  |  |  |
| --- | --- | --- |
|   | a.  | Context, customer |
|   | b.  | Collaborator, competitor |
|   | c.  | Context, company |
|   | d.  | Customer, company |

|  |  |
| --- | --- |
| *ANSWER:* | d |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 5 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Evaluation |
| *OTHER:* | MBA: Managing the Task Environment |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/25/2016 8:53 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 63. A company has its best chance at keeping its customers happy if it

|  |  |  |
| --- | --- | --- |
|   | a.  | sells products in many locations. |
|   | b.  | communicates with them. |
|   | c.  | competes with other companies. |
|   | d.  | has low prices. |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Evaluation |
| *OTHER:* | MBA: Managing the Task Environment |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/2/2016 11:05 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 64. The question, “Will customers want what your company is prepared to produce?,” best describes

|  |  |  |
| --- | --- | --- |
|   | a.  | product. |
|   | b.  | segmentation. |
|   | c.  | place. |
|   | d.  | collaboration. |

|  |  |
| --- | --- |
| *ANSWER:* | a |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 7 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:34 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 65. The outcome orientation perspective of ethics is called

|  |  |  |
| --- | --- | --- |
|   | a.  | psychological. |
|   | b.  | philosophical. |
|   | c.  | deontological. |
|   | d.  | consequentialism. |

|  |  |
| --- | --- |
| *ANSWER:* | d |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 8 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Ethics |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of Human Behavior and Society |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:35 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 66. The ethics orientation toward fair process is

|  |  |  |
| --- | --- | --- |
|   | a.  | teleological. |
|   | b.  | justilogical. |
|   | c.  | deontological. |
|   | d.  | consequentialism. |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 8 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Ethics |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Knowledge of Human Behavior and Society |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:39 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 67. Data intake in a company most often assumes the use of

|  |  |  |
| --- | --- | --- |
|   | a.  | experts. |
|   | b.  | the Internet. |
|   | c.  | polls. |
|   | d.  | focus groups. |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 7 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Research |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Strategic and System Skills |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:40 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 68. Great marketing is based on \_\_\_\_\_\_\_\_\_\_ laws of human and organization behavior.

|  |  |  |
| --- | --- | --- |
|   | a.  | philosophical |
|   | b.  | feelings about |
|   | c.  | intuitive |
|   | d.  | economic and psychological |

|  |  |
| --- | --- |
| *ANSWER:* | d |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 8 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Research |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Strategic and System Skills |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/25/2016 8:54 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 69. The first step in the marketing management framework is

|  |  |  |
| --- | --- | --- |
|   | a.  | the 5Cs. |
|   | b.  | the 4Ps. |
|   | c.  | STP. |
|   | d.  | segmentation. |

|  |  |
| --- | --- |
| *ANSWER:* | a |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 8 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG Communication |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Research |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Managing the Task Environment |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:41 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 70. Joan, an MBA student learning marketing management, typically wants to see a framework that forms

|  |  |  |
| --- | --- | --- |
|   | a.  | company ethics. |
|   | b.  | market segments. |
|   | c.  | the 5Cs. |
|   | d.  | the big picture. |

|  |  |
| --- | --- |
| *ANSWER:* | d |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 8 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Research |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Managing the Task Environment |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:42 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 71. The marketing framework can be used when you’re

|  |  |  |
| --- | --- | --- |
|   | a.  | buying a car. |
|   | b.  | working on a case for class. |
|   | c.  | trying to decide where to eat lunch. |
|   | d.  | doing your taxes. |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 8 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Research |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Managing the Task Environment |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:43 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 72. Which of the following provides a systematic way to think about marketing?

|  |  |  |
| --- | --- | --- |
|   | a.  | the 5Cs |
|   | b.  | marketing framework |
|   | c.  | advertising principles |
|   | d.  | business ethics |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 1 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Research |
| *TOPICS:* | 1-1 Defining Marketing |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing the Task Environment |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/3/2016 3:59 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 73. What is the long-term goal of advertising?

