

*Test Bank for Marketing Essentials 8<sup>th</sup>  
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## Chapter 1: Scope and Concepts of Marketing

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### TRUE/FALSE

1. More than 30 million Americans work directly within the marketing system, with advertising people accounting for the largest segment.

ANS: F

More than 30 million Americans work directly within the aggregate marketing system, with salespeople accounting for the largest segment.

PTS: 1                      DIF: Difficult                      REF: Section 1-2

2. The sum of all goods and services produced within the boundaries of a country is called the gross domestic product (GDP).

ANS: T

The gross domestic product (GDP) is calculated as the sum of all goods and services produced within the boundaries of a country.

PTS: 1                      DIF: Moderate                      REF: Section 1-2

3. The United States leads all nations in marketing expenditures.

ANS: T

The United States spends the most on marketing of all other countries worldwide.

PTS: 1                      DIF: Easy                      REF: Section 1-2

4. Nations with higher proportions of their populations involved in marketing and with a developed marketing system also have a higher GDP.

ANS: T

Nations with higher proportions of their populations involved in marketing and with a developed marketing system also have a higher GDP.

PTS: 1                      DIF: Easy                      REF: Section 1-3

5. A need becomes a want when it is backed by the ability to buy the respective good or service.

ANS: F

Needs become wants when they are directed towards a particular product.

PTS: 1                      DIF: Moderate                      REF: Section 1-3a

6. Successful marketers must be able to identify target consumers as well as their needs, wants, and demands.

ANS: T

Successful marketers must be able to identify target consumers, as well as their needs, wants, and demands.

PTS: 1                      DIF: Easy                      REF: Section 1-3a

7. Value is the overall price given the quality of a product.

ANS: T

Value is defined as the overall price given the quality of the product, and it is especially important in the first purchase of a product.

PTS: 1                      DIF: Easy                      REF: Section 1-3b

8. Quality is defined as the overall good or service quality, reliability, and the extent to which the product meets consumers' needs.

ANS: T

Quality is the overall product quality, reliability, and the extent to which it meets consumers' needs. Perceived quality has the greatest impact on satisfaction.

PTS: 1                      DIF: Moderate                      REF: Section 1-3b

9. The level of satisfaction is a function of the actual value of a product and whether it adequately meets the consumer's expectations.

ANS: F

The level of satisfaction is a function of the quality of a good or service, in addition to the perceived value, and whether it adequately meets the need or want for which it was purchased.

PTS: 1                      DIF: Difficult                      REF: Section 1-3b

10. Goods generally refer to tangible products such as cereals, automobiles, and clothing, while services refer to intangible activities or benefits that individuals acquire, but that do not result in ownership.

ANS: T

Goods generally refer to tangible products, such as cereals, automobiles, and clothing. Services refer to intangible activities or benefits that individuals acquire, but that do not result in ownership.

PTS: 1                      DIF: Easy                      REF: Section 1-3c

11. A beauty salon would be an example of a service.

ANS: T

A beauty salon is a service, offering intangible activities or benefits that individuals acquire.

PTS: 1                      DIF: Easy                      REF: Section 1-3c

12. A bakery would be an example of a good.

ANS: F

A bakery is an example of a service because it performs intangible activities or benefits that individuals acquire.

PTS: 1                      DIF: Difficult                      REF: Section 1-3c

13. Scuba diving would be an example of an idea or experience.

ANS: T

Scuba diving is an example of an experience that consumers perceive as valuable because it fulfills consumer needs and wants.

PTS: 1

DIF: Easy

REF: Section 1-3c

14. At each level of exchange in the channel of distribution, information is exchanged for a monetary sum. are exchanged for a monetary sum.

ANS: F

At each level of exchange in the channel of distribution, products are exchanged for a monetary sum.

PTS: 1

DIF: Moderate

REF: Section 1-3d

15. The 4 P's of marketing are price, product, promotion, and place.

ANS: T

The 4 P's of marketing are price, product, promotion, and place.

PTS: 1

DIF: Easy

REF: Section 1-3d

16. Relationship marketing is the process of developing and nurturing relationships with all the parties participating in the transactions involving a company's products.

ANS: T

Relationship marketing is defined as the process of developing and nurturing relationships with the parties participating in the transactions involving a company's products.

PTS: 1

DIF: Moderate

REF: Section 1-3d

17. Marketing has evolved over time and, as a result, a firm can take three different approaches to marketing: product approach, selling approach, and marketing approach.

