

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

- 1) What is the essence of successful marketing?
A) focusing on customers' needs
B) making the exchange
C) making money
D) retention plan
1) _____
- 2) The unique combination of benefits received by targeted consumers that include quality, price, convenience, delivery, and both before-sale and after-sale service is called customer _____.
A) convenience
B) retention plan
C) value
D) loyalty program
2) _____
- 3) Chang, the marketing manager of Urban Companies, is analyzing the specific group of existing and potential customers for the launch of Urban's new product. Which of the following is Chang identifying?
A) promotional programs
B) target market
C) marketing mix
D) marketing process
3) _____
- 4) Which of the following is not an element of the marketing mix?
A) politics
B) promotion
C) product
D) price
4) _____
- 5) Which of the following is true of marketing?
A) It seeks to generate revenue and profits for the sellers.
B) It includes the conception of a product, and its pricing, placing, and promotion to make a profit.
C) It refers to the activity of communicating the product to the target market.
D) It seeks to fulfill the objectives of the buyers.
5) _____
- 6) _____ is an approach rooted in the knowledge that it is less expensive to service and maintain current customers than to obtain new ones.
A) Customer relationship management
B) Relationship marketing
C) A customer-oriented marketing mix
D) Market orientating
6) _____
- 7) Which of the following is main the reason why organizations constantly monitor the marketing environment?
A) To capitalize on new opportunities and curtail potential threats
B) To limit the flow of information within the organization
C) To curtail the weaknesses of an organization
D) To estimate the human resource requirements
7) _____
- 8) Marketing environmental scan is the process of _____.
A) using internal information to identify trends, strengths, and weaknesses of a business
B) evaluating the performance variables of an organization
C) using internal information to identify trends, opportunities, and threats to a business
D) continually acquiring information on events occurring outside an organization
8) _____

- 9) Albero Products is a company that manufactures and markets consumer goods. The company markets products such as cosmetics, packaged foods, detergents, and groceries. Many of the company's products are targeted at certain demographic groups. 9) _____

The company markets an anti-wrinkle cream that targets people aged 55 and above. Identify the likely target market of this product.

- A) Generation Y B) Generation X C) Baby boomer D) Millennial

- 10) Which of the following refers to the problem of big city dwelling that Canada is facing? 10) _____
- A) Population of women is greater in urban areas than in rural areas.
B) Big cities in the country lag behind the other cities in growth rates.
C) Population growth has been declining in big cities of Canada.
D) Most Canadians live in urban areas or their suburbs.

- 11) Many shoppers access information about products through social media and online review sites using a mobile device while in a retail store. What do we call this behavior? 11) _____
- A) Reverse showrooming B) Transactional buying
C) M-commerce D) Showrooming

- 12) Which of the following is used to define the after-tax income that consumers have left for spending and savings? 12) _____
- A) discretionary income B) variable income
C) gross income D) disposable income

- 13) Jamie decides to buy a laptop for himself. He inquires about different brands from his friends who already have laptops. He also puts up his hunt for the "right laptop" on Facebook, expecting reviews from friends who own laptops. Isaac, Jamie's friend who owned a particular laptop, told Jamie that the laptop had excellent features, and it was one of his best investments. He analyzes the responses and decides to buy the laptop Isaac has. 13) _____

Which type of problem solving is Jamie engaged in while purchasing a laptop?

- A) selective problem solving B) limited problem solving
C) routine problem solving D) extended problem solving

- 14) Samantha has worked at a number of stores but feels that she has never been given a job that matches her expectations. She is looking for a job that gives her personal fulfillment. Which of the following needs is she focusing on? 14) _____

- A) personal needs B) physiological needs
C) self-actualization needs D) safety needs

- 15) _____ is a favourable attitude toward and consistent purchase of a single brand over time. 15) _____