|  |  |  |
| --- | --- | --- |
|   | a.  | quantifying the effectiveness of marketing |
|   | b.  | improved marketing |
|   | c.  | enhanced brand image |
|   | d.  | bump in sales |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 5 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Research |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing the Task Environment |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/25/2016 8:38 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 74. Marketing should be understood at both the strategic and conceptual levels as well as the

|  |  |  |
| --- | --- | --- |
|   | a.  | virtual level. |
|   | b.  | tactical, hands-on level. |
|   | c.  | lower level. |
|   | d.  | psychological level. |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 9 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Research |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing the Task Environment |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:47 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 75. Marketing can make customers happier, which makes companies

|  |  |  |
| --- | --- | --- |
|   | a.  | more profitable. |
|   | b.  | less vulnerable. |
|   | c.  | more operational. |
|   | d.  | more ductile. |

|  |  |
| --- | --- |
| *ANSWER:* | a |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing Administration and Control |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:46 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 76. Which of the following questions should Emily ask first when she conducts a situational analysis?

|  |  |  |
| --- | --- | --- |
|   | a.  | Where will customers buy our products? |
|   | b.  | What are my company's strengths? |
|   | c.  | Who are the competitors we must consider? |
|   | d.  | Will customers want what our company is prepared to produce? |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Managing Administration and Control |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/3/2016 4:50 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 77. Communicating a product's benefits clearly to the intended target customers occurs during

|  |  |  |
| --- | --- | --- |
|   | a.  | segmentation. |
|   | b.  | promotion. |
|   | c.  | positioning. |
|   | d.  | pricing. |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 7 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Managing Administration and Control |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:48 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 78. What is the best way to stay ahead of the competition?

|  |  |  |
| --- | --- | --- |
|   | a.  | focus on profits |
|   | b.  | remain customer centric |
|   | c.  | focus on what the CEO wants |
|   | d.  | study the competition |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Evaluation |
| *OTHER:* | MBA: Managing Administration and Control |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/3/2016 5:23 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 79. The economy is part of the \_\_\_\_\_\_\_\_\_\_ considered during the general analysis of a business situation.

|  |  |  |
| --- | --- | --- |
|   | a.  | context |
|   | b.  | place |
|   | c.  | promotion |
|   | d.  | collaborators |

|  |  |
| --- | --- |
| *ANSWER:* | a |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 5 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/25/2016 8:57 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 80. Place is where

|  |  |  |
| --- | --- | --- |
|   | a.  | the company is located. |
|   | b.  | the product is manufactured. |
|   | c.  | the customer is located. |
|   | d.  | the product is sold. |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:50 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 81. Define marketing’s exchange relationship.

|  |  |
| --- | --- |
| *ANSWER:* | Marketing is defined to be an exchange between a firm and its customers. The customer wants something from the firm, and the firm wants something from the customer. Marketers try to figure out what customers want and then they try to figure out how to provide it and make money doing so. |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Pages 1–2 |
| *QUESTION TYPE:* | Essay |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Customer |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Knowledge |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 82. List and describe the 5Cs.

|  |  |
| --- | --- |
| *ANSWER:* | The 5Cs are customer, company, context, collaborators, and competitors. These Cs help us assess any particular business problem or opportunity in terms of a general analysis of the entire business situation. The *customer* and *company* are obviously the central players in the marketing exchange. The *context* includes things like the macroenvironment: How are our economy and that of our suppliers doing? What legal constraints might we face? What cultural differences do our global segments manifest? The *collaborators* and *competitors* are the companies and people we work with vs. those we compete against, although drawing the line is sometimes difficult in today’s global, networked economy. |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 5 |
| *QUESTION TYPE:* | Essay |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 83. Define STP and explain how it influences the marketing process.

|  |  |
| --- | --- |
| *ANSWER:* | STP stands for segmentation, targeting, and positioning. The STP part of marketing refers to the fact that we are very unlikely to be all things to all people, so it’s best to identify groups, or *segments,* of customers who share similar needs and wants. Once we understand the different segments’ preferences, and we presumably can identify our own company’s strengths, we can identify the segment we should *target* with our marketing efforts. We then strike up a conversation and relationship with that target segment by *positioning* our product to them in the marketplace via the 4Ps. |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | Essay |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 84. List and describe the 4Ps.

|  |  |
| --- | --- |
| *ANSWER:* | The 4Ps are product, price, promotion, and place. A marketer's responsibilities are to create a *product* that customers are likely to need or want; *price* the product appropriately; *promote* it via advertising and sales promotions to help customers understand the product’s benefits and value; and make the product available for purchase in easily accessed *places*. |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 6 |
| *QUESTION TYPE:* | Essay |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of General Business Functions |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 7/11/2016 2:14 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 85. Why is it important to not go overboard on efforts to quantify marketing’s results? Describe why segmentation strategy and advertising’s results should not be overanalyzed.

