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Author: Pride

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Chapter/Section Name: Key concepts in marketing

Chapter/Section Number: 1

Content Development Contact: Natalie Orr

Content Creator Name: Pride/Ferrell

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<question type=“short”>

1. The customer expects to gain an advantage or benefit in excess of the costs incurred in a marketing exchange. The marketer also expects to gain a benefit in return, generally a financial gain. How do these two opposing ideas result in a benefit to both the marketer and the customer?

REJ: Read the material under ‘What is marketing?’.

<metadata>

AACSB Outcomes: Analytical; Reflective thinking

Difficulty: D

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“short”>

2. Before marketers can develop a marketing mix, they must collect in-depth information. Describe what topics this information should cover and provide an example of how Fitbit did this for the development of one of its products.

REJ: Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

<metadata>

AACSB Outcomes: Reflective thinking

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: AP

</metadata>

<question type=“short”>

3. Define the term *target market* and provide an example for a product of your choice.

REJ: Read the material under ‘People are the focus’.

<metadata>

AACSB Outcomes: Communication

Difficulty: M

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

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<question type=“short”>

4. Describe several activities a marketing manager must consider when dealing with distribution variables.

REJ: Read the material under ‘Place (Distribution)’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: What is marketing?

Bloom's: KN

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<question type=“short”>

5. Explain why marketing efforts should be oriented towards creating and maintaining satisfying exchange relationships.

REJ: Read the material under ‘What is marketing?’.

<metadata>

AACSB Outcomes: Analytical; Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

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<question type=“short”>

6. What is meant by the term *marketing environment* and how might it affect the marketing mix?

REJ: Read the material under ‘Marketing occurs in a dynamic environment’.

<metadata>

AACSB Outcomes: Communication

Difficulty: M

LO: 4

Learning Objective Narrative: Describe the dynamic environmental factors that impact on marketing activities.

A-head: Marketing occurs in a dynamic environment

Bloom's: KN

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<question type=“short”>

7. What is meant by the term *marketing concept*, and what is its major focus?

REJ: Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

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<question type=“short”>

8. Discuss the evolution of the marketing concept with regard to a firm’s orientation.

REJ: Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes: Analytical; Strategy

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

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<question type=“short”>

9. What does it mean for a company to be market-oriented?

REJ: Read the material under ‘Market orientation’.

<metadata>

AACSB Outcomes: Communication

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

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<question type=“short”>

10. Define the term *value*, and explain how people determine a product’s value.

REJ: Read the material under ‘Marketing creates value’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 3

Learning Objective Narrative: Describe how marketing creates value.

A-head: Marketing creates value

Bloom's: KN

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<question type=“short”>

11. Define the term *marketing management*, and describe its four major components.

REJ: Read the material under ‘The marketing management process’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 6

Learning Objective Narrative: Define marketing management and explain the major marketing functions that are part of the marketing management process.

A-head: The marketing management process

Bloom's: KN

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<question type=“short”>

12. Define the term *green marketing* and explain two reasons why many companies have embraced the notion.

REJ: Read the material under ‘Social responsibility in marketing’.

<metadata>

AACSB Outcomes: Analytical

Difficulty: M

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

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<question type=“mc”>

13. Customer satisfaction can come from:

a. lack of service.

b. the bulk and weight of the product being too great.

c. lack of process.

d. anything received when buying and using a product.

e. bad experiences.

Analysis:

a. Incorrect. Read the material under ‘What is marketing?’.

b. Incorrect. Read the material under ‘What is marketing?’.

c. Incorrect. Read the material under ‘What is marketing?’.

d. Correct.

e. Incorrect. Read the material under ‘What is marketing?’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

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<question type=“mc”>

14. The definition of marketing implies that \_\_\_\_\_\_\_\_\_\_ should receive benefits from exchange relationships.

a. only customers

b. only businesses

c. company management

d. both customers and businesses

e. only the most important customers

Analysis:

a. Incorrect. Read the material under ‘What is marketing?’.

b. Incorrect. Read the material under ‘What is marketing?’.

c. Incorrect. Read the material under ‘What is marketing?’.

d. Correct.

e. Incorrect. Read the material under ‘What is marketing?’.

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AACSB Outcomes: Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

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<question type=“mc”>

15. Marketing is the process of:

a. promoting products through personal selling and advertising to facilitate satisfying exchange relationships.

b. maximising returns to stakeholders by developing relationships with valued customers and creating an advantage for them.

c. delivering a standard of living to a society.

d. creating, distributing, promoting and pricing goods, services and ideas to facilitate the achievement of a firm’s objectives.

e. focusing on customers’ needs.

Analysis:

a. Incorrect. Read the material under ‘What is marketing?’.

b. Correct.

c. Incorrect. Read the material under ‘What is marketing?’.

d. Incorrect. Read the material under ‘What is marketing?’.

e. Incorrect. Read the material under ‘What is marketing?’.

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AACSB Outcomes: Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“mc”>

16. The focal point of all marketing activities is:

a. products.

b. the marketing mix.

c. profits.

d. sales.

e. customers.

Analysis:

a. Incorrect. Read the material under ‘Customers and marketing’.

b. Incorrect. Read the material under ‘Customers and marketing’.

c. Incorrect. Read the material under ‘Customers and marketing’.

d. Incorrect. Read the material under ‘Customers and marketing’.

e. Correct.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“mc”>

17. A target market:

a. involves a large number of customers.

b. is a specific group of customers on whom a company focuses its marketing efforts.

c. already has several competitors vying for customers’ business.

d. is the same thing as a salesperson’s prospective client list.

e. is a customer group classified as people with similar demographic characteristics.

Analysis:

a. Incorrect. Read the material under ‘Customers and marketing’.

b. Correct.

c. Incorrect. Read the material under ‘Customers and marketing’.

d. Incorrect. Read the material under ‘Customers and marketing’.

e. Incorrect. Read the material under ‘Customers and marketing’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“mc”>

18. The Australian airline Jetstar Airways \_\_\_\_\_\_\_\_\_\_ its domestic flights in Australia to people who want to fly to a destination without having to pay for meals and other things that are not essential to arriving at the destination safely and in good spirit.

a. arranges

b. prepares

c. provides

d. targets

Analysis:

a. Incorrect. Read the material under ‘Customers and marketing’.

b. Incorrect. Read the material under ‘Customers and marketing’.

c. Incorrect. Read the material under ‘Customers and marketing’.

d. Correct.

<metadata>

AACSB Outcomes: Analytical

Difficulty: M

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: AP

</metadata>

<question type=“mc”>

19. The Holden Astra combines an economical vehicle with luxury and sophisticated technology for the \_\_\_\_\_\_\_\_\_\_ of environmentally conscious consumers looking for fuel efficiency with a little more luxury.

a. target market

b. consumer advocates

c. marketing strategy

d. marketing mix

e. marketing tactic

Analysis:

a. Correct.

b. Incorrect. Read the material under ‘Customers and marketing’.

c. Incorrect. Read the material under ‘Customers and marketing’.

d. Incorrect. Read the material under ‘Customers and marketing’.

e. Incorrect. Read the material under ‘Customers and marketing’.

