

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) _____ activities include those the company undertakes to make the product accessible and available to target customers. 1) _____
- A) new-product development
 - B) channel
 - C) consumer behavior
 - D) market segmentation
 - E) marketing research

Answer: B

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 2) A marketplace is physical, as when you shop in a store. 2) _____

Answer: True ☒ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 3) The _____ process consists of analyzing marketing opportunities, selecting target markets, designing marketing strategies, developing marketing programs, and managing the marketing effort. 3) _____
- A) opportunity analysis
 - B) marketing planning
 - C) market research
 - D) strategic planning
 - E) share of customer

Answer: B

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 4) "Al-baraka bil-shabab" ("youth is a blessing") is an example of marketing an experience to an interested audience. 4) _____

Answer: True ☒ False

Diff: 0 Type: TF

- 5) In most Arab countries, the social role of marketing is much appreciated, since it is closely affiliated with the individualistic societies represented in the Arab world. 5) _____

Answer: True ☒ False

Diff: 0 Type: TF

- 6) Industry boundaries are blurring at an incredible rate as companies are recognizing that new opportunities lie at the intersection of two or more industries. 6) _____

Answer: ☒ True False

Diff: 0 Type: TF

7) Regulation of industries has created greater competition and growth opportunities because the playing field has been leveled. 7) _____

Answer: True ☒ False

Diff: 0 Type: TF

8) The main actors in the task environment are the components of demographics, economics, physical setting, technology, the political-legal system, and the social-cultural arena. 8) _____

Answer: True ☒ False

Diff: 0 Type: TF

9) Companies selling goods and services in the global marketplace have the advantage of being able to sell the goods and services in almost the same way as they do in their domestic market. 9) _____

Answer: True ☒ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

10) When online dot-coms, such as eBay and Amazon.com cut out the majority of middlemen that normally would participate in the exchange process, they were advocating _____. 10) _____

- A) supply chain conglomeration
- B) reintermediation
- C) every-day-low prices
- D) disintermediation
- E) category killers

Answer: D

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

11) Consumers often have many needs that are not readily obvious. Just observing their behavior inside a retail store is not enough to get a true feel for their "needs." List and briefly describe the five types of needs that most consumers have.

Answer: The various consumer needs are: (1) stated needs—what the consumer says he or she wants—a car, (2) real needs—the customer wants a car whose operating costs, not its initial price, is low, (3) unstated needs—the customer expects good service and honesty from the dealer, (4) delight needs—the customer would like a DVD player set-up thrown in to guarantee a quick signing of the purchase agreement, and (5) secret needs—inner fantasies such as gaining prestige with friends.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

12) When Junaid purchases his air-conditioning unit in the winter to avoid the high prices found in the summer, he is exhibiting _____ demand. 12) _____

- A) declining
- B) irregular
- C) impulse
- D) negative
- E) latent

Answer: B

Diff: 0 Type: MC

- 13) The _____ is a long channel stretching from raw materials to components to final products that are carried to final buyers. 13) _____
- A) supply chain
 - B) marketing channel
 - C) distribution channel
 - D) communication channel
 - E) service channel

Answer: A

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 14) Marketing people are involved in marketing 10 types of entities. List and briefly characterize those entities.

Answer: The types of entities that marketing people are involved in marketing are (1) goods–physical goods, (2) services–hotels and car rental, (3) events–time-based events such as trade shows, (4) experiences–Walt Disney's Magic Kingdom, (5) persons–celebrity marketing, (6) places–cities, states, regions, religious sites, (7) properties–intangible rights of ownership of either real property or financial property, (8) organizations–corporate identity, (9) information–information produced and marketed as a product, and (10) ideas–marketing the basic idea of a market offering.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 15) Value reflects _____. 15) _____
- A) the sum of the perceived tangible and intangible benefits and costs to customers
 - B) the price consumers are charged for a product
 - C) the degree to which consumer demand for the product is positive
 - D) the cost of manufacturing a product
 - E) all of the above

Answer: A

Diff: 0 Type: MC

- 16) Companies selling mass consumer goods and services such as refreshments (Pepsi or Pampa), tea (Lipton or El-Arousa), chocolate (KitKat or Katakita) cosmetics (L'Oreal or Dali), and air travel (Air France or Qatar Airways) spend a great deal of time trying to establish a superior _____. 16) _____
- A) consumer markets
 - B) nonprofit and governmental markets
 - C) service markets
 - D) global markets
 - E) business markets

Answer: A

Diff: 0 Type: MC

- 17) Under which of the following company orientations toward the marketplace would we expect to find the "better-mousetrap" fallacy? 17) _____
- A) Production concept
 - B) Holistic marketing concept.
 - C) Marketing concept
 - D) Product concept
 - E) Selling concept

Answer: D

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 18) Relationship marketing aims to build mutually satisfying long-term relationships with key parties. 18) _____

Answer: ☒ True ☐ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 19) When a customer has a(n) _____ need, the customer might expect something like admiration from friends because he or she has purchased something that might indicate a certain market savvy. 19) _____
- A) real
 - B) unstated
 - C) secret
 - D) stated
 - E) delight

Answer: C

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 20) Value marketing is the "art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value." 20) _____

Answer: ☐ True ☒ False

Diff: 0 Type: TF

- 21) Unwholesome demand occurs when consumers' purchases vary on a seasonal, monthly, weekly, daily, or even hourly basis. 21) _____

Answer: ☐ True ☒ False

Diff: 0 Type: TF

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 22) Lakia Alasfoor has been given the task of developing the product portion of her company's marketing mix. List the components that will likely be included in this element of the marketing mix.