- A) Brand bias B) Behavioural learning
C) Brand discrimination D) Brand loyalty

- 16) At its core, market research is used to 16) _____
A) Defend preferred decisions or choices
B) Defend market share against new competitors
C) Predict the future with certainty
D) Reduce the risk in making decisions
- 17) The challenge for marketers with big data is 17) _____
A) Converting structured data into unstructured forms to allow for analysis
B) Finding adequate sources of data
C) Which pieces of data are relevant and what patterns emerge as useful
D) To ensure that each of the 4 Vs is adequately reflected in the data
- 18) Which of the following is true of exploratory research? 18) _____
A) It provides researchers with conclusive data that answers particular questions, instead of giving them a general understanding of the marketing problem.
B) It provides researchers with a better understanding of the dimensions of the marketing problem before focusing on areas that require further research.
C) It is designed to identify cause-and-effect relationships among variables.
D) It examines elements such as the effect of advertising on sales and the relationship between price and perceived product quality.
- 19) Mandy & Co. have spent \$10,000 on its advertising campaigns. The company wants to analyze how the advertising campaign has affected sales. Which of the following types of research can researchers at Mandy & Co. conduct to assess the influence of advertising on sales? 19) _____
A) causal research
B) preliminary research
C) exploratory research
D) descriptive research
- 20) Which of the following is true of quantitative research? 20) _____
A) Quantitative research is not a costly method to collect data.
B) Focus groups and in-depth interviews are examples of quantitative research.
C) It is statistically accurate and less open to interpretation.
D) The data is not extracted from a large consumer base.
- 21) The fifth step in the market research approach is: 21) _____
A) conducting exploratory and qualitative research.
B) compiling, analyzing, and interpreting data.
C) collecting quantitative research information.
D) generating report and recommendations.

- 22) Kellogg's, the cereal brand, began its business with only one product, Kellogg's Corn Flakes. The company marketed this product to all segments—children, adults, families, and so on. Today, however, Kellogg's has multiple cereal products and brands that are targeted to meet the needs of different market segments. Froot Loops and Frosted Flakes are marketed for children and families who loved pre-sweetened cereals. All Bran and Special K are marketed to mainstream health-oriented adults. Kellogg's is also marketing its brand Kashi to a limited market segment, concentrating on health enthusiasts. 22) _____
- Which of the following approaches did Kellogg's adopt for its first product, Kellogg's Corn Flakes?
- A) individualized marketing
 - B) mass marketing
 - C) segment marketing
 - D) niche marketing
- 23) When Procter & Gamble introduced Crest toothpaste, the first fluoride toothpaste, it was intended for use by children and was therefore given a child-appealing bubble-gum flavour. Later the same basic formula was given a fresh, minty flavour to appeal to adults. What is this marketing strategy called? 23) _____
- A) mass marketing
 - B) micro marketing
 - C) segment marketing
 - D) niche marketing
- 24) Look, a cosmetic company, purchases Nature, a small cosmetic franchise. Nature manufactures and sells cosmetics that are made of 90 percent natural ingredients, and are not animal-tested. It has always targeted a special audience and has focused its efforts on a limited segment in the market. Look decides to promote products by Nature as a totally separate brand, understanding that the products interest and attract a special segment of the market. This is an example of _____. 24) _____
- A) segment marketing
 - B) niche marketing
 - C) family branding
 - D) individualized marketing
- 25) Marketers at Greenwood Automobiles are planning to market the company's newly launched smart car. They review company objectives, identify specific business unit objectives, and identify customer needs and characteristics in the market. They try to identify the segments that exist in the market. Which of the following will help in identifying these segments? 25) _____
- A) Cluster common consumer/customer variables to create meaningful market segments.
 - B) Identify the segment that best meets strategic company objectives.
 - C) Identify marketing programs and budget requirements needed for this segment.
 - D) Conduct a SWOT analysis.
- 26) A credit card company markets basic services to those who apply for its students' card. These cards have a low interest rate on outstanding balance, but have a very limited credit line. For its high-salaried clients who use credit cards more often, the company provides a wider range of services such as travel insurance and emergency assistance, and gives them a higher credit limit, but with a higher interest rate on outstanding balances. Which of the following is the credit card company using to market different services to the two groups? 26) _____
- A) psychographics
 - B) ethnographics
 - C) demographics
 - D) behaviouralistics