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AACSB Outcomes:Communication; Marketing plan

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: AP

</metadata>

<question type=“mc”>

20. Marketing managers strive to develop a marketing mix that:

a. minimises marketing costs.

b. matches what competitors are offering.

c. best matches the abilities of the firm.

d. matches the needs of the target market.

e. generates the highest level sales.

Analysis:

a. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

b. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

c. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

d. Correct.

e. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

<metadata>

AACSB Outcomes: Analytical

Difficulty: M

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“mc”>

21. The product variable of the marketing mix can include all of the following *except:*

a. the creation of brand names.

b. consumer perception of the product price.

c. the development of product packaging.

d. warranty issues.

e. repair services.

Analysis:

a. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

b. Correct.

c. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

d. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

e. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

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AACSB Outcomes: Communication

Difficulty: D

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“mc”>

22. A physical product you can touch is a(n):

a. service.

b. good.

c. idea.

d. concept.

e. philosophy.

Analysis:

a. Incorrect. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

b. Correct.

c. Incorrect. Read the material under Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

d. Incorrect. Read the material under Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

e. Incorrect. Read the material under Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

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AACSB Outcomes: Communication

Difficulty: D

LO: 1

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“mc”>

23. Even funerals are changing as a result of customers’ needs and wants. Some funeral companies are developing new products such as:

a. less environmentally friendly coffins.

b. less economical funeral cars.

c. fewer cremation services.

d. cardboard coffins.

Analysis:

a. Incorrect. Read the material under ‘Product’.

b. Incorrect. Read the material under ‘Product’.

c. Incorrect. Read the material under ‘Product’.

d. Correct.

<metadata>

AACSB Outcomes: Analytical

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“mc”>

24. The application of human and/or mechanical efforts to people or objects to provide intangible benefits to customers is:

a. a service.

b. a physical entity.

c. concepts, philosophies, images and issues.

d. a brand name.

Analysis:

a. Correct.

b. Incorrect. Read the material under ‘Product’.

c. Incorrect. Read the material under ‘Product’.

d. Incorrect. Read the material under ‘Product’.

<metadata>

AACSB Outcomes: Analytical

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“mc”>

25. The marketing mix includes four marketing activities except which of the following?

a. Product

b. Price

c. Political forces

d. Promotion

e. Place

Analysis:

a. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

b. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

c. Correct.

d. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

e. Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

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AACSB Outcomes: Analytical

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“mc”>

26. The Australia Zoo in Queensland is in the business of:

a. establishing zoos.

b. making people happy and giving them memorable experiences.

c. making animals perform.

d. teaching about endangered animals.

Analysis:

a. Incorrect. Read the material under ‘Customers and marketing’.

b. Correct.

c. Incorrect. Read the material under ‘Customers and marketing’.

d. Incorrect. Read the material under ‘Customers and marketing’.

<metadata>

AACSB Outcomes: Analytical; Reflective thinking

Difficulty: M

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: AP

</metadata>

<question type=“mc”>

27. Which of the following scenarios involves the distribution element of the marketing mix?

a. Deciding whether a certain product should continue to be sold

b. Determining whether an advertising message would be more effective on television or in magazines

c. Choosing between a company jet or an airline for executive travel

d. Deciding whether to have retail outlets in addition to a website

e. Developing a new warranty policy for an existing product

Analysis:

a. Incorrect. Read the material under ‘Place (distribution)’.

b. Incorrect. Read the material under ‘Place (distribution)’.

c. Incorrect. Read the material under ‘Place (distribution)’.

d. Correct.

e. Incorrect. Read the material under ‘Place (distribution)’.

<metadata>

AACSB Outcomes: Analytical; Reflective thinking

Difficulty: M

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: AP

</metadata>

<question type=“mc”>

28. Consumers buying products online have dramatically affected the \_\_\_\_\_\_\_\_\_\_ variable of the marketing mix.

a. product

b. price

c. distribution

d. research

e. promotion

Analysis:

a. Incorrect. Read the material under ‘Place (distribution)’.

b. Incorrect. Read the material under ‘Place (distribution)’.

c. Correct.

d. Incorrect. Read the material under ‘Place (distribution)’.

e. Incorrect. Read the material under ‘Place (distribution)’.

<metadata>

AACSB Outcomes: Analytical; Technology

Difficulty: D

LO: 1

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix Bloom's: KN

</metadata>

<question type=“mc”>

29. The rising number of incidents of drink-driving in Australia has prompted the Australian government to launch advertising campaigns showcasing what can happen when driving under the influence of alcohol. This calls for activity in which marketing mix variable?

a. Price

b. Promotion

c. Distribution

d. Product

e. Packaging

Analysis:

a. Incorrect. Read the material under ‘Promotion’.

b. Correct.

c. Incorrect. Read the material under ‘Promotion’.

d. Incorrect. Read the material under ‘Promotion’.

e. Incorrect. Read the material under ‘Promotion’.

<metadata>

AACSB Outcomes: Analytical

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix Bloom's: AP

</metadata>

<question type=“mc”>

30. Apple has benefitted from technological advances in distributing songs over the Internet via its iTunes store, rather than establishing-brick and-mortar venues to sell music. This is an example of which element of the marketing mix?

a. Price

b. Distribution

c. Product

d. Promotion

Analysis:

a. Incorrect. Read the material under ‘Place (distribution)’.

b. Correct.

c. Incorrect. Read the material under ‘Place (distribution)’.

d. Incorrect. Read the material under ‘Place (distribution)’.

<metadata>

AACSB Outcomes: Analytical; Reflective thinking

Difficulty: E

LO: 1

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix Bloom's: AP

</metadata>

<question type=“mc”>

31. In the expanded marketing mix, which variable refers to the human element of the product?

a. Physical evidence

b. Processes

c. Promotion

d. People

e. Price

Analysis:

a. Incorrect. Read the material under ‘The expanded marketing mix’.

b. Incorrect. Read the material under ‘The expanded marketing mix’.

c. Incorrect. Read the material under ‘The expanded marketing mix’.

d. Correct.

e. Incorrect. Read the material under ‘The expanded marketing mix’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

A-head: The people variable

Bloom's: KN

</metadata>

<question type=“mc”>

32. Woolworths works with its primary producers and says they are important partners in the marketing of Woolworths’ products. Their primary producers play a key role in:

a. the media.

b. unions and lobby groups.

c. product quality and packaging.

d. government.

e. the local community.