ANS: F

A firm can take five different approaches to marketing by adopting the product concept, the production concept, the selling concept, the marketing concept, and the societal marketing concept.

PTS: 1

DIF: Moderate

REF: Section 1-4

18. The product concept assumes that consumers prefer products that are easily accessible and inexpensive.

ANS: F

The product concept assumes that consumers prefer products that are of the highest quality and optimal performance.

PTS: 1

DIF: Moderate

REF: Section 1-4a

19. The production concept assumes that consumers prefer products that are of the highest quality and optimal performance.

ANS: F

The production concept assumes that consumers prefer products that are easily accessible and inexpensive.

PTS: 1 DIF: Moderate REF: Section 1-4a

20. Firms at the forefront of technology introducing new products to the market are most likely to adopt the production concept.

ANS: F

Firms at the forefront of technology introducing new products to the market are most likely to adopt the product concept, not the production concept.

PTS: 1 DIF: Moderate REF: Section 1-4a

21. With the product and production orientation, manufacturing, engineering, and research dictate what products should be marketed rather than the needs, preferences, and interests of the final consumers.

ANS: T

The product and production concepts both focus strategies on the production process and delivery, devoting significant resources to research, product development, manufacturing, and engineering.

PTS: 1 DIF: Difficult REF: Section 1-4a

22. The selling concept focuses on offering customers goods that best fit their needs and desires.

ANS: F

The selling concept focuses on persuading consumers to make purchases, rather than offering customers goods that best fit their needs and desires.

PTS: 1 DIF: Difficult REF: Section 1-4b

23. The production concept assumes that consumers left alone will normally not purchase the products that the firm is selling, or not purchase enough products.

ANS: F

The selling concept assumes that consumers left alone will normally not purchase the products that the firm is selling, or not purchase enough products.

PTS: 1 DIF: Easy REF: Section 1-4b

24. The societal marketing concept assumes that a company can compete more effectively if it first researches consumers' generic needs, wants, and preferences, as well as product or service-related attitudes, and personal interests.

ANS: F

It is the marketing concept that assumes that a company can compete more effectively if it first researches consumers' generic needs, wants, and preferences, as well as product or service-related attitudes, and personal interests.

PTS: 1 DIF: Medium REF: Section 1-4c

25. The selling concept has as its primary goal increasing sales volume, whereas the marketing concept has as its primary goal addressing customer needs and wants.

ANS: T

The selling concept is focused primarily on increasing sales volume, whereas the marketing concept focuses primarily on addressing customer needs and wants.

PTS: 1 DIF: Moderate REF: Section 1-4c

26. When Anheuser Busch airs a television advertisement encouraging individuals under 21 not to drink beer, they are involved in demarketing.

ANS: T

Demarketing is defined as reducing the demand for a company's own products, if that is in the interest of society.

PTS: 1 DIF: Difficult REF: Section 1-4d

27. The societal marketing concept assumes that a company can compete more effectively if it first researches consumers' needs, wants, and preferences, then delivers the goods in a manner that maximizes society's wellbeing.

ANS: T

The societal marketing concept assumes that the company will have an advantage over competitors if it applies the marketing concept in a manner that maximizes society's wellbeing.

PTS: 1 DIF: Moderate REF: Section 1-4d

28. Partnering with another for-profit business to help a nonprofit cause is referred to as engaging in cause-related marketing.

ANS: F

Cause-related marketing refers to a long-term partnership between a nonprofit organization and a corporation that is integrated into the corporation's marketing plan.

PTS: 1 DIF: Moderate REF: Section 1-4d

29. The tendency of marketing efforts to focus on products, production, or sales and ignore specific consumer needs or important markets is known as marketing myopia.

ANS: T

Marketing myopia is defined as the tendency of marketing efforts to focus on products, production, or sales and ignore specific consumer needs or important markets.

PTS: 1 DIF: Moderate REF: Section 1-4f

30. The danger of the product, production, and selling concepts is that they may lead to marketing myopia.

ANS: T

The danger of the product, production, and selling concepts is that they may lead to marketing myopia. But even companies that embrace the societal marketing concept could experience marketing myopia.

PTS: 1 DIF: Difficult REF: Section 1-4f

31. A market orientation is defined as a company-wide culture creating the necessary behaviors for delivering superior value to buyers.

ANS: T

A market orientation is a systematic quest for and dissemination of information across departments, and subsequent organization-wide response in a manner that best addresses customers' needs and preferences.