Answer: Product variety, quality, design, features, brand names, packaging, sizes, services, warranties, and returns are the key elements of the product portion of the marketing mix. To see a more complete diagram of the four Ps process, see Figure 1.5.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 23) The _____ includes the actors involved in producing, distributing, and promoting the offering. 23) _____
The main actors are the company, suppliers, distributors, dealers, and the target customers.
A) management environment
B) strategic environment
C) task environment
D) tactical environment
E) operations environment
Answer: C
Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 24) The overabundance of information available on the internet has made it more difficult for consumers to compare product features and prices. 24) _____
Answer: True ☒ False
Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 25) _____ goods constitute the bulk of most countries' production and marketing efforts. 25) _____
A) durable B) event C) service D) impulse E) physical
Answer: E
Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 26) The selling concept holds that consumers will favor those products that offer the most quality, performance, or innovative features. 26) _____
Answer: True ☒ False
Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 27) International as well as Arab companies have to keep several factors in mind when targeting the Arab audience, that include _____. 27) _____
A) religion
B) politics
C) values
D) language and reading from left to right
E) all of the above
Answer: E
Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 28) The societal marketing concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being. 28) _____

Answer: ☒ True ☐ False

Diff: 0 Type: TF

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 29) Ahmed Jrrar has decided to build his manufacturing business (lawn mowers) around the production concept. If this approach is taken, what will be Mr. Jrrar's primary areas of concentration as he builds his business?

Answer: This orientation holds that consumers will prefer products that are widely available and inexpensive. Managers of production-oriented businesses concentrate on high production efficiency, low costs, and mass distribution. This approach is also used when a company wants to expand the market. Students may use these facts as they design their answer.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 30) Companies that practice _____ are implementing a total market orientation and are likely to be the most successful. 30) _____

- A) consolidation and acquisition
- B) reactive market orientation
- C) "invent and market"
- D) proactive marketing orientation
- E) both reactive and proactive marketing orientation

Answer: E

Diff: 0 Type: MC

- 31) At the heart of any marketing program is the _____—the firm's tangible offering to the market. 31) _____

- A) sales support team
- B) service offer
- C) auxiliary offer
- D) product
- E) packaging

Answer: D

Diff: 0 Type: MC

- 32) In _____, consumers dislike the product and may even pay a price to avoid it. 32) _____

- A) negative demand
- B) nonexistent demand
- C) declining demand
- D) overfull demand
- E) irregular demand

Answer: A

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 33) The customer value triad consists of a combination of quality, service, and price.

33) _____

Answer: ☒ True False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 34) In which of the following dimensions of holistic marketing might we find an emphasis on communications, products and services, and channels?

34) _____

- A) Global marketing
- B) Integrated marketing
- C) Relationship marketing
- D) Internal marketing
- E) Socially responsible marketing

Answer: B

Diff: 0 Type: MC

- 35) Holistic marketing incorporates _____, an understanding of broader concerns in the ethical, environmental, legal, and social context of marketing activities.

35) _____

- A) social responsibility marketing
- B) direct-sales policies
- C) cultural marketing
- D) safe product design
- E) cross-functional teams

Answer: A

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 36) The marketplace isn't what it used to be. List and briefly discuss what new behaviors, new opportunities, and new challenges await the marketer in the 21st century.

Answer: Responses to this question should include: (1) network information technology, (2) globalization, (3) deregulation, (4) privatization, (5) customer resistance, (6) heightened competition, (7) industry convergence, (8) retail transformation, and (9) disintermediation.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 37) _____ are basic human requirements; _____ are the ways in which we satisfy those requirements, and they are shaped by our society.

37) _____

- A) Demands; wants
- B) Needs; demands
- C) Demands; needs
- D) Wants; needs
- E) Needs; wants

Answer: E

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 38) Performance marketing involves examining the marketing scorecard and interpret what is happening to market share, customer loss rate, customer satisfaction, product quality, and other measures. 38) _____

Answer:  True False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 39) Rising promotion costs and shrinking profit margins are the result of _____. 39) _____
A) changing technology
B) globalization
C) privatization
D) heightened competition
E) deregulation

Answer: D

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 40) What would be a good social definition of marketing?

Answer: Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 41) One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being _____. 41) _____
A) promotion, place, positioning, and price
B) product, price, promotion, and place
C) product, production, price, and place
D) place, promotion, production, and positioning
E) product, positioning, place, and price

Answer: B

Diff: 0 Type: MC

- 42) _____ actively work to build a strong, favorable, and unique image in the minds of their target publics. 42) _____
A) Shopping goods
B) Information
C) Durable goods
D) Organizations
E) Properties

Answer: D

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 43) Cause-related marketing is marketing that links a firm's contributions to a designated cause to customers' direct or indirect engagement in revenue-producing transactions with the firm. 43) _____

Answer: ☒ True ☐ False
Diff: 0 Type: TF

- 44) International companies are not adjusting their marketing strategies to fit the Arab world environment. 44) _____