Analysis:

a. Incorrect. Read the material under ‘The expanded marketing mix’.

b. Incorrect. Read the material under ‘The expanded marketing mix’.

c. Correct.

d. Incorrect. Read the material under ‘The expanded marketing mix’.

e. Incorrect. Read the material under ‘The expanded marketing mix’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“mc”>

33. The concept of exchange is fundamental to the definition of marketing. What is the *best* description of exchange?

a. Activities that are performed primarily by producers and manufacturers

b. Development of products, distribution channels, promotional strategies and pricing objectives to satisfy customer requirements

c. Transfer of products in return for monetary considerations

d. Provision or transfer of goods, services or ideas in return for something of value

e. Transfer of products that take place only between for-profit organisations

Analysis:

a. Incorrect. Read the material under ‘What is marketing?’.

b. Incorrect. Read the material under ‘What is marketing?’.

c. Incorrect. Read the material under ‘What is marketing?’.

d. Correct.

e. Incorrect. Read the material under ‘What is marketing?’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“mc”>

34. For an exchange to occur, four conditions must exist: (1) two or more individuals, groups or organisations must participate, and each must possess ‘something of value’ that the other desires; (2) the exchange must provide a benefit or satisfaction to both parties; (3) each must have confidence in the promise of the ‘something of value’ held by the other; and (4):

a. the parties must agree to participate in the trading of ‘something of value’.

b. to build trust, parties to the exchange must meet expectations.

c. both parties must participate in the trading of ‘something of value’.

d. one party must be willing to compromise.

e. one party must have sufficient bank credit to finance the exchange.

Analysis:

a. Incorrect. Read the material under ‘What is marketing?’.

b. Correct.

c. Incorrect. Read the material under ‘What is marketing?’.

d. Incorrect. Read the material under ‘What is marketing?’.

e. Incorrect. Read the material under ‘What is marketing?’.

<metadata>

AACSB Outcomes: Analytical; Reflective thinking

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“mc”>

35. Those constituents who have a stake in some aspect of an organisation’s products, operations, markets, industry and outcomes are known as:

a. shareholders.

b. stakeholders.

c. customers.

d. target markets.

e. marketers.

Analysis:

a. Incorrect. Read the material under ‘What is marketing?’.

b. Correct.

c. Incorrect. Read the material under ‘What is marketing?’.

d. Incorrect. Read the material under ‘What is marketing?’.

e. Incorrect. Read the material under ‘What is marketing?’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: CH

</metadata>

<question type=“mc”>

36. Which of the following statements about marketing environment forces is *not* correct?

a. They influence customers by affecting their lifestyles, standards of living, and preferences and needs for products.

b. They may influence customers’ reactions to a firm’s marketing mix.

c. They fluctuate slowly and thereby create threats to a firm’s marketing mix.

d. They can fluctuate quickly and dramatically.

e. They help determine whether and how a marketing manager can perform certain marketing activities.

Analysis:

a. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

b. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

c. Correct.

d. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

e. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

<metadata>

AACSB Outcomes: Analytical

Difficulty: E

LO: 4

Learning Objective Narrative: Describe the dynamic environmental factors that impact on marketing activities.

A-head: Marketing in a dynamic environment

Bloom's: CH

</metadata>

<question type=“mc”>

37. The forces of the marketing environment include:

a. political, legal and regulatory, sociocultural, technological, economic and competitive forces.

b. sociocultural, legal, regulatory, economic and competitive forces.

c. legal, regulatory, political and sociocultural forces.

d. competitive and non-competitive forces that affect most lifestyles.

e. fairly static components.

Analysis:

a. Correct.

b. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

c. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

d. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

e. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 4

Learning Objective Narrative: Describe the dynamic environmental factors that impact on marketing activities.

A-head: Marketing in a dynamic environment

Bloom's: KN

</metadata>

<question type=“mc”>

38. Responding to health concerns from consumers, McDonald’s revamped its menu to include healthier children’s menu options, such as fruit and chicken wraps instead of fries and hamburgers. This is an example of marketing mangers responding to:

a. an operating situation.

b. environmental forces.

c. the surroundings.

d. economic conditions.

e. the technological environment.

Analysis:

a. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

b. Correct.

c. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

d. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

e. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

<metadata>

AACSB Outcomes: Analytical

Difficulty: E

LO: 4

Learning Objective Narrative: Describe the dynamic environmental factors that impact on marketing activities.

A-head: Marketing in a dynamic environment

Bloom's: AP

</metadata>

<question type=“mc”>

39. In Australia, Campbell’s responded to consumer concerns about their health by introducing a line of reduced sodium soups made with natural sea salt. This illustrates a change in the \_\_\_\_\_\_\_\_\_\_ for Campbell’s.

a. marketing mix

b. marketing environment

c. marketing concept

d. marketing task

e. product concept

Analysis:

a. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

b. Correct.

c. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

d. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

e. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

<metadata>

AACSB Outcomes: Analytical

Difficulty: E

LO: 4

Learning Objective Narrative: Describe the dynamic environmental factors that impact on marketing activities.

A-head: Marketing in a dynamic environment

Bloom's: AP

</metadata>

<question type=“mc”>

40. The identified change in consumer behaviour towards online shopping and/or searching for information can be described as a(n) \_\_\_\_\_\_\_\_\_\_ force operating in the dynamic marketing environment.

a. competitive

b. economic

c. political

d. legal

e. sociocultural

Analysis:

a. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

b. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

c. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

d. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

e. Correct.

<metadata>

AACSB Outcomes: Analytical

Difficulty: E

LO: 4

Learning Objective Narrative: Describe the dynamic environmental factors that impact on marketing activities.

A-head: Marketing in a dynamic environment

Bloom's: AP

</metadata>

<question type=“mc”>

41. The expanded marketing mix includes:

a. product, price, place and promotion.

b. people, physical evidence, process and partnership.

c. people, promotion, place and process.

d. people, physical evidence, process and promotion.

Analysis:

a. Incorrect. Read the material under ‘Customers and marketing’.

b. Correct

c. Incorrect. Read the material under ‘Customers and marketing’.

d. Incorrect. Read the material under ‘Customers and marketing’.

<metadata>

AACSB Outcomes: Analytical; Marketing plan

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: AP

</metadata>

<question type=“mc”>

42. The marketing environment is *best* described as being:

a. composed of controllable variables.

b. composed of variables independent of one another.

c. an indirect influence on the performance of marketing activities.

d. one that can fluctuate quickly and dramatically.

e. slow, with infrequent fluctuations.

Analysis:

a. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

b. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

c. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

d. Correct.

e. Incorrect. Read the material under ‘Marketing in a dynamic environment’.

<metadata>

AACSB Outcomes: Communication; Reflective thinking

Difficulty: E

LO: 4

Learning Objective Narrative: Describe the dynamic environmental factors that impact on marketing activities.

A-head: Marketing in a dynamic environment

Bloom's: AP

</metadata>

<question type=“mc”>

43. The marketing concept is *best* defined as:

a. a second definition of marketing.

b. a philosophy stating that an organisation should try to satisfy customers’ needs through a coordinated set of activities that allows the organisation to achieve its goals.

c. the performance of business activities that direct the flow of goods and services from producer to customer or user.

d. a philosophy stating that an organisation should attempt to accomplish its goals with no regard for the needs of customers.

e. the inclusion of marketing activities in the activities of an organisation.