PTS: 1                      DIF: Easy                      REF: Section 1-5a

32. For optimal performance in the marketplace, marketers need to address consumer needs and wants more effectively than competitors.

ANS: T

For optimal performance in the marketplace, marketers need to address consumer needs and wants more effectively than competitors. That is, they have to use a marketing strategy using the four *P*'s of marketing in a manner that optimally addresses consumer needs.

PTS: 1                      DIF: Moderate                      REF: Section 1-5b

33. Companies with a value-based philosophy ensure customer needs are addressed in a manner that delivers high quality products and services that lead to customer satisfaction.

ANS: T

Companies with a value-based philosophy ensure customer needs are addressed in a manner that delivers high quality products and services that lead to customer satisfaction.

PTS: 1                      DIF: Moderate                      REF: Section 1-5c

34. The customer database is particularly valuable in developing a customer relationship management (CRM) program.

ANS: T

The customer database is particularly valuable in developing a CRM. It provides a unified customer view across the enterprise, tying together all the interaction between the company and a particular customer.

PTS: 1                      DIF: Difficult                      REF: Section 1-5d

35. At the heart of customer relationship management (CRM) is the value-based philosophy.

ANS: F

At the heart of customer relationship management is the concept of customer lifetime value (LTV).

PTS: 1                      DIF: Moderate                      REF: Section 1-5d

36. Consumer valuation theory most accurately captures a customer's potential value to the firm.

ANS: F

Consumer valuation theory focuses on the customer financial contribution to the firm; life-time value captures a customer's potential value to the firm.

PTS: 1                      DIF: Moderate                      REF: Section 1-5d

## MULTIPLE CHOICE

1. More than 30 million Americans work entirely or in part in assisting the marketing system, with \_\_\_\_\_ accounting for the largest segment.
- a. salespeople
  - b. advertising
  - c. brand managers
  - d. business-to-business buyers

ANS: A

More than 30 million Americans work directly within the aggregate marketing system, with salespeople accounting for the largest segment.

PTS: 1                      DIF: Difficult                      REF: Section 1-2

2. The sum of all goods and services produced within the boundaries of a country is the
- a. national product index (NPI).
  - b. gross domestic product (GDP).
  - c. gross national product (GNP).
  - d. marketing orientation.

ANS: B

The gross domestic product (GDP) is calculated as the sum of all goods and services produced within the boundaries of a country.

PTS: 1                      DIF: Easy                      REF: Section 1-2

3. Nations with higher proportions of their populations involved in marketing and with a developed marketing system also have a:
- a. lower GDP
  - b. higher GDP.
  - c. larger manufacturing capacity
  - d. larger natural resource base

ANS: B

Nations with higher proportions of their populations involved in marketing and with a developed marketing system also have a higher GDP.

PTS: 1                      DIF: Difficult                      REF: Section 1-2

4. Successful marketers must be able to identify target consumers as well as all of the following except
- a. needs
  - b. wants
  - c. demands
  - d. desires

ANS: D

Successful marketers must be able to identify target consumers as well as their needs, wants, and demands.

PTS: 1                      DIF: Easy                      REF: Section 1-3a

5. A need becomes a want when it
- a. is directed at a particular need
  - b. is directed at a particular product
  - c. meets physiological needs such as hunger and thirst
  - d. is backed by the ability to make a purchase

ANS: B

Needs become wants when they are directed to a particular product. Wants are shaped by one's culture.

PTS: 1 DIF: Moderate REF: Section 1-3a

6. A want becomes a demand when it
- is directed at a particular need
  - is directed at a particular product
  - meets physiological needs such as hunger and thirst
  - is backed by the ability to make a purchase

ANS: D

A want becomes a demand when it is backed by the ability to purchase a particular good or service.

PTS: 1 DIF: Moderate REF: Section 1-3a

7. \_\_\_\_\_ are shaped by an individual's culture.
- Needs
  - Wants
  - Demands
  - Values

ANS: B

Wants are shaped by one's culture. For example, shelter wants are met in various ways around the world.

PTS: 1 DIF: Moderate REF: Section 1-3a

8. Basic human requirements such as food, water, clothing, and shelter would be classified as a
- want
  - demand
  - need
  - market

ANS: C

Needs are defined as basic human requirements: physiological needs, such as food and water; safety needs; social needs, such as affection and acceptance; self-esteem needs, such as the need for recognition; and self-actualization needs, such as the need for self-improvement.