Answer: ☐ True ☒ False
Diff: 0 Type: TF

- 45) Demands are wants for specific products backed by an ability to pay. 45) _____

Answer: ☒ True ☐ False
Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 46) Dalia hates smoking and is willing to pay an extra tax just to help eliminate smoking in her city. She is exhibiting _____ with respect to smoking. 46) _____

- A) nonexistent demand
- B) negative demand
- C) unwholesome demand
- D) declining demand
- E) latent demand

Answer: B
Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 47) A distribution channel includes distributors, wholesalers, retailers, and agents that display, sell, or deliver the physical product or service(s) to the buyer or user. 47) _____

Answer: ☒ True ☐ False
Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 48) Jamilla is very upset that she can't get tickets to the new Nancy Ajram concert. "Why do they keep advertising the show if you can't get tickets?" wonders Jamilla. 48) _____

Which of the following demand states applies to Jamilla's situation?

- A) nonexistent demand
- B) full demand
- C) latent demand
- D) overfull demand
- E) unwholesome demand

Answer: D
Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 49) The ultimate outcome of relationship marketing is the building of a unique company asset called a marketing network. What would be the parts of a marketing network for a motorcycle company such as Harley-Davidson?

Answer: A marketing network consists of the company and its supporting stakeholders. These stakeholders (in Harley-Davidson's case) might be customers, employees, suppliers, distributors, retailers, repair services, ad agencies, lobby groups, and motorcycle support clubs. The operating principle is simple: Build an effective network of relationships with key stakeholders, and profits will follow.

Diff: 0 Type: ES

- 50) Define internal marketing and its role in the company. Outline how various departments within the company outside marketing can demonstrate a customer focus.

Answer: Internal marketing must take place on two levels. At one level, the various marketing functions must work together. At the second level, other departments must embrace marketing and "think customer." Students may use Box 1.2 to furnish various examples of customer-centric focus outside the marketing department.

Diff: 0 Type: ES

- 51) The internet has given today's companies a new set of capabilities. Among those capabilities is the ability to operate a new information channel. Describe how information can be used by the marketer in this new channel.

Answer: Companies can operate a powerful new information and sales channel, the internet, with augmented geographical reach to inform and promote their businesses and products worldwide. By establishing one or more websites, a company can list its products and services, its history, its business philosophy, its job opportunities, and other information of interest to visitors. For additional information, see chapter section.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 52) The _____ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being. 52) _____
- A) customer-centered business
 - B) ethically responsible marketing manager
 - C) focused business model
 - D) production-centered business
 - E) societal marketing concept

Answer: E

Diff: 0 Type: MC

- 53) The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products. 53) _____
- A) marketing
 - B) product
 - C) holistic marketing
 - D) production
 - E) selling

Answer: E

Diff: 0 Type: MC

- 54) As economies advance, a growing proportion of their activities focuses on the production of _____ 54) _____
- A) services
 - B) products
 - C) experiences
 - D) places
 - E) events

Answer: A

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 55) Most marketers satisfy everyone in a market—that's how they stay in business. 55) _____

Answer: True ☒ False

Diff: 0 Type: TF

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 56) Carrefour knows that to reach its target markets three kinds of marketing channels may be used. What are these three marketing channels and how might Carrefour use each of them?

Answer: The three marketing channels are communication, distribution, and service channels. Carrefour could use advertising to communicate price specials to consumers (communication channel), use wholesalers to assemble merchandise assortments to be sold in the Carrefour stores (distribution channels), and use transportation companies (service channels) to extend Carrefour's global reach.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 57) The identification and profiling of distinct groups of buyers who might prefer or require varying product and service mixes is known as _____. 57) _____

- A) integration
- B) segmentation
- C) disintermediation
- D) targeting
- E) partner relationship management

Answer: B

Diff: 0 Type: MC

- 58) _____ is/are of special and unique importance in the Arab world. 58) _____

- A) religious tourism
- B) customized experiences
- C) time-based events
- D) celebrity marketing
- E) none of the above

Answer: A

Diff: 0 Type: MC

- 59) The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots. 59) _____
- A) holistic marketing concept
 - B) marketing concept
 - C) product concept
 - D) production concept
 - E) selling concept
- Answer: E
Diff: 0 Type: MC
- 60) When Farid identifies a marketing opportunity to market his company's ski and snowboard helmets to young people interested in winter sports through advertisements in enthusiast magazines, Frank is going through _____. 60) _____
- A) a social marketing concept
 - B) marketing planning
 - C) a metamarket
 - D) negative demand
 - E) a supply chain conglomeration
- Answer: B
Diff: 0 Type: MC
- 61) _____ can be seen as the development, design, and implementation of marketing programs, processes, and activities that recognizes the breadth and interdependencies of their effects. 61) _____
- A) supply chain marketing
 - B) niche marketing
 - C) holistic marketing
 - D) relationship marketing
 - E) demand-centered marketing
- Answer: C
Diff: 0 Type: MC
- 62) A(n) _____ need is a need that the consumer explicitly verbalizes. 62) _____
- A) delight
 - B) real
 - C) stated
 - D) unstated
 - E) secret
- Answer: C
Diff: 0 Type: MC
- 63) Mohan Sawhney has proposed the concept of _____ to describe a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries. 63) _____
- A) synchronized marketing
 - B) metamarket
 - C) betamarket
 - D) vertical integration
 - E) horizontal integration
- Answer: B
Diff: 0 Type: MC