Analysis:

a. Incorrect. Read the material under ‘Marketing orientations’.

b. Correct.

c. Incorrect. Read the material under ‘Marketing orientations’.

d. Incorrect. Read the material under ‘Marketing orientations’.

e. Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Analytical; Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“mc”>

44. According to the marketing concept, an organisation should try:

a. to consider short-run objectives and cash flow needs before developing new products.

b. to define its business as ‘making a product’.

c. to provide products that satisfy customers’ needs and allow the organisation to achieve its goals.

d. to put most of its emphasis on marketing activities and be less concerned with finance, accounting and personnel.

e. to view selling activities as the major means of increasing profits.

Analysis:

a. Incorrect. Read the material under ‘Marketing orientations’.

b. Incorrect. Read the material under ‘Marketing orientations’.

c. Correct.

d. Incorrect. Read the material under ‘Marketing orientations’.

e. Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“mc”>

45. The marketing concept focuses on:

a. achieving the goals of top executives.

b. creating maximum visibility for the firm.

c. maximising sales.

d. maximising market share.

e. customer analysis, competitor analysis and integration of the company’s resources to provide customer value and to make the organisation more valuable for its owners and other stakeholders.

Analysis:

a. Incorrect. Read the material under ‘Marketing orientations’.

b. Incorrect. Read the material under ‘Marketing orientations’.

c. Incorrect. Read the material under ‘Marketing orientations’.

d. Incorrect. Read the material under ‘Marketing orientations’.

e. Correct.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“mc”>

46. The marketing concept is a philosophy that states that an organisation should try to satisfy customers’ needs and:

a. increase market share.

b. increase sales.

c. achieve the organisation’s goals.

d. produce high-quality products.

e. coordinate its activities to increase production.

Analysis:

a. Incorrect. Read the material under ‘Marketing orientations’.

b. Incorrect. Read the material under ‘Marketing orientations’.

c. Correct.

d. Incorrect. Read the material under ‘Marketing orientations’.

e. Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“mc”>

47. When Campbell’s introduced a line of low-sodium soups in response to customer demand, it was following which of the following philosophies?

a. Selling concept

b. Production concept

c. Customer concept

d. Marketing concept

e. Retailing concept

Analysis:

a. Incorrect. Read the material under ‘Marketing orientations’.

b. Incorrect. Read the material under ‘Marketing orientations’.

c. Incorrect. Read the material under ‘Marketing orientations’.

d. Correct.

e. Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes: Analytical; Reflective thinking

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: AP

</metadata>

<question type=“mc”>

48. The evolution of the marketing concept has moved from a production orientation in the late 1800s and early 1900s to a(n) \_\_\_\_\_\_\_\_\_\_ orientation today.

a. sales

b. market

c. customer

d. relationship

e. economic

Analysis:

a. Incorrect. Read the material under ‘Marketing orientations’.

b. Correct.

c. Incorrect. Read the material under ‘Marketing orientations’.

d. Incorrect. Read the material under ‘Marketing orientations’.

e. Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Analytical

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: AP

</metadata>

<question type=“mc”>

49. The marketing concept is:

a. a managerial philosophy.

b. synonymous with exchange.

c. a component of the marketing mix.

d. a function of the marketing environment.

e. focused solely on satisfying customer objectives.

Analysis:

a. Correct.

b. Incorrect. Read the material under ‘Marketing orientations’.

c. Incorrect. Read the material under ‘Marketing orientations’.

d. Incorrect. Read the material under ‘Marketing orientations’.

e. Incorrect. Read the material under ‘Marketing orientations’.

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AACSB Outcomes: Communication

Difficulty: D

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“mc”>

50. The marketing concept is not a second definition of marketing; it is a marketing philosophy guiding:

a. marketing activities.

b. an organisation’s overall activities.

c. the efforts of sales personnel.

d. customer relations.

e. only business organisations.

Analysis:

a. Incorrect. Read the material under ‘Marketing orientations’.

b. Correct.

c. Incorrect. Read the material under ‘Marketing orientations.

d. Incorrect. Read the material under ‘Marketing orientations’.

e. Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Reflective thinking

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: CH

</metadata>

<question type=“mc”>

51. As the Industrial Revolution came during the second half of the nineteenth century, firms operated in a(n) \_\_\_\_\_\_\_\_\_\_ orientation.

a. marketing

b. societal

c. sales

d. evolutionary

e. production

Analysis:

a. Incorrect. Read the material under ‘Marketing orientations’.

b. Incorrect. Read the material under ‘Marketing orientations’.

c. Incorrect. Read the material under ‘Marketing orientations’.

d. Incorrect. Read the material under ‘Marketing orientations’.

e. Correct.

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“mc”>

52. Businesspeople who believe that personal selling, advertising and distribution are the most important marketing activities are operating in a(n) \_\_\_\_\_\_\_\_\_\_ orientation.

a. marketing

b. societal

c. sales

d. evolutionary

e. production

Analysis:

a. Incorrect. Read the material under ‘The sales orientation’.

b. Incorrect. Read the material under ‘The sales orientation’.

c. Correct.

d. Incorrect. Read the material under ‘The sales orientation’.

e. Incorrect. Read the material under ‘The sales orientation’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“mc”>

53. The hard-sell days of the 1950s saw ‘vacuum cleaner salesmen’ arriving at front doors with a charming smile and a product demonstration that would ‘make life easier’ for housewives. Which orientation were they following?

a. Production

b. Sales

c. Marketing

d. Customer

e. Societal

Analysis:

a. Incorrect. Read the material under ‘The sales orientation’.

b. Correct.

c. Incorrect. Read the material under ‘The sales orientation’.

d. Incorrect. Read the material under ‘The sales orientation’.

e. Incorrect. Read the material under ‘The sales orientation’.

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AACSB Outcomes:Analytical

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: AP

</metadata>

<question type=“mc”>

54. Amazon, the online provider of books, music, movies, toys and many other products, follows buyers’ purchases and recommends related topics. The firm is exhibiting characteristics associated with the \_\_\_\_\_\_\_\_ orientation.

a. production

b. sales

c. marketing

d. social

e. development

Analysis:

a. Incorrect. Read the material under ‘Marketing orientations’.

b. Incorrect. Read the material under ‘Marketing orientations’.

c. Correct.

d. Incorrect. Read the material under ‘Marketing orientations’.

e. Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Analytical

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: AP

</metadata>

<question type=“mc”>

55. A marketing orientation is an organisation-wide effort that includes all of the following activities *except:*

a. researching customers’ needs.

b. focusing on the marketing department only.

c. generating marketing intelligence for use in the organisation.

d. being responsive to customers’ ever-changing wants and needs.

e. disseminating marketing intelligence across departments within the organisation.

Analysis:

a. Incorrect. Read the material under ‘Marketing orientations’.

b. Correct.

c. Incorrect. Read the material under ‘Marketing orientations’.

d. Incorrect. Read the material under ‘Marketing orientations’.

e. Incorrect. Read the material under Marketing orientations’.

<metadata>

AACSB Outcomes:Communication; Reflective thinking

Difficulty: D

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: CH

</metadata>

<question type=“mc”>

56. A mid-level manager has tried for years to get his company to adopt a marketing orientation. Although many in the company are receptive to his ideas, it is unlikely that the company will ever truly become marketing-oriented without:

a. the support of competitors.

b. changes in government regulations.

c. increases in tariffs on foreign products.

d. the support of executives, managers, and customers.

e. the consent of assembly-line workers.