- 27) Gordon & Brothers Ltd., a watch manufacturing company, decides that it wants to establish the impression of its new range of watches in consumers' minds as a classic must-have for any occasion. This is referred to as _____. 27) _____
- A) positioning map
B) product repositioning
C) product positioning
D) niche marketing
- 28) A regular fast-food chain realizes that it is viewed only as a lunch or dinner destination. Having known that the consumption of coffee as a breakfast item has increased among the target market, the chain aims at launching itself as a breakfast destination as well. According to its research, consumers look for a quick breakfast meal before they begin their day. The chain revamps the look of its restaurants and menus, and includes coffee, tea, and breakfast sandwiches. The marketers aim to determine what kind of impression of the breakfast services they want to establish in the consumer's minds. 28) _____
- The fast-food chain revamps its interiors and its menus to present itself as a breakfast destination for its consumers, along with its original lunch and dinner services. This is an example of _____.
A) positioning maps
B) a positioning statement
C) repositioning
D) behaviouristics
- 29) All Round Utilities Inc. offers airline trips, financial advice, and telephone calls for sale. These products are referred to as the company's _____. 29) _____
- A) durable goods
B) services
C) offered goods
D) non-durable goods
- 30) Ease and Relax Centre, a specialty unit providing high-end massaging services, displays training certificates on its walls, and its brochures contain customer testimonials of satisfied customers. By doing this, Ease and Relax Centre is dealing with the service characteristic of _____. 30) _____
- A) inconsistency
B) incongruity
C) intangibility
D) inseparability
- 31) Fast Airlines operates five flights daily between Calgary and Toronto during the winter. One flight leaves Calgary at 12:10 a.m. The flight has a capacity of 120 passengers. In December, the airline was flying with full capacity. But in January, the flight has averaged only 24 passengers, leaving 96 seats empty. The flight requires at least 60 passengers to break even. Which unique aspect of services does this situation describe? 31) _____
- A) inseparability
B) intangibility
C) inventory
D) inconsistency
- 32) With respect to price and availability, shopping products are likely to be: 32) _____
- A) relatively inexpensive but have very limited availability.
B) very expensive, with very limited availability.
C) relatively inexpensive and widely available.
D) fairly expensive and available at many selective outlets.

- 33) Brand equity is: 33) _____
- A) adding customer value to the product brand through additional features or higher-quality materials, or reducing its price.
 - B) the resources invested to create a name, phrase, design, symbol, or combination of these to identify a firm's products and distinguish them from those of its competitors.
 - C) the net present value of the royalties the firm receives as a result of licensing its brand to other firms to manufacture and/or market.
 - D) the value of a brand that results from the favourable exposure, interactions, associations, and experiences that consumers have with a brand over time.
- 34) A researcher examines the play patterns of children in a play area to determine the potential for new toys. This is an example of _____. 34) _____
- A) quantitative research
 - B) a survey
 - C) observational research
 - D) causal research
- 35) Which of these is NOT one of the 4 Vs of Big Data? 35) _____
- A) Viscosity
 - B) Variety
 - C) Velocity
 - D) Volume
- 36) Consumers learn without direct experience-through thinking. This is referred to as _____. 36) _____
- A) selective comprehension
 - B) stimulus discrimination
 - C) cognitive learning
 - D) selective retention
- 37) Individuals who have social influence over others are called _____. 37) _____
- A) decision makers
 - B) brand loyal consumers
 - C) achievers
 - D) opinion leaders
- 38) Mac is planning to open a retail store, but wants his store to be different from others in the neighbourhood. He wants to focus his attention on the decor, music, and crowding in his store, which may alter how purchase decisions are made. These features are referred to as _____. 38) _____
- A) physical surroundings
 - B) purchase tasks
 - C) temporal effects
 - D) social surroundings
- 39) Fast & Swift, a sedan manufacturer, has introduced Spectra, a leisure car that boasts of an eco-friendly model at a comparatively lower price. The first 50 buyers are given a three-year warranty on their purchase. 39) _____
- Spectra is being introduced as a leisure car. This implies that the car will be used primarily for the purpose of relaxation. Which of the following product concepts is being discussed here?
- A) augmented product
 - B) future product
 - C) core product
 - D) formal product

40) The craft beer industry in Canada has more than 500 small producers. As such, it is difficult to capture consumers' interest. For this reason _____ is particularly important.