PTS: 1 DIF: Easy REF: Section 1-3a

9. Value is
- the overall quality of a product
  - based on the level of satisfaction with a product
  - the overall price given the quality of a product
  - based on price, quality, and satisfaction

ANS: C

Value, defined as the overall price given the quality of the product, is especially important in the first purchase of a product.

PTS: 1 DIF: Moderate REF: Section 1-3b

10. The key to whether consumers or businesses will purchase a product again is the
- price
  - price relative to quality
  - need for the product
  - level of satisfaction

ANS: D

Satisfaction is the key to whether consumers or businesses purchase again. If you're satisfied you will purchase again. If not, you will purchase another brand.

PTS: 1                      DIF: Difficult                      REF: Section 1-3b

11. \_\_\_\_\_ is defined as the overall good or service quality, reliability, and the extent to which it meets consumers' needs.
- a. Value
  - b. Demand
  - c. Quality
  - d. Satisfaction

ANS: C

Quality refers to overall product quality, reliability, and the extent to which it meets consumers' needs. Perceived quality has the greatest impact on satisfaction.

PTS: 1                      DIF: Easy                      REF: Section 1-3b

12. Goods refer to
- a. tangible products such as clothing
  - b. intangible products such as a haircut
  - c. concepts and experiences such as a trip to the beach
  - d. products that are sold through retail outlets

ANS: A

Goods generally refer to tangible products. Clothing is an example of a tangible product.

PTS: 1                      DIF: Easy                      REF: Section 1-3c

13. All of the following are examples of services except a
- a. facial at a beauty salon
  - b. trip to the beach
  - c. a dental check-up
  - d. taxi ride to a sporting event

ANS: B

A trip to the beach is an experience, rather than a service.

PTS: 1                      DIF: Moderate                      REF: Section 1-3c

14. Intangible activities or benefits that individuals acquire, but that do not result in ownership are called
- a. goods
  - b. ideas and experiences
  - c. services
  - d. products

ANS: C

Services are defined as intangible activities or benefits that individuals acquire, but that do not result in ownership.

PTS: 1                      DIF: Easy                      REF: Section 1-3c

15. Going on a safari in Kenya or riding an elephant at the zoo would be examples of
- a. goods
  - b. services
  - c. products
  - d. experiences

ANS: D

Going on a safari in Kenya or riding an elephant at the zoo would be examples of experiences that consumers perceive as valuable because they fulfill consumer needs and wants.

PTS: 1                      DIF: Moderate                      REF: Section 1-3c

16. The central concept behind marketing is
- meeting consumers' needs and wants
  - satisfying the demand of consumers
  - the exchange process
  - understanding consumers' needs, wants, and demands

ANS: C

The exchange process is central to marketing at every level.

PTS: 1                      DIF: Difficult                      REF: Section 1-3d

17. The process of developing and nurturing relationships with the parties participating in the transactions involving a company's products is called
- relationship marketing
  - marketing
  - promotion
  - the marketing concept

ANS: A

Relationship marketing is the process of developing and nurturing relationships with the parties participating in the transactions involving a company's products.

PTS: 1                      DIF: Easy                      REF: Section 1-3d

18. The 4 P's of marketing are
- price, promotion, product, and perceived quality
  - price, perception, product, place
  - price, product, people, promotion
  - price, product, promotion, and place

ANS: D

The 4 P's of marketing are product, price, place, and promotion.

PTS: 1                      DIF: Easy                      REF: Section 1-3d

19. In the 4 P's of marketing, place refers to the
- distribution process
  - research process
  - exchange process
  - integrated process of combining price and promotion

ANS: A

In the 4 P's of marketing, place refers to distribution.

PTS: 1                      DIF: Easy                      REF: Section 1-3d

20. Marketing has evolved over time and therefore, a firm can take different approaches to marketing. All of the following are possible approaches except
- placing a heavy emphasis on producing the best product it can, hoping someone will buy it
  - reducing costs through improved manufacturing processes and technological development, thus selling its products at a lower price
  - placing a heavy emphasis on the distribution channel, offering customers optimal access to the product
  - placing a heavy emphasis on selling its products to consumers and businesses, striving to convince customers of the superiority of its products

ANS: C

A firm can take five different approaches to marketing by adopting the product concept, the production concept, the selling concept, the marketing concept, and the societal marketing concept.

PTS: 1 DIF: Difficult REF: Section 1-4

21. The \_\_\_\_\_ concept assumes that consumers prefer products that are the most easily accessible and inexpensive.
- |               |              |
|---------------|--------------|
| a. production | c. selling   |
| b. product    | d. marketing |

ANS: A

The production concept assumes that consumers prefer products that are easily accessible and inexpensive.