Analysis:

a. Incorrect. Read the material under ‘Marketing orientations’.

b. Incorrect. Read the material under ‘Marketing orientations’.

c. Incorrect. Read the material under ‘Marketing orientations’.

d. Correct.

e. Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Analytical

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: AP

</metadata>

<question type=“mc”>

57. At the most basic level, profits can be obtained through relationships in the following ways, *except* by:

a. acquiring new customers.

b. enhancing the profitability of existing customers.

c. continually selling to only old customers and markets.

d. extending the duration of customer relationships.

Analysis:

a. Incorrect. Read the material under ‘Marketing creates value’.

b. Incorrect. Read the material under ‘Marketing creates value’.

c. Correct.

d. Incorrect. Read the material under ‘Marketing creates value’.

<metadata>

AACSB Outcomes:Analytical; Reflective thinking

Difficulty: M

LO: 3

Learning Objective Narrative: Describe how marketing creates value.

A-head: Marketing creates value

Bloom's: KN

</metadata>

<question type=“mc”>

58. As a concept, customer relationship management begins its focus on customers with:

a. information.

b. product.

c. distribution.

d. communication.

e. price.

Analysis:

a. Correct.

b. Incorrect. Read the material under ‘Marketing creates value’.

c. Incorrect. Read the material under ‘Marketing creates value’.

d. Incorrect. Read the material under ‘Marketing creates value’.

e. Incorrect. Read the material under ‘Marketing creates value’.

<metadata>

AACSB Outcomes:Technology

Difficulty: M

LO: 3

Learning Objective Narrative: Describe how marketing creates value.

A-head: Marketing creates value

Bloom's: KN

</metadata>

<question type=“mc”>

59. Customer relationship management focuses on using \_\_\_\_\_\_\_\_\_\_ about customers to create marketing strategies.

a. internal communications

b. information

c. purchasing power insights

d. marketing mix knowledge

e. implementation knowledge

Analysis:

a. Incorrect. Read the material under ‘Marketing creates value’.

b. Correct.

c. Incorrect. Read the material under ‘Marketing creates value’.

d. Incorrect. Read the material under ‘Marketing creates value’.

e. Incorrect. Read the material under ‘Marketing creates value’.

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 3

Learning Objective Narrative: Describe how marketing creates value.

A-head: Marketing creates value

Bloom's: KN

</metadata>

<question type=“mc”>

60. \_\_\_\_\_\_\_\_\_\_ is a customer’s subjective assessment of benefits relative to costs in determining the worth of a product.

a. Marketing orientation

b. Monetary price

c. Product assessment

d. Price assessment

e. Value

Analysis:

a. Incorrect. Read the material under ‘Marketing creates value’.

b. Incorrect. Read the material under ‘Marketing creates value’.

c. Incorrect. Read the material under ‘Marketing creates value’.

d. Incorrect. Read the material under ‘Marketing creates value’.

e. Correct.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 3

Learning Objective Narrative: Describe how marketing creates value.

A-head: Marketing creates value

Bloom's: KN

</metadata>

<question type=“mc”>

61. Customer benefits include \_\_\_\_\_\_\_\_\_\_ a buyer receives in an exchange.

a. the product

b. the service

c. the value

d. anything

Analysis:

a. Incorrect. Read the material under ‘Marketing creates value’.

b. Incorrect. Read the material under ‘Marketing creates value’.

c. Incorrect. Read the material under ‘Marketing creates value’.

d. Correct.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 3

Learning Objective Narrative: Describe how marketing creates value.

A-head: Marketing creates value

Bloom's: KN

</metadata>

<question type=“mc”>

62. Customer costs include anything the buyer must give up to obtain the benefits the product provides. The most obvious customer cost is:

a. risk.

b. time.

c. monetary price.

d. effort.

e. availability.

Analysis:

a. Incorrect. Read the material under ‘Marketing creates value’.

b. Incorrect. Read the material under ‘Marketing creates value’.

c. Correct.

d. Incorrect. Read the material under ‘Marketing creates value’.

e. Incorrect. Read the material under ‘Marketing creates value’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 3

Learning Objective Narrative: Describe how marketing creates value.

A-head: Marketing creates value

Bloom's: KN

</metadata>

<question type=“mc”>

63. Which of the following would *not* be a customer cost considered in determining product value?

a. A product’s purchase price

b. Time spent purchasing the product

c. Effort spent purchasing the product

d. Benefits received in the exchange for the products

e. Risk of purchasing the product

Analysis:

a. Incorrect. Read the material under ‘Marketing creates value’.

b. Incorrect. Read the material under ‘Marketing creates value’.

c. Incorrect. Read the material under ‘Marketing creates value’.

d. Correct.

e. Incorrect. Read the material under ‘Marketing creates value’.

<metadata>

AACSB Outcomes:Reflective thinking

Difficulty: M

LO: 3

Learning Objective Narrative: Describe how marketing creates value.

A-head: Marketing creates value

Bloom's: CH

</metadata>

<question type=“mc”>

64. What type of guarantee do many eBay-based businesses use to reduce the risk involved in ordering merchandise sight unseen?

a. Photographs

b. Customer satisfaction ratings

c. Email contacts

d. 100 per cent satisfaction guarantee

e. Monetary price

Analysis:

a. Incorrect. Read the material under ‘Marketing creates value’.

b. Incorrect. Read the material under ‘Marketing creates value’.

c. Incorrect. Read the material under ‘Marketing creates value’.

d. Correct.

e. Incorrect. Read the material under ‘Marketing creates value’.

<metadata>

AACSB Outcomes:Analytical; Reflective thinking

Difficulty: M

LO: 3

Learning Objective Narrative: Describe how marketing creates value.

A-head: Marketing creates value

Bloom's: AP

</metadata>

<question type=“mc”>

65. Which element of the marketing mix can be used to enhance perceptions of value through images?

a. Product

b. Price

c. Place

d. Promotion

e. People

Analysis:

a. Incorrect. Read the material under ‘Marketing creates value’.

b. Incorrect. Read the material under ‘Marketing creates value’.

c. Incorrect. Read the material under ‘Marketing creates value’.

d. Correct.

e. Incorrect. Read the material under ‘Marketing creates value’.

<metadata>

AACSB Outcomes:Analytical

Difficulty: M

LO: 3

Learning Objective Narrative: Describe how marketing creates value.

A-head: Marketing creates value

Bloom's: AP

</metadata>

<question type=“mc”>

66. Marketing management is defined as a process of:

a. maintaining an appropriate and efficient marketing mix for a target market.

b. establishing performance standards and evaluating actual performances against these standards.

c. providing products that satisfy customers’ needs through a coordinated set of activities.

d. facilitating satisfying exchanges between an organisation and its customers.

e. planning, organising, implementing and controlling marketing activities to facilitate exchanges effectively and efficiently.