|  |  |
| --- | --- |
| *ANSWER:* | If you go overboard to quantify marketing’s results, you will get skewed results of reality. For example, suppose you are trying to asses the value of a segmentation strategy. If the segments are poorly defined, then the results of the segmentation study may not be accurate. Also, it is difficult to measure the results of advertising in the short term. The main goal of advertising should be to enhance brand image, and that takes a lot longer than short-term sales. |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Pages 4–5 |
| *QUESTION TYPE:* | Essay |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Evaluation |
| *OTHER:* | MBA: Managing Strategy and Innovation |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/3/2016 8:00 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 86. List at least five categories of items that can be marketed.

|  |  |
| --- | --- |
| *ANSWER:* | - tangible goods like soap or cereal- high-end items like jewelry- services like hotels and restaurants- experiences like theme parks- people, like athletes and politicians- a town or city- causes; for example, a nonprofit’s goal- yourself; for example, in an interview |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Easy |
| *REFERENCES:* | Page 2 |
| *QUESTION TYPE:* | Essay |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-2 Marketing Is an Exchange Relationship |
| *KEYWORDS:* | Bloom's: Application |
| *OTHER:* | MBA: Knowledge of Human Behavior and Society |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:55 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 87. Describe the evolution of marketing.

|  |  |
| --- | --- |
| *ANSWER:* | At first marketing was simply product or production focused. Over time, simply building a better version of a previous product was not good enough. Marketers had to start really listening to their customers and providing what they wanted. In today’s age, companies seek a true relationship with their customers instead of just trying to sell them something. |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Pages 2–4 |
| *QUESTION TYPE:* | Essay |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Marketing Plan |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Knowledge of Human Behavior and Society |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 8:59 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 88. Describe how different functions in a business interact with marketing, and why they should understand marketing.

|  |  |
| --- | --- |
| *ANSWER:* | - Accounting and finance need to understand the importance of marketing because the CEO does. With competition, you always need to be thinking about your customers.- Salespeople understand marketing. They know that if their company makes products the customer wants, their job will be easier.- R&D people appreciate marketing because they get jazzed when their inventions become popular. It doesn’t take much marketing research to test concepts or prototypes and to veer an R&D path one way or another. |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Page 4 |
| *QUESTION TYPE:* | Essay |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-3 Why Is Marketing Management Important? |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Knowledge of Technology, Design, and Production |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 9:01 AM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 89. Describe how the 5Cs, STP, and the 4Ps fit together to develop a marketing plan.

|  |  |
| --- | --- |
| *ANSWER:* | To elaborate on marketing strategy and develop a particular marketing plan, start with a situation analysis, and sketch answers to the questions proposed by the 5Cs: customers, company, context, collaborators, and competitors. With that background analysis, proceed to strategic marketing planning via STP: segmentation, targeting, and positioning. Similarly, marketing tactics to execute the intended positioning derive from a customer focus: product, price, place, and promotion.​ |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Challenging |
| *REFERENCES:* | Pages 6–7 |
| *QUESTION TYPE:* | Essay |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | 1-4 The “Marketing Framework”: 5Cs, STP, and the 4Ps |
| *KEYWORDS:* | Bloom's: Analysis |
| *OTHER:* | MBA: Knowledge of Technology, Design, and Production |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/25/2016 8:59 PM |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 90. Identify three of the five main points from this chapter.

|  |  |
| --- | --- |
| *ANSWER:* | - Marketing is customer focused, and it should be profitable.- Marketing facilitates a relationship between customers and a company.- Anything can be marketed.- The marketing framework is based on the 5Cs, STP, and the 4Ps.- If you remain customer-centric, you will stay ahead of the competition. |
| *POINTS:* | 1 |
| *DIFFICULTY:* | Moderate |
| *REFERENCES:* | Page 9 |
| *QUESTION TYPE:* | Essay |
| *HAS VARIABLES:* | False |
| *NATIONAL STANDARDS:* | United States - BUSPROG - Reflective Thinking |
| *LOCAL STANDARDS:* | United States - OH - Default City - DISC: Strategy |
| *TOPICS:* | Managerial Recap |
| *KEYWORDS:* | Bloom's: Comprehension |
| *OTHER:* | MBA: Managing the Task Environment |
| *DATE CREATED:* | 7/11/2016 2:14 PM |
| *DATE MODIFIED:* | 8/24/2016 9:04 AM |

 |