PTS: 1 DIF: Easy REF: Section 1-4a

22. The \_\_\_\_\_ concept assumes that consumers prefer products that are of the highest quality and optimal performance.
- |               |              |
|---------------|--------------|
| a. production | c. selling   |
| b. product    | d. marketing |

ANS: B

The product concept assumes that consumers prefer products that are of the highest quality and optimal performance.

PTS: 1 DIF: Easy REF: Section 1-4a

23. When a pharmaceutical company such as Pfizer works to develop a new drug for cancer or other major illness, it is using the
- |                       |                               |
|-----------------------|-------------------------------|
| a. production concept | c. marketing concept          |
| b. product concept    | d. societal marketing concept |

ANS: B

When a pharmaceutical company such as Pfizer works to develop a new drug for cancer or other major illness, it is using the product concept, which assumes that consumers prefer products that are of the highest quality and optimal performance.

PTS: 1 DIF: Difficult REF: Section 1-4a

24. When the patent on a new drug expires, competing firms will often develop alternative medicines that offer consumers the same drug at a cheaper price. This philosophy of marketing is based on the
- |                       |                      |
|-----------------------|----------------------|
| a. production concept | c. selling concept   |
| b. product concept    | d. marketing concept |

ANS: A

The production concept assumes that consumers prefer products that are easily accessible and inexpensive, therefore, when the patent on a new drug expires, competing firms will often develop alternative medicines that offer consumers the same drug at a cheaper price.

PTS: 1 DIF: Difficult REF: Section 1-4a

25. The \_\_\_\_\_ concept assumes that consumers left alone will normally not purchase the products the firm is selling, or not purchase enough products.
- |               |            |
|---------------|------------|
| a. production | c. selling |
|---------------|------------|

- b. product                      d. marketing

ANS: C

The selling concept assumes that consumers left alone will normally not purchase the products the firm is selling, or not purchase enough products.

PTS: 1                      DIF: Easy                      REF: Section 1-4b

- [illegible]

ANS: B

The focus of the selling concept is on persuading consumers to make a purchase rather than offering them the products that best fit their needs and interests.

PTS: 1                      DIF: Moderate                      REF: Section 1-4b

27. When a Burger King offers \$1.00 off coupons for their Whopper sandwich to encourage consumers to purchase it, Burger King is using the
- |                       |                      |
|-----------------------|----------------------|
| a. product concept    | c. selling concept   |
| b. production concept | d. marketing concept |

ANS: C

Burger King is using the selling concept because the coupon is designed to persuade consumers to purchase the sandwich.

PTS: 1                      DIF: Difficult                      REF: Section 1-4b

28. The \_\_\_\_\_ concept assumes that a company can compete more effectively if it first researches consumers' generic needs, wants, preferences, as well as product or service-related attitudes, and personal interests.
- a. production                                      c. selling  
b. product                                          d. marketing

ANS: D

The marketing concept assumes that a company can compete more effectively if it first researches consumers' generic needs, wants, preferences, as well as product or service-related attitudes, and personal interests.

PTS: 1                      DIF: Easy                      REF: Section 1-4c

29. The marketing concept consists of all of the following components except
- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| a. an integrated marketing approach | c. an organizational goal orientation |
| b. a value-based philosophy         | d. a concern for societal needs       |

ANS: D

The marketing concept consists of an integrated marketing approach, an organizational goal orientation, and it has a value-based philosophy. However, the societal marketing concept has a concern for societal needs, assuming that the company will have an advantage over competitors if it applies the marketing concept in a manner that maximizes society's well-being.

PTS: 1                      DIF: Difficult                      REF: Section 1-4c

30. The selling concept has as its primary goal increasing sales volume, whereas the \_\_\_\_\_ philosophy has as its primary goal addressing customer needs and wants.
- a. production
  - b. product
  - c. marketing
  - d. societal marketing

ANS: C

The marketing philosophy has as its primary goal addressing customer needs and wants.

PTS: 1                      DIF: Difficult                      REF: Section 1-4c

31. The \_\_\_\_\_ concept assumes that the company will have an advantage over competitors if it applies the marketing concept in a manner that maximizes society's well-being.
- a. production
  - b. selling
  - c. marketing
  - d. societal marketing

ANS: D

The societal marketing concept assumes that the company will have an advantage over competitors if it applies the marketing concept in a manner that maximizes society's well-being.