Analysis:

a. Incorrect. Read the material under ‘The marketing management process’.

b. Incorrect. Read the material under ‘The marketing management process’.

c. Incorrect. Read the material under ‘The marketing management process’.

d. Incorrect. Read the material under ‘The marketing management process’.

e. Correct.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 6

Learning Objective Narrative: Define marketing management and explain the major marketing functions that are part of the marketing management process.

A-head: The marketing management process

Bloom's: KN

</metadata>

<question type=“mc”>

67. All of the following are marketing management tasks *except*:

a. planning.

b. implementing.

c. organising.

d. analysing target markets.

e. controlling.

Analysis:

a. Incorrect. Read the material under ‘The marketing management process’.

b. Incorrect. Read the material under ‘The marketing management process’.

c. Incorrect. Read the material under ‘The marketing management process’.

d. Correct.

e. Incorrect. Read the material under ‘The marketing management process’.

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 6

Learning Objective Narrative: Define marketing management and explain the major marketing functions that are part of the marketing management process.

A-head: The marketing management process

Bloom's: KN

</metadata>

<question type=“mc”>

68. A systematic process of assessing opportunities and resources, determining marketing objectives and developing a marketing strategy and plans for implementation and control describes which of marketing management activity?

a. Strategic planning

b. Marketing control

c. Implementation

d. Organising

e. Planning

Analysis:

a. Incorrect. Read the material under ‘The marketing management process’.

b. Incorrect. Read the material under ‘The marketing management process’.

c. Incorrect. Read the material under ‘The marketing management process’.

d. Incorrect. Read the material under ‘The marketing management process’.

e. Correct.

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 6

Learning Objective Narrative: Define marketing management and explain the major marketing functions that are part of the marketing management process.

A-head: The marketing management process

Bloom's: KN

</metadata>

<question type=“mc”>

69. \_\_\_\_\_\_\_\_\_\_ marketing plans hinges on coordination of marketing activities, motivation of marketing personnel and effective communication within the marketing unit.

a. Implementing

b. Designing

c. Organising

d. Creating

e. Strategically planning

Analysis:

a. Correct.

b. Incorrect. Read the material under ‘The marketing management process’.

c. Incorrect. Read the material under ‘The marketing management process’.

d. Incorrect. Read the material under ‘The marketing management process’.

e. Incorrect. Read the material under ‘The marketing management process’.

<metadata>

AACSB Outcomes:Communication; Analytical

Difficulty: M

LO: 6

Learning Objective Narrative: Define marketing management and explain the major marketing functions that are part of the marketing management process.

A-head: The marketing management process

Bloom's: KN

</metadata>

<question type=“mc”>

70. \_\_\_\_\_\_\_\_\_\_ is the process of establishing performance standards, comparing actual performance with established standards and reducing the difference between desired and actual performance.

a. Internal control analysis

b. Marketing control

c. Market flow regulation

d. Environmental market analysis

e. External analysis

Analysis:

a. Incorrect. Read the material under ‘The marketing management process’.

b. Correct.

c. Incorrect. Read the material under ‘The marketing management process’.

d. Incorrect. Read the material under ‘The marketing management process’.

e. Incorrect. Read the material under ‘The marketing management process’.

<metadata>

AACSB Outcomes:Communication; Analytical

Difficulty: M

LO: 6

Learning Objective Narrative: Define marketing management and explain the major marketing functions that are part of the marketing management process.

A-head: The marketing management process

Bloom's: KN

</metadata>

<question type=“mc”>

71. How does marketing fuel the global economy?

a. Profits are put towards developing new products and technologies.

b. Lack of profits results in lower standards of living.

c. There is a decrease in economic growth.

d. Only local acceptance of brands occurs.

e. No one buys local brands anymore.

Analysis:

a. Correct.

b. Incorrect. Read the material under ‘The broad role and importance of marketing in the economy’.

c. Incorrect. Read the material under ‘The broad role and importance of marketing in the economy’.

d. Incorrect. Read the material under ‘The broad role and importance of marketing in the economy’.

e. Incorrect. Read the material under ‘The broad role and importance of marketing in the economy’.

<metadata>

AACSB Outcomes:Analytical; Reflective thinking

Difficulty: M

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“mc”>

72. Marketing activities are:

a. used by organisations of all sizes, including non-profit organisations and government agencies.

b. limited to use by larger for-profit and non-profit organisations.

c. implemented only to increase profits for the organisation and to expand the scope of its customer base.

d. used by all types and sizes of businesses, except non-profit organisations.

e. used mostly by small businesses and small non-profit organisations.

Analysis:

a. Correct.

b. Incorrect. Read the material under ‘the broad role and importance of marketing in the economy’.

c. Incorrect. Read the material under ‘the broad role and importance of marketing in the economy’.

d. Incorrect. Read the material under ‘the broad role and importance of marketing in the economy’.

e. Incorrect. Read the material under ‘the broad role and importance of marketing in the economy’.

<metadata>

AACSB Outcomes: Communication

Difficulty: M

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“mc”>

73. Marketing activities:

a. are aimed at persuading customers through advertising.

b. involve mainly distribution and promotion decisions.

c. and selling activities are basically the same.

d. are important only when a firm is developing new products or entering new markets.

e. help sell an organisation’s products and generate financial resources for the firm.

Analysis:

a. Incorrect. Read the material under ‘The broad role and importance of marketing in the economy’.

b. Incorrect. Read the material under ‘The broad role and importance of marketing in the economy’.

c. Incorrect. Read the material under ‘The broad role and importance of marketing in the economy’.

d. Incorrect. Read the material under ‘The broad role and importance of marketing in the economy’.

e. Correct.

<metadata>

AACSB Outcomes:Communication; Analytical

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“mc”>

74. Green marketing is:

a. a strategic process involving stakeholder assessment to create meaningful long-term relationships with customers while maintaining, supporting and enhancing the natural environment.

b. when a company applies recycling principles in their production.

c. when a company only uses the Internet to advertise and has no paper-based activities.

d. when a company meets legislative requirements for waste management.

Analysis:

a. Correct.

b. Incorrect. Read the material under ‘Socially responsibility in marketing’.

c. Incorrect. Read the material under ‘Socially responsibility in marketing’.

d. Incorrect. Read the material under ‘Socially responsibility in marketing’.

e. Incorrect. Read the material under ‘Socially responsibility in marketing’.

<metadata>

AACSB Outcomes:Communication

Difficulty: D

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<narrative>

Use the following to answer questions 75–77:

Earth to Earth Cemetery offers a full-service funeral and burial that is non-toxic to the environment. All materials used in the burial are natural and will decompose with no negative impact. Earth to Earth’s service is relatively new in Australia, but services of this type are common in Great Britain. A typical burial in Earth to Earth’s cemetery includes a casket made from bamboo, wicker, paper or another natural material. There are no headstones of granite or concrete that will detract from the landscape, but trees and plants as ‘markers’ are allowed. The cost for a burial at Earth to Earth is approximately $3000, compared to about $6000 at most traditional cemeteries. Although business was slow at first, Earth to Earth is now experiencing an increase in the number of burials due to referrals and a newly developed website. The owners of Earth to Earth were previously in the cemetery business and are active conservationists. After conducting research and finding that there were natural burial sites in Great Britain, they wanted to provide an alternative to other environmentally conscious Australians like themselves.