- 64) When Volvo runs advertisements suggesting that it is the safest car money can buy, it is engaging in which of the following forms of marketing programming? 64) _____
- A) Positioning
 - B) Technological
 - C) Market segmentation
 - D) Service
 - E) Public relations

Answer: A

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 65) International companies realized decades ago that the Arab market is huge and full of diverse profitable segments. 65) _____

Answer: ☒ True ☐ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 66) When looking at market segmentation, the marketer identifies which segments present the greatest opportunity. These segments are called _____. 66) _____
- A) tertiary markets
 - B) target markets
 - C) demographic markets
 - D) focused markets
 - E) primary markets

Answer: B

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 67) Services constitute the bulk of most countries' production and marketing effort. 67) _____

Answer: ☐ True ☒ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 68) _____ includes all the actual and potential rival offerings and substitutes that a buyer might consider. 68) _____
- A) The marketing environment
 - B) The supply chain
 - C) The product offering
 - D) A value proposition
 - E) Competition

Answer: E

Diff: 0 Type: MC

- 69) The community approach taken to the role of marketing is appealing to the _____ societies represented in the Arab world. 69) _____
- A) socialist societies
 - B) collectivistic societies
 - C) individualistic societies
 - D) community spirit
 - E) none of the above

Answer: B

Diff: 0 Type: MC

- 70) When 3M, HP, and Motorola practice researching or imaging latent needs of consumers through a "probe-and-learn" process, they are most likely using which of the following marketing orientations with respect to their consumers? 70) _____
- A) Proactive marketing orientation
 - B) Promotion orientation
 - C) Selling orientation
 - D) Reactive market orientation
 - E) Supply-side orientation

Answer: A

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 71) When consumers share a strong need that cannot be satisfied by an existing product, they are engaged in latent demand. 71) _____

Answer: ☒ True ☐ False

Diff: 0 Type: TF

- 72) Companies can facilitate and speed external communication among customers by creating online and offline 'buzz' through brand advocates and user communities. 72) _____

Answer: ☒ True ☐ False

Diff: 0 Type: TF

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 73) Increasingly, a key goal of marketing is to develop deep, enduring relationships with all people or organizations that could directly or indirectly affect the success of the firm's marketing activities. Relationship marketing has the aim of building mutually satisfying long-term relations with key parties—customers, suppliers, distributors, and other marketing partners—in order to earn and retain their business. Discuss the merits of relationship marketing. Describe in detail a company who is in business today that models relationship marketing.

Answer: Students should understand the relationship between any supplier and customer is not just in the mechanics of the transaction, but more importantly how the customer is treated during the transaction. The better the relationship, the more apt the customer will remain loyal. They should pick a company that has served them well and made them feel special each and every time.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 74) In a simple marketing system, if the automobile industry sends advertising and personal sales messages to prospective buyers, it expects _____ in exchange. 74) _____

A) services
B) image enhancement
C) money
D) information
E) goods

Answer: D

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 75) The competing concepts under which organizations have conducted marketing activities include: the production concept, product concept, selling concept, marketing concept, and holistic marketing concept. Evaluate the advantages and disadvantages of each concept as defined and presented in your textbook. Which concept do you believe is the most effective? Why?

Answer: Although students will be expected to research each concept, they should conclude the most effective concept is the holistic marketing concept, where companies need to have a more complete, cohesive approach that goes beyond traditional applications of the marketing concept.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 76) If marketers are characterized as "gardening" rather than "hunting," the _____ is most likely to be the concept the marketers are following. 76) _____

A) production concept
B) product concept
C) social responsibility concept
D) selling concept
E) marketing concept

Answer: E

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 77) The selling relationship concept holds that consumers will prefer products that are ethical, environmentally responsible, legal, and social in the context of marketing activities and programs. 77) _____

Answer: True ☒ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

78) A social definition of marketing says _____.

78) _____

- A) marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others
- B) effective marketing requires companies to remove intermediary parties to achieve a closer connection with direct consumers
- C) marketing is the process of aggressive selling and promotion to encourage the purchase of products that might otherwise be unsought by the consumer
- D) marketing is the process of extracting maximal value from consumers to facilitate corporate growth
- E) a company should focus exclusively on achieving high production efficiency, low costs, and mass distribution to facilitate the broadest possible access to the company's products

Answer: A

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

79) Your firm is in the process of moving from focusing on a financial scorecard as the basis for running and evaluating your organization to a marketing scorecard approach. What is a marketing scorecard approach and what might be some of its components?

Answer: Top management is going beyond sales revenue alone to examine the marketing scorecard. Today, the shift to the marketing scorecard attempts to interpret what is happening to market share, customer loss rate, customer satisfaction, product quality, and other measures. Managers know changes in marketing indicators predict changes in financial results.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

80) Holistic marketing incorporates _____, ensuring that everyone in the organization embraces appropriate marketing principles, especially senior management.

80) _____

- A) profit objectives
- B) strategic planning
- C) internal marketing
- D) the marketing mix
- E) share of customer

Answer: C

Diff: 0 Type: MC

81) The process of obtaining a desired product from someone by offering something in return is _____.