PTS: 1                      DIF: Easy                      REF: Section 1-4d

32. In the process of adopting the societal marketing concept, many companies will
- a. partner with nonprofit firms to engage in cause-related marketing
  - b. utilize the production concept to reduce costs and thereby allow more members of society to purchase its products
  - c. utilize only domestic suppliers to reduce the dependence on the world economy
  - d. focus on providing post-purchase service to the buyer

ANS: A

Many companies, in the process of adopting the societal marketing concept, partner with nonprofit firms to engage in cause-related marketing. Cause-related marketing refers to a long-term partnership between a nonprofit organization and a corporation that is integrated into the corporation's marketing plan.

PTS: 1                      DIF: Moderate                      REF: Section 1-4d

33. The process of reducing demand for your own product when it is in the best interest of society is called
- a. societal marketing
  - b. demarketing
  - c. relationship marketing
  - d. cause-related marketing

ANS: B

Demarketing is defined as reducing the demand for a company's own products, if that is in the best interest of society.

PTS: 1                      DIF: Easy                      REF: Section 1-4d

34. The danger of the product, production, and selling concepts in marketing is
- a. that they ignore the concept of supply and demand
  - b. that they may lead to marketing myopia
  - c. the excess supply caused by overproduction
  - d. the lack of product variety

ANS: B

Marketing myopia is the tendency of marketing efforts to focus on products, production, or sales and ignore specific consumer needs or important markets.

PTS: 1                      DIF: Difficult                      REF: Section 1-4e

35. The marketing concepts which are most likely to lead to marketing myopia are the
- marketing and selling concepts alone
  - marketing and societal marketing concept alone
  - selling, product, and production concepts alone
  - product and production concepts alone

ANS: C

The marketing concepts which are most likely to lead to marketing myopia are the selling, product, and production concepts.

PTS: 1                      DIF: Difficult                      REF: Section 1-4e

36. The tendency of marketing efforts to focus on products, production, or sales and ignore specific consumer needs or important markets is called
- marketing myopia
  - the marketing concept
  - societal marketing concept
  - relationship marketing

ANS: A

Marketing myopia is defined as the tendency of marketing efforts to focus on products, production, or sales and ignore specific consumer needs or important markets.

PTS: 1                      DIF: Easy                      REF: Section 1-4e

37. Key elements of the societal marketing concept are all of the following except
- data mining
  - an integrated marketing approach
  - a focus on consumer needs and the needs of society
  - a value-based philosophy

ANS: A

Key elements of the societal marketing concept include an integrated approach, focus on consumer needs and wants, and a value-based philosophy.

PTS: 1                      DIF: Difficult                      REF: Section 1-5

38. A company-wide culture that creates the necessary behaviors for delivering superior values to buyers is called
- the societal marketing concept
  - an integrated marketing approach
  - a market orientation
  - marketing myopia

ANS: C

A market orientation is a company-wide culture that creates the necessary behaviors for delivering superior values to buyers.

PTS: 1                      DIF: Difficult                      REF: Section 1-5a

39. Successful companies that adopt a value-base philosophy are also likely to
- use the product concept
  - use a selling concept
  - invest in society, primarily for altruistic reasons that benefit society, not the company
  - use a product orientation

ANS: C

Successful companies that adopt a value-based philosophy are also likely to invest in society, primarily for altruistic reasons that benefit society, not the company—even if, ultimately, there is an expectation of commercial return.

PTS: 1 DIF: Difficult REF: Section 1-5c

40. If expectations of a good or service are greater than performance, consumers are likely to be
- satisfied and will likely purchase the good or service again
  - somewhat satisfied, but would switch to another good or service without much persuasion
  - dissatisfied and will likely engage in negative word-of-mouth communications and firm switching behavior
  - satisfied, but not necessarily likely to purchase the product again

ANS: C

If expectations are greater than performance, then consumers are likely to be dissatisfied with the good or service and may never purchase the brand again. These consumers are expected to engage in negative word-of-mouth communications about the company or brand as well as firm switching behavior.

PTS: 1 DIF: Moderate REF: Section 1-5c

41. Customer relationship management is the
- database application program designed to build long-term relationships with customers
  - estimated profitability of a customer over his or her entire relationship with the company
  - estimated profitability of a customer over his or her lifetime
  - holistic multichannel approach to marketing to customers when and where they want to make purchases

ANS: A

Customer relationship management is defined as the holistic process of identifying, attracting, differentiating, and retaining customers. Its eight building blocks are vision, strategy, customer experience, organizational collaboration, CRM processes, information, technology, and metrics.