</narrative>

<question type=“mc”>

75. Referrals and a new website have helped Earth to Earth’s business grow. These would come under which marketing mix variable?

a. Product

b. Price

c. Distribution

d. Promotion

e. Promotion and distribution

Analysis:

a. Incorrect. Read the material under ‘Promotion’.

b. Incorrect. Read the material under ‘Promotion’.

c. Incorrect. Read the material under ‘Promotion’.

d. Correct.

e. Incorrect. Read the material under ‘Promotion’.

<metadata>

AACSB Outcomes: Reflective thinking; Product; Price; Promotion; Distribution

Difficulty: M

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: Strategic variables of marketing – the extended marketing mix

Bloom's: AP

</metadata>

<question type=“mc”>

76. Earth to Earth’s main competitive advantage over traditional cemeteries comes from its attention to which element in the marketing mix?

a. Product

b. Price

c. Promotion

d. Distribution

e. Marketing research

Analysis:

a. Incorrect. Read the material under ‘Price’.

b. Correct.

c. Incorrect. Read the material under ‘Price’.

d. Incorrect. Read the material under ‘Price’.

e. Incorrect. Read the material under ‘Price’.

<metadata>

AACSB Outcomes:Reflective thinking; Strategy

Difficulty: M

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: Strategic variables of marketing – the extended marketing mix

Bloom's: AP

</metadata>

<question type=“mc”>

77. The owners of Earth to Earth Cemetery are apparently operating under which orientation?

a. Sales orientation

b. Market orientation

c. Production orientation

d. Business orientation

e. Profit orientation

Analysis:

a. Incorrect. Read the material under ‘Market orientations’.

b. Correct.

c. Incorrect. Read the material under ‘Market orientations’.

d. Incorrect. Read the material under ‘Market orientations’.

e. Incorrect. Read the material under ‘Market orientations’.

<metadata>

AACSB Outcomes:Reflective thinking; Strategy

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: AP

</metadata>

<narrative>

Use the following to answer questions 78–81:

Best Friends Hotel is a full-service pet salon and boarding kennel. Best Friends has an interactive website where customers can directly book a grooming appointment, obedience class or overnight accommodations for their dog or cat. Best Friends has several unexpected services, such as a 55-square metre swimming pool, complete with slide and dog-friendly graduated steps to help them exit the pool. Customers can also drop off their dog or cat each morning for pet day care. Best Friends has a pick-up and delivery service, webcams in every kennel so that pet families can view their pets while away, and pet furniture so that the cats and dogs can lie on sofas just like at home. Best Friends is also open 24 hours a day, 365 days each year so that customers can pick up their pet at any time.

The director of marketing at Best Friends suggested talking to pet owners about what type of services they would like to have available. These discussions led to the pet day care and round-the-clock hours of operation. Previously, Best Friends was more interested in competing based on its prices.

</narrative>

<question type=“mc”>

78. Best Friends’ target market is *most likely* to be which of the following?

a. The dogs and cats that stay there

b. Pet owners who go on vacation frequently

c. Families with small children and several pets

d. Suburban families with two-income households

e. Urban professionals who travel often

Analysis:

a. Incorrect. Read the material under ‘Customers and marketing’.

b. Incorrect. Read the material under ‘Customers and marketing’.

c. Incorrect. Read the material under ‘Customers and marketing’.

d. Incorrect. Read the material under ‘Customers and marketing’.

e. Correct.

<metadata>

AACSB Outcomes:Reflective thinking; Marketing plan

Difficulty: M

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: AP

</metadata>

<question type=“mc”>

79. The fact that Best Friends is open 24 hours each day is part of which marketing mix variable?

a. Product

b. Price

c. Promotion

d. Distribution

e. Environment

Analysis:

a. Incorrect. Read the material under ‘Place (distribution)’.

b. Incorrect. Read the material under ‘Place (distribution)’.

c. Incorrect. Read the material under ‘Place (distribution)’.

d. Correct.

e. Incorrect. Read the material under ‘Place (distribution)’.

<metadata>

AACSB Outcomes:Reflective thinking; Product; Price; Promotion; Distribution

Difficulty: M

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: Strategic variables of marketing – the expanded marketing mix

Bloom's: AP

</metadata>

<question type=“mc”>

80. If Best Friends employs the philosophy of building a relationship with its dog and cat customers, and their owners, it will be implementing the:

a. marketing concept.

b. production concept.

c. sales concept.

d. marketing mix.

e. marketing environment.

Analysis:

a. Correct.

b. Incorrect. Read the material under ‘Understanding the marketing concept’.

c. Incorrect. Read the material under ‘Understanding the marketing concept’.

d. Incorrect. Read the material under ‘Understanding the marketing concept’.

e. Incorrect. Read the material under ‘Understanding the marketing concept’.

<metadata>

AACSB Outcomes:Analytical; Reflective thinking

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: AP

</metadata>

<question type=“mc”>

81. Previously, Best Friends was *most likely* using which type of orientation?

a. Marketing

b. Customer

c. Sales

d. Production

e. Service

Analysis:

a. Incorrect. Read the material under ‘The sales orientation’.

b. Incorrect. Read the material under ‘The sales orientation’.

c. Correct.

d. Incorrect. Read the material under ‘The sales orientation’.

e. Incorrect. Read the material under ‘The sales orientation’.

<metadata>

AACSB Outcomes:Analytical; Strategy

Difficulty: M

LO: 5

Learning Objective Narrative:

Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: AP

</metadata>

<question type=“true-false”>

82. Marketing consists primarily of selling and advertising.

T

Incorrect. Read the material under ‘What is marketing?’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“true-false”>

83. The broadest and simplest definition of marketing states that it is the development and efficient distribution of products for consumer segments.

T

Incorrect. Read the material under ‘What is marketing?’.

F

Correct

<metadata>

AACSB Outcomes: Communication

Difficulty: M

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“true-false”>

84. Customers are the focal point of all marketing activities.

T

Correct

F

Incorrect. Read the material under ‘Customers and marketing’.

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“true-false”>

85. A family that organises and advertises a garage sale is performing marketing activities.

T

Correct

F

Incorrect. Read the material under ‘What is marketing?’.

<metadata>

AACSB Outcomes:Analytical

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“true-false”>

86. A target market is a specific group of customers on whom an organisation focuses its marketing efforts.

T

Correct

F

Incorrect. Read the material under ‘Customers and marketing’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“true-false”>

87. A target market can only be defined by demographics.

T

Incorrect. Read the material under ‘Customers and marketing’.