81) _____

- A) barter
- B) promotion
- C) sale
- D) exchange
- E) marketing

Answer: D

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 82) New terms are now being used to describe where marketing is done. Using the automobile market, describe automotive buying behavior for a: (1) marketplace, (2) marketspace, and (3) metamarket.

Answer: Responses to this question should include a reference to the following: (1) marketplace–shopping for an automobile at a dealer's lot, (2) marketspace–shopping for an automobile via the internet, eBay, or even designing your own car via a manufacturer's website, and (3) metamarket–(a cluster of complementary products and services that are closely related in the customer's mind but are spread across a diverse set of industries) that might include insurance companies, the racing industry, the travel industry, the customization industry, et cetera. Individual answers might vary.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 83) Car rental firms, barbers, and management consultants provide _____.

83) _____

- A) places
- B) information
- C) services
- D) experiences
- E) goods

Answer: C

Diff: 0 Type: MC

- 84) _____ takes place when at least one party to a potential exchange thinks about the means of achieving desired responses from other parties.

84) _____

- A) targeting
- B) forecasting
- C) marketing management
- D) distribution
- E) segmentation

Answer: C

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 85) "Marketing performance requires that companies determine the needs, wants, and interests of target markets to satisfy them more effectively and efficiently than competitors, but in a way that preserves or enhances customers' and society's well-being." Discuss the concept of social responsibility marketing and how it impacts both companies and consumers.

Answer: The effects of marketing clearly extend beyond the company and the customer to society as a whole. Marketers must carefully consider their role in broader terms, and the ethical, environmental, legal, and social context of their activities. Marketing performance requires that companies determine the needs, wants, and interests of target markets to satisfy them more effectively and efficiently than competitors, but in a way that preserves or enhances customers' and society's well-being. Increasingly, consumers demand such behavior. Students can then cite examples like the case of Etisalat in Abu Dhabi.

Diff: 0 Type: ES

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 86) Advertising, sales promotion, and direct marketing are all part of what is called the offering mix.

86) _____

Answer: True ☒ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

87) Walt Disney's Magic Kingdom represents _____ marketing: Customers visit a fairy kingdom, a pirate ship, or a haunted house. 87) _____

- A) services
- B) celebrity
- C) event
- D) experiential
- E) goods

Answer: D

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

88) The marketing concept stresses a customer-centered approach to marketing. 88) _____

Answer: ☒ True ☐ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

89) From a buyer's point of view, each marketing tool is designed to deliver a customer benefit. The SIVA customer-centric breakdown of marketing activities includes _____. 89) _____

- A) satisfaction, intention, value, and account
- B) situation, importance, variability, and awareness
- C) solution, information, value, and access
- D) sale, interaction, voice, and availability
- E) none of the above

Answer: C

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

90) You have been given the assignment of justifying cause-related marketing to your board of directors. What would be your primary argument in favor of such a proposal?

Answer: Companies see cause-related marketing as an opportunity to enhance their corporate reputation, raise brand awareness, increase customer loyalty, build sales, and increase press coverage. They believe customers will increasingly look for signs of good corporate citizenship that go beyond supplying rational and emotional benefits.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

91) Companies address needs by putting forth a(n) _____, a set of benefits that they offer to customers to satisfy their needs. 91) _____

- A) target market
- B) brand
- C) offering
- D) demand
- E) value proposition

Answer: E

Diff: 0 Type: MC

- 92) The social role of marketing much appreciated in the Arab world, since it is closely affiliated with _____ 92) _____
- A) corporate survival
 - B) corporate utilitarianism
 - C) corporate adaptability
 - D) corporate social responsibility
 - E) none of the above

Answer: D

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 93) The digital revolution has placed a whole new set of capabilities in the hands of consumers and businesses. Consider what consumers have today that they didn't have yesterday. As indicated in the chapter, what would appear on such a list?

Answer: Responses to this question should include: (1) a substantial increase in buying power, (2) a greater variety of available goods and services, (3) a great amount of information about practically anything, (4) a greater ease in interacting and placing and receiving orders, (5) an ability to compare notes on products and services, an (6) an amplified voice to influence peer and public opinion.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 94) Industry boundaries are blurring rapidly as companies identify new opportunities at the intersection of two or more industries—this is called _____. 94) _____
- A) customization
 - B) heightened competition
 - C) industry convergence
 - D) globalization
 - E) acquisition

Answer: C

Diff: 0 Type: MC

- 95) Amani supermarkets are aggressively pursuing a strategy of capturing a larger share of the customer's "stomach." Which of the following shifts in marketing management is most appropriate for this example? 95) _____
- A) From marketing does the marketing to everyone does the marketing.
 - B) From building brands through advertising to building brands through performance and integrated communications.
 - C) From focusing on profitable transactions to focusing on customer lifetime value.
 - D) From relying on old market positions to uncovering new ones.
 - E) From a focus on gaining market share to a focus on building customer share.