PTS: 1 DIF: Moderate REF: Section 1-5e

42. Customer relationship management characteristics include all of the following except
- use technology to enhance efficiency
  - focus on customer communication
  - shares data across all functional areas
  - provide the ultimate organizational goal for an organization

ANS: D

Customer relationship management does not provide the ultimate organizational goal for an organization.

PTS: 1 DIF: Difficult REF: Section 1-5e

43. Consumer valuation theory
- focuses on the use of technology to enhance efficiency
  - captures a customer's potential value to the firm
  - focuses on the consumer's financial contribution to the firm
  - represents the ultimate organizational goal for an organization

ANS: C

Consumer valuation theory focuses on the consumer's direct and indirect financial contribution to the firm

PTS: 1                      DIF: Difficult                      REF: Section 1-5e

## COMPLETION

1. \_\_\_\_\_ are basic human requirements such as food, water, and shelter.

ANS: Needs

PTS: 1                      DIF: Moderate                      REF: Section 1-3a

2. A need that is directed at a particular product are referred to as a(n) \_\_\_\_\_.

ANS: want

PTS: 1                      DIF: Moderate                      REF: Section 1-3a

3. \_\_\_\_\_ are wants backed by the ability to buy the good or service.

ANS: Demands

PTS: 1                      DIF: Moderate                      REF: Section 1-3a

4. \_\_\_\_\_ is the overall price given the quality of a product.

ANS: Value

PTS: 1                      DIF: Moderate                      REF: Section 1-3b

5. \_\_\_\_\_ is a match between consumer expectations and good or service performance.

ANS: Satisfaction

PTS: 1                      DIF: Moderate                      REF: Section 1-3b

6. \_\_\_\_\_ are intangible activities or benefits that a consumer or business acquires, but do not result in ownership, such as an airplane trip.

ANS: Services

PTS: 1                      DIF: Easy                      REF: Section 1-3c

7. Tangible products such as clothes are called \_\_\_\_\_.

ANS: goods

PTS: 1                      DIF: Easy                      REF: Section 1-3c

8. The process of developing and nurturing relationships with all the parties participating in a marketing transaction is called \_\_\_\_\_.

ANS: relationship marketing

PTS: 1 DIF: Difficult REF: Section 1-3d

9. The marketing philosophy that assumes consumers prefer products that are easily accessible and inexpensive is the \_\_\_\_\_ concept.

ANS: production

PTS: 1 DIF: Difficult REF: Section 1-4a

10. The marketing philosophy that assumes consumers prefer products that are of the highest quality and optimal performance is the \_\_\_\_\_ concept.

ANS: product

PTS: 1 DIF: Difficult REF: Section 1-4a

11. The marketing philosophy that assumes that the consumer, if left alone, will normally not purchase the products a firm is selling or not purchase enough products is the \_\_\_\_\_ concept.

ANS: selling

PTS: 1 DIF: Difficult REF: Section 1-4b

12. The marketing philosophy that assumes a company can compete more effectively if it first researches consumers' needs, wants, and preferences is the \_\_\_\_\_ concept.

ANS: marketing

PTS: 1 DIF: Moderate REF: Section 1-4c

13. The marketing philosophy that assumes a company will have an advantage over competitors if it applies the marketing concept in a manner that maximizes society's wellbeing is the \_\_\_\_\_ concept.

ANS: societal marketing

PTS: 1 DIF: Moderate REF: Section 1-4d

14. \_\_\_\_\_ occurs when a company actively strives to reduce demand for its own products in order to benefit society.

ANS: Demarketing

PTS: 1 DIF: Difficult REF: Section 1-4d

15. \_\_\_\_\_ is the tendency of marketing efforts to focus on products/production or sales and ignore specific consumer needs, or important markets.

ANS: Marketing myopia

PTS: 1 DIF: Difficult REF: Section 1-4e

## ESSAY

1. Discuss the importance and role of marketing in the 21<sup>st</sup> Century.

ANS:

Marketing constitutes an ever-growing, important driving force of today's modern society. In the United States alone, there are over 330 million consumers spending over \$17.4 trillion on products and services. A significant portion of all individuals in the United States are employed entirely or in part assisting the marketing system to perform its functions. Thus, the broad marketing system is integral to a society's economic system, offering employment and income for millions working in the marketing field, enabling them to be productive and earn money needed for consumption, leading to an improved national infrastructure—in transportation, telecommunication, medical care, and finance. Companies engaged in marketing pay taxes that further fund public programs. The system's mass-market efficiencies allow for lower costs, lower prices, and increased overall consumer access, fostering innovation that ultimately benefits consumption. Marketing enhances economic development, buyers' wellbeing and general quality of life.