F

Correct

<metadata>

AACSB Outcomes: Analytical

Difficulty: M

LO: 1

Learning Objective Narrative:

Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“true-false”>

88. The marketing mix consists of three major variables: product, price and distribution.

T

Incorrect. Read the material under ‘Strategic variables of marketing – the expanded marketing mix’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: Strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“true-false”>

89. In marketing, a product can be a good or a service but not an idea.

T

Incorrect. Read the material under ‘Product’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: Strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“true-false”>

90. Marketing efforts do not involve the design and development of products.

T

Incorrect. Read the material under ‘The strategic variables of marketing – the expanded marketing mix’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“true-false”>

91. Services can be goods or ideas.

T

Incorrect. Read the material under ‘Product’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“true-false”>

92. Services are provided by applying human and mechanical efforts to people or objects.

T

Correct

F

Incorrect. Read the material under ‘Product’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“true-false”>

93. The distribution variable in a marketing mix is directed towards making products available in the quantities desired to as many target market customers as possible and keeping the total inventory, transportation and storage costs as low as possible.

T

Correct

F

Incorrect. Read the material under ‘Place (distribution)’.

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 2

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: CH

</metadata>

<question type=“true-false”>

94. The only reason that customers are interested in the price of a product is that they want to get the cheapest price possible.

T

Incorrect. Read the material under ‘Price’.

F

Correct

<metadata>

AACSB Outcomes: Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Describe the strategic variables of the marketing mix and the expanded marketing mix.

A-head: The strategic variables of marketing – the expanded marketing mix

Bloom's: KN

</metadata>

<question type=“true-false”>

95. The outcomes of a marketer’s decisions and actions may be affected by the variables in the marketing environment.

T

Correct

F

Incorrect. Read the material under ‘Marketing in a dynamic environment’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 4

Learning Objective Narrative: Describe the dynamic environmental factors that impact on marketing activities.

A-head: Marketing in a dynamic environment

Bloom's: KN

</metadata>

<question type=“true-false”>

96. Changes in the marketing environment always hurt marketing efforts.

T

Incorrect. Read the material under ‘Marketing in a dynamic environment’.

F

Correct

<metadata>

AACSB Outcomes:Analytical

Difficulty: M

LO: 4

Learning Objective Narrative: Describe the dynamic environmental factors that impact on marketing activities.

A-head: Marketing in a dynamic environment

Bloom's: KN

</metadata>

<question type=“true-false”>

97. The marketing environment is a set of static, unchanging surroundings.

T

Incorrect. Read the material under ‘Marketing in a dynamic environment’.

F

Correct

<metadata>

AACSB Outcomes: Communication

Difficulty: M

LO: 4

Learning Objective Narrative: Describe the dynamic environmental factors that impact on marketing activities.

A-head: Marketing in a dynamic environment

Bloom's: KN

</metadata>

<question type=“true-false”>

98. The marketing concept stresses that a business organisation can best achieve its goal by providing customer satisfaction through coordinated activities.

T

Correct

F

Incorrect. Read the material under ‘Marketing concept and market orientations’.

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

99. Achievement of the firm’s overall goals is part of the marketing concept.

T

Correct

F

Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

100. The marketing concept is a philosophy that an organisation should employ to satisfy customers’ needs while achieving the overall goals of the organisation.

T

Correct

F

Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

101. The marketing concept is a philanthropic philosophy aimed at helping customers at the expense of the business organisation.

T

Incorrect. Read the material under ‘Marketing orientations’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

102. The marketing concept is a management philosophy, not a second definition of marketing.

T

Correct

F

Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

103. The marketing concept deals only with marketing activities.

T

Incorrect. Read the material under ‘Marketing orientations’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

104. Profit, even at the expense of customer satisfaction, is the major thrust of the marketing concept.

T

Incorrect. Read the material under ‘Marketing orientations’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

105. The marketing concept directly affects marketing activities and should have a negligible impact on other organisational activities.

T

Incorrect. Read the material under ‘Marketing orientations’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

106. The marketing concept stresses that an organisation can best achieve its objectives by being customer-oriented.

T

Correct

F

Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

107. The marketing concept evolved from three preceding eras: the production orientation era, the marketing orientation era and the industrial orientation era.

T

Incorrect. Read the material under ‘Marketing orientations’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

108. During the marketing orientation era, businesspeople realised that if they could produce products efficiently, customers would buy them.

T

Incorrect. Read the material under ‘The production orientation’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

109. During the marketing orientation era, businesspeople realised that products, which by this time could be made relatively efficiently, would have to be promoted through much personal selling and advertising.

T

Incorrect. Read the material under ‘The sales orientation’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

110. A marketing orientation requires the organisation-wide generation of market intelligence pertaining to current and future customer needs, dissemination of the intelligence across departments, and organisation-wide responsiveness to it.

T

Correct

F

Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

111. To implement the marketing concept, an organisation must first establish an information system to discover customers’ real needs and then use the information to create products to satisfy those needs.

T

Correct

F

Incorrect. Read the material under ‘Marketing orientations’.

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 5

Learning Objective Narrative: Understand and explain the marketing concept and different marketing orientations within firms.

A-head: Marketing orientations

Bloom's: KN

</metadata>

<question type=“true-false”>

112. The process people use to determine the value of a product is not highly scientific.

T

Correct

F

Incorrect. Read the material under ‘Marketing creates value’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 3

Learning Objective Narrative: Describe how marketing creates value.

A-head: Marketing creates value

Bloom's: KN

</metadata>

<question type=“true-false”>

113. Marketing management is the process of planning, organising, implementing and controlling marketing activities to facilitate and expedite exchanges effectively and efficiently.

T

Correct

F

Incorrect. Read the material under ‘The marketing management process’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 6

Learning Objective Narrative: Define marketing management and explain the major marketing functions that are part of the marketing management process.

A-head: The marketing management process

Bloom's: KN

</metadata>

<question type=“true-false”>

114. In marketing management, planning is a systematic process of assessing opportunities and resources, determining marketing objectives and developing a marketing strategy and plans for implementation and control.

T

Correct

F

Incorrect. Read the material under ‘The marketing management process’.

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 6

Learning Objective Narrative: Define marketing management and explain the major marketing functions that are part of the marketing management process.

A-head: The marketing management process

Bloom's: KN

</metadata>

<question type=“true-false”>

115. Organising marketing activities hinges on coordination of marketing activities, motivation of marketing personnel and effective communication within the unit.

T

Incorrect. Read the material under ‘The marketing management process’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 6

Learning Objective Narrative: Define marketing management and explain the major marketing functions that are part of the marketing management process.

A-head: The marketing management process

Bloom's: KN

</metadata>

<question type=“true-false”>

116. In the private sector, non-profit organisations also use marketing activities to create, price, distribute and promote programs that benefit particular segments of society.

T

Correct

F

Incorrect. Read the material under ‘The broad role and importance of marketing in the economy’.

<metadata>

AACSB Outcomes:Communication

Difficulty: E

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>

<question type=“true-false”>

117. In the area of the natural environment, companies are increasingly embracing the notion of green marketing.

T

Incorrect. Read the material under ‘Socially responsibility in marketing’.

F

Correct

<metadata>

AACSB Outcomes:Communication

Difficulty: M

LO: 1

Learning Objective Narrative: Define marketing and understand the role of marketing in different types of organisations and the broad role of marketing in the economy.

A-head: What is marketing?

Bloom's: KN

</metadata>