Answer: E

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 96) Because of surprises and disappointments that can occur as marketing plans are implemented, the company will need feedback and control to improve itself. 96) _____

Answer: ☒ True ☐ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

97) Companies that practice both a reactive and proactive marketing orientation are implementing a _____ and are likely to be the most successful. 97) _____

- A) confrontation process
- B) total market orientation
- C) external focus
- D) competitive, customer focus
- E) customer focus

Answer: B

Diff: 0 Type: MC

98) When the Emirate of Sharjah, in the UAE, realized that expatriates wanted low-cost, affordable means of transportation for themselves and their families, it introduced Air Arabia, a no-frills airline, they demonstrated marketing savvy and turned a private or social need into a(n) _____. 98) _____

- A) invention
- B) profitable business opportunity
- C) customer want
- D) market need
- E) product development

Answer: B

Diff: 0 Type: MC

99) Companies are recognizing that much of their market value comes from _____, particularly their brands, customer base, employees, distributor and supplier relations, and intellectual capital. 99) _____

- A) the value proposition
- B) customer preferences
- C) intangible assets
- D) tangible assets
- E) variable assets

Answer: C

Diff: 0 Type: MC

100) Several scholars have found that companies who embrace the marketing concept achieve superior performance. This was first demonstrated for companies practicing a _____—understanding and meeting customers' expressed needs. 100) _____

- A) proactive marketing orientation
- B) total market orientation
- C) reactive market orientation
- D) holistic market orientation
- E) impulsive market orientation

Answer: C

Diff: 0 Type: MC

- 101) _____ reflects a customer's judgment of a product's performance in relation to his or her expectations. 101) _____
- A) satisfaction
 - B) comparison shopping
 - C) value
 - D) loyalty
 - E) expectations

Answer: A

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 102) One of the key themes of integrated marketing is that there are very few marketing activities that can effectively communicate and deliver value. 102) _____

Answer: True ☒ False

Diff: 0 Type: TF

- 103) The selling concept is based on the development, design, and implementation of marketing programs, processes, and activities that recognizes their breadth and interdependencies. 103) _____

Answer: True ☒ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 104) The _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features. 104) _____

- A) product
- B) marketing
- C) holistic marketing
- D) selling
- E) production

Answer: A

Diff: 0 Type: MC

- 105) According to Theodore Levitt, who drew contrasts between the selling and marketing concepts, _____ is preoccupied with the need to convert products into cash. 105) _____

- A) direct marketing
- B) holistic marketing
- C) selling
- D) service marketing
- E) marketing

Answer: C

Diff: 0 Type: MC

106) A number of companies—including the Body Shop, Ben & Jerry's, and Patagonia—have achieved notable sales and profit gains by adopting and practicing a form of the societal marketing concept called _____, by which a company with an image, product, or service to market builds a relationship or partnership with a cause, or a number of causes, for mutual benefit.

106) _____

- A) responsible marketing
- B) environmental marketing
- C) social marketing
- D) cause-related marketing
- E) benefit marketing

Answer: D

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

107) Discuss the concept of disintermediation and provide an example.

Answer: Disintermediation grew out of the rush to embrace the dot-coms and e-commerce. Essentially, the dot-coms removed many of the traditional intermediaries that brought goods and services to consumers by encouraging consumers to deal directly with the dot-coms via the internet. "Brick-and-click" businesses eventually brought some of the intermediaries back through a process called reintermediation.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

108) If a marketer decides to use warehouses, transportation companies, banks, and insurance companies to facilitate transactions with potential buyers, the marketer is using what is called a _____.

108) _____

- A) distribution channel
- B) service channel
- C) brand channel
- D) intermediary channel
- E) relationship channel

Answer: B

Diff: 0 Type: MC

109) _____ marketing aims to build mutually satisfying long-term relations with key parties such as customers, suppliers, distributors, and other marketing partners.

109) _____

- A) demand-based
- B) holistic
- C) direct
- D) synthetic
- E) relationship

Answer: E

Diff: 0 Type: MC

- 110) In a modern exchange economy, all of the following markets are likely to exist EXCEPT _____. 110) _____
- A) government market
 - B) resource market
 - C) class market
 - D) manufacturer market
 - E) consumer market

Answer: C

Diff: 0 Type: MC

- 111) Marketing management is _____. 111) _____
- A) monitoring the profitability of the company's products and services
 - B) selecting target markets
 - C) the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value
 - D) managing the marketing process
 - E) developing marketing strategies to move the company forward

Answer: C

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 112) A company that doesn't see the international markets as a potential source of clients will never survive. 112) _____

Answer: ☒ True ☐ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 113) Companies that adopt and employ the marketing concept switch from being solely product centered to being more _____ centered. 113) _____
- A) strategy
 - B) marketing
 - C) customer
 - D) competency
 - E) sales

Answer: C

Diff: 0 Type: MC

- 114) The strength of the _____ depends on the mutually profitable business relationships built by the company and its supporting stakeholders. 114) _____
- A) marketing network
 - B) integrated network
 - C) supply chain network
 - D) holistic union
 - E) sales network

Answer: A

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 115) The marketing-mix component called promotion includes such items as product variety, design, packaging, services, and warranties. 115) _____

Answer: True ☒ False
Diff: 0 Type: TF

- 116) A short definition of marketing is "meeting needs profitably." 116) _____

Answer: ☒ True ☐ False
Diff: 0 Type: TF

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 117) Assume that you have been given the task of assisting a company in designing its marketing planning process. What components should be in such a process? Be specific in your answer.

Answer: The marketing planning process consists of analyzing marketing opportunities, selecting target markets, designing strategies, developing marketing programs, and managing the marketing effort. Students might also review Figure 1.6 for additional information.