- A) distinctive packaging
- C) private label brands

- B) product copyrights
- D) the core product

40) _____

1. ENVIRONMENTAL SCANNING (14 marks total)

- a) *Assist the company to do some environmental scanning to determine if this is a good idea. Using the CRESTD method identify one from each of the 6 and describe how each trend could be an opportunity, threat or neutral to the idea.* (12 MARKS)

Category	Trend	Opportunity/Threat/Neutral

- (b) Provide two strengths and two weaknesses you see with this idea. (2 MARKS)

Strengths	Weaknesses

2. MARKET SEGMENTATION FACTORS and TARGET MARKET (8 marks total)

- a) *Once effective research has helped this business determine that there is enough market demand for this service in Calgary, you will need to help them segment the marketplace. Develop a Target Market Profile for your potential customers of this service. Be as specific as possible stating your assumptions.*

Have a minimum of 2 – 3 Points per area, to a total of 12 different points.

Demographics

Geographics

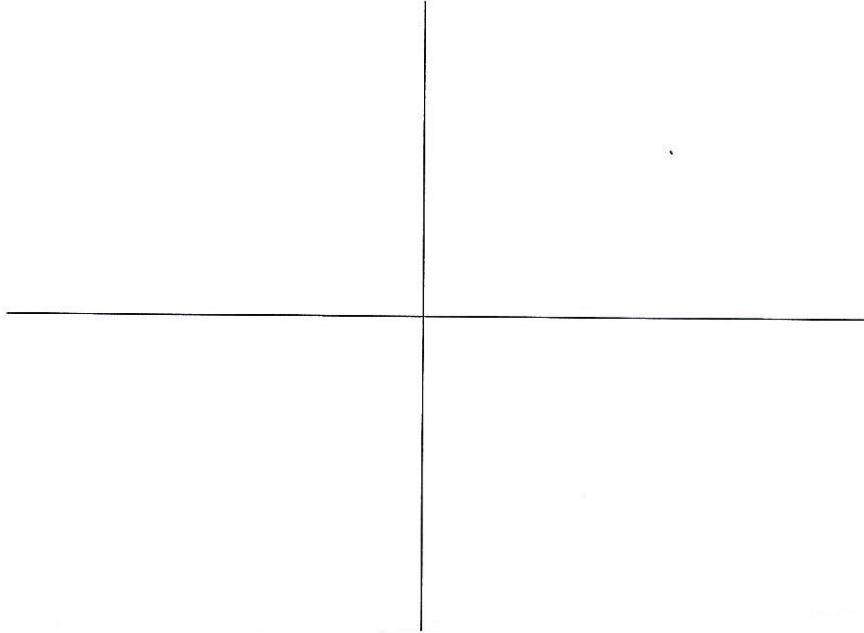
Psychographics

Behaviouristics

3. PRODUCT POSITIONING and PERCEPTUAL MAPPING (6 marks total)

Targeted customers need to perceive that this service is appealing and distinctively different from the competition or alternatives.

- a) There are a number of alternatives to this new service and the team needs to see if there is room for their idea in the market. Decide which criteria should be used and then place 3 competitors/alternatives and the new idea on the map below. **(4 MARKS)**



- b) Why did you choose the axis? Explain the importance of these elements with respect to your customer described above. **(2 marks)**

4. CONSUMER DECISION MAKING PROCESS (12 marks total)

- a) Using the product and a specific customer. Name and apply each step to the decision to purchase this service. **(10 MARKS)**

Consumer decision process

1)

2)

3)

4)

5)

- b) Perceived risk is one factor that might hinder consumers from buying the company's products. List two strategies that the company can follow in order to reduce the perceived risk of this service. Provide at least two strong ideas. **(2 MARKS)**