Diff: 0 Type: ES

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 118) To understand what is happening inside and outside the company, the company needs a reliable marketing information system. 118) _____

Answer: ☒ True ☐ False
Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 119) In _____, consumers may share a strong need that cannot be satisfied by an existing product. 119) _____

- A) latent demand
- B) declining demand
- C) nonexistent demand
- D) irregular demand
- E) negative demand

Answer: A
Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 120) Distinguish between the concepts of value and satisfaction.

Answer: The offering will be successful if it delivers value and satisfaction to the target buyer. The buyer chooses between different offerings on the basis of which is perceived to deliver the most value. Value reflects the perceived tangible and intangible benefits and costs to customers. Value can be seen as primarily a combination of quality, service, and price (called the customer-value triad). Satisfaction reflects a person's comparative judgments resulting from a product's perceived performance (or outcome) in relation to his or her expectations.

Diff: 0 Type: ES

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

121) Attracting a new customer may cost five times as much as doing a good enough job to retain an existing one. 121) _____

Answer: ☒ True False
Diff: 0 Type: TF

122) Developed economies today consists of a 70/30 services-to-goods mix. 122) _____

Answer: ☒ True False
Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

123) In business markets, advertising can play a role, but a stronger role may be played by the sales force, _____, and the company's reputation for reliability and quality. 123) _____

- A) performance
- B) brand image
- C) promotion
- D) price
- E) distribution

Answer: D
Diff: 0 Type: MC

124) In response to threats from such companies as AOL, Amazon.com, Yahoo!, eBay, E*TRADE, and dozens of others, established manufacturers and retailers became "brick-and-click" oriented by adding online services to their existing offerings. This process became known as _____. 124) _____

- A) new-market synchronization
- B) e-commerce
- C) e-collaboration
- D) disintermediation
- E) reintermediation

Answer: E
Diff: 0 Type: MC

125) A firm can _____ only in the long run. 125) _____

- A) reduce its sales-force size
- B) modify advertising expenditures
- C) develop new products
- D) change its price
- E) All of the above may be done in the short or long run.

Answer: C
Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 126) Marketers are skilled in stimulating demand for a company's products, but this is too limited a view of the tasks they perform. Just as production and logistics professionals are responsible for supply management, marketers are responsible for demand management. Marketing managers seek to influence the level, timing, and composition of demand to meet the organization's objectives. List and briefly characterize the eight demand states described in the text.

Answer: The eight different demand states are (1) negative demand—consumers dislike the product and may even pay a price to avoid it, (2) nonexistent demand—consumers may be unaware or uninterested in the product, (3) latent demand—consumers may share a strong need that cannot be satisfied by an existing product, (4) declining demand—consumers begin to buy the product less frequently or not at all, (5) irregular demand—consumer purchases vary on a seasonal, monthly, weekly, daily, or even hourly basis, (6) full demand—consumers are adequately buying all products put into the marketplace, (7) overfull demand—more consumers would like to buy the product than can be satisfied, and (8) unwholesome demand—consumers may be attracted to products that have undesirable social consequences.

Diff: 0 Type: ES

- 127) Marketing management has been described being both an "art" and a "science." Discuss the differences and similarities between these two marketing thrusts. Provide your theoretical response and a "real-life" example where you have seen both processes work effectively at creating customer value and loyalty.

Answer: The student should demonstrate his or her understanding that the marketer is choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value. Managers sometimes think of marketing as "the art of selling products," but many people are surprised when they hear that selling is not the most important part of marketing. This needs information about the customer to make this strategy work.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 128) A(n) _____ need is one that motivates the consumer but that the consumer is reluctant or unwilling to explicitly verbalize. 128) _____
A) stated B) real C) unstated D) delight E) secret

Answer: E

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 129) Illustrate the differences between a reactive market orientation and a proactive marketing orientation. Give an example of a company that uses a proactive marketing orientation.

Answer: In a reactive market orientation a company might be content to keep up with understanding and meeting customers' expressed needs. In a proactive market orientation a company such as Motorola might prefer to make a practice of researching and imagining latent needs through a "probe-and-learn" process. Students' answers may vary but the basic concepts of reaction and proactivity should be clear in answers.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 130) Global marketers must decide _____. 130) _____
- A) how to price their products in different countries
 - B) how to adapt their product and service features to each country
 - C) how to enter each country (as an exporter, licenser, joint venture partner, contract manufacturer, or solo manufacturer)
 - D) which countries to enter
 - E) all of the above

Answer: E

Diff: 0 Type: MC

- 131) Many brick-and-click competitors became stronger contenders in the marketplace than the "pure-click" firms because they had a larger pool of resources to work with and _____. 131) _____
- A) well-established brand names
 - B) greater value
 - C) direct-selling capability
 - D) one-on-one communications
 - E) better prices

Answer: A

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 132) Wants are basic human requirements such as food or air. 132) _____

Answer: True ☒ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 133) Many countries have _____ industries to create greater competition and growth opportunities. 133) _____
- A) created mass market
 - B) deregulated
 - C) scientifically segmented
 - D) open-market
 - E) regulated

Answer: B

Diff: 0 Type: MC

- 134) Firms can produce individually differentiated goods, whether they're ordered in person, on the phone, or online, thanks to advances in _____, computers, the internet, and database marketing software. 134) _____
- A) information technology
 - B) just-in-time manufacturing
 - C) factory customization
 - D) improved communication flow
 - E) customer-centered strategies

Answer: C

Diff: 0 Type: MC

- 135) A _____ is someone seeking a response (attention, a purchase, a vote, a donation) from another party, called the _____. 135) _____
A) salesperson; customer
B) politician; voter
C) fund-raiser; contributor
D) celebrity; audience
E) marketer; prospect
Answer: E
Diff: 0 Type: MC
- 136) Marketers often use the term _____ to cover various groupings of customers. 136) _____
A) market
B) people
C) demographic segment
D) social class position
E) buying power
Answer: A
Diff: 0 Type: MC
- 137) In response to giant retailers and category killers, entrepreneurial retailers are building entertainment into stores with coffee bars, lectures, demonstrations, and performances. They are marketing a(n) _____ rather than a product assortment. 137) _____
A) experience
B) customer value
C) customer delight
D) intangible benefit(s)
E) total service solution
Answer: A
Diff: 0 Type: MC
- 138) For each target market, the firm develops a _____. The offering is then positioned in the minds of the target buyers as delivering some central benefit(s). 138) _____
A) niche offering
B) market offering
C) segment offering
D) social offering
E) value offering
Answer: B
Diff: 0 Type: MC
- 139) Automobile manufactures, new car and used car dealers, financing companies, and insurance companies are all part of the automobile _____. 139) _____
A) marketportal
B) metamarket
C) marketospace
D) metamediary
E) marketplace
Answer: B
Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 140) Companies selling their goods to nonprofit organizations may charge an extra premium over their normal prices because these organizations are largely indifferent to price. 140) _____

Answer: True ☒ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 141) A company that doesn't see the international market as a potential source of clients will never survive. As such, international companies _____. 141) _____

- A) are adjusting their marketing strategies to fit the Arab world environment
- B) are exploiting the push and pull digital marketing in the Arab region
- C) realized decades ago that the Arab market is huge and full of diverse profitable segments
- D) all of the above
- E) none of the above

Answer: D

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 142) Identify and define the four Ps and the corresponding consumer-oriented SIVA dimensions.

Answer: The four Ps are: Product (product variety, quality, design, features, brand name, packaging, sizes, services, warranties, returns), Price (list price, discounts, allowances, payment period, credit terms), Promotion (sales promotion, advertising, sales force, public relations, direct marketing), and Place (channels, coverage, assortments, locations, inventory, transportation). A complementary breakdown of marketing activities that approaches the process from a customer-centric viewpoint is the SIVA framework: Solution (How can I solve my problem?), Information (Where can I learn more about it?), Value (What is my total sacrifice to get the solution?), and Access (Where can I find it?).

Diff: 0 Type: ES

- 143) Discuss the eight demand states with respect to bifocal lenses for glasses.

Answer: Student answers may vary, but a possible answer includes the following: (1) negative demand—many people don't want to admit they need bifocals, (2) nonexistent demand—when bifocal lenses were first introduced, people didn't know they existed, (3) latent demand—before they were introduced, many people thought such a product would be nice, but didn't think it would ever exist, (4) declining demand—this will occur when something better is invented, such as surgery to repair the eyes, (5) irregular demand—the consumer perceives a need for eye care devices only periodically, possibly when they begin having trouble seeing, (6) full demand—the manufacturers of the lenses are making all they possibly can, (7) overfull demand—the manufacturers of the lenses can't make enough and inventories are low, and (8) unwholesome demand—seeking alternatives, consumers may find that alternatives have undesirable social consequences.

Diff: 0 Type: ES

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 144) Much of a brand's strength in consumer markets depends on _____. 144) _____
- A) creating superior packaging
 - B) developing a superior product
 - C) backing the product with engaging communications and reliable service
 - D) ensuring the product's availability
 - E) all of the above

Answer: E

Diff: 0 Type: MC

- 145) In _____, more consumers would like to buy the product than can be satisfied. 145) _____
- A) negative demand
 - B) latent demand
 - C) irregular demand
 - D) overfull demand
 - E) excessive

Answer: D

Diff: 0 Type: MC

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 146) We can distinguish among five types of customer needs. List and provide an example of each of those customer needs.

Answer: The five types of customer needs are (note the example from the text): (1) stated needs—the customer wants an inexpensive car, (2) real needs—the customer wants a car whose operating cost, not its initial price, is low, (3) unstated needs—the customer expects good service from the dealer, (4) delight needs—the customer would like the dealer to include an onboard navigation system, and (5) secret needs—the customer wants to be seen by friends as a savvy consumer.

Diff: 0 Type: ES

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 147) Internal marketing is an appropriate practice to be used in holistic marketing. 147) _____

Answer: ☒ True ☐ False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 148) Managers of _____-oriented businesses concentrate on achieving high production efficiency, low costs, and mass distribution. 148) _____
- A) product
 - B) production
 - C) selling
 - D) consumer
 - E) marketing


Answer: B

Diff: 0 Type: MC

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

149) The marketing concept is one of the oldest concepts in business.

149) _____

Answer: True  False

Diff: 0 Type: TF

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

150) The most formal definition of marketing is _____.

150) _____

- A) the activity, set of institutions, and processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders
- B) meeting needs profitably
- C) improving the quality of life for consumers
- D) identifying and meeting human and social needs
- E) the four Ps (product, price, place, promotion)

Answer: A

Diff: 0 Type: MC