PTS: 1                      DIF: Difficult                      REF: Section 1-2

2. Define marketing and identify its key concepts.

ANS:

Marketing is defined as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Important concepts in marketing are needs (basic human requirements), wants (directed to a particular product), and demands (wants backed by the ability to buy the respective product or service brand). The 4 P's of marketing are products (goods, services ideas, and experiences), price, place (distribution), and promotion. At each level of distribution, between the manufacturer, wholesalers, retailer, and consumer, an exchange takes place: a desired good or service is obtained in exchange for something else. Exchanges involve at least two parties that mutually agree on the desirability of the exchange.

PTS: 1                      DIF: Moderate                      REF: Section 1-3

3. Explain the differences between needs, wants, and demands. Give an illustration of each.

ANS:

A need is a basic human requirement such as physiological, safety, social, self-esteem, or self-actualization. A want is a need that is directed toward a particular product. A demand is a want that is backed by the ability to make a purchase. Illustrations will vary.

PTS: 1                      DIF: Moderate                      REF: Section 1-3a

4. Explain the difference between goods and services.

ANS:

Goods refer to tangible products like an automobile while services are intangible activities or benefits such as a haircut.

PTS: 1                      DIF: Easy                      REF: Section 1-3c

5. What are the different marketing philosophies?

ANS:

The different philosophies are: the production concept, which assumes that consumers prefer products that are easily accessible and inexpensive; the product concept, which assumes that consumers prefer products that are of the highest quality and optimal performance; the selling concept, which assumes that consumers left alone will not buy, or not buy enough (they need to be aggressively sold in order to purchase); the marketing concept, which focuses on the consumers' needs and works to create a good/service that matches those needs, and the societal marketing concept, a philosophy that applies the marketing concept in a manner that maximizes society's wellbeing.

PTS: 1                      DIF: Difficult                      REF: Section 1-4

6. Discuss the key elements of the societal marketing concept and the importance of these elements in meeting the needs of consumers and society, and of the organization.

ANS:

The first key element is a market orientation and an integrated marketing approach, which is a firm-wide focus on customer needs and on delivering high quality products to consumers. The second key concept is the achievement of company objectives. The third key element is the dissemination of marketing information across departments using an integrated marketing approach. The fourth key element is a focus on consumer and societal needs. The fifth key element is a value-based philosophy that places value, quality and consumer satisfaction first. This is accomplished through the last key element, which is an organizational goal orientation that creates profit and shareholder wealth, while offering goods or services that are desirable, competitively priced, and delivered within easy consumer access.

PTS: 1                      DIF: Difficult                      REF: Section 1-4d

# Marketing Essentials (8th)

ISBN 9781957725420 | Chapter 1

Total Questions: 92

## Multiple Choice (43)

Q1. [Multiple Choice] · Cognitive Domain: Analysis

More than 30 million Americans work entirely or in part in assisting the marketing system, with \_\_\_\_\_ accounting for the largest segment.

- a) salespeople ✓ correct
- b) advertising
- c) brand managers
- d) business-to-business buyers

Q2. [Multiple Choice] · Cognitive Domain: Knowledge

The sum of all goods and services produced within the boundaries of a country is the

- a) national product index (NPI).
- b) gross domestic product (GDP). ✓ correct
- c) gross national product (GNP).
- d) marketing orientation.

Q3. [Multiple Choice] · Cognitive Domain: Analysis

Nations with higher proportions of their populations involved in marketing and with a developed marketing system also have a:

- a) lower GDP
- b) higher higher GDP. ✓ correct
- c) larger manufacturing capacity
- d) larger natural resource base

Q4. [Multiple Choice] · Cognitive Domain: Knowledge

Successful marketers must be able to identify target consumers as well as all of the following except

- a) needs
- b) wants
- c) demands
- d) desires ✓ correct

Q5. [Multiple Choice] · Cognitive Domain: Comprehension

A need becomes a want when it

- a) is directed at a particular need
- b) is directed at a particular product ✓ correct
- c) meets physiological needs such as hunger and thirst
- d) is backed by the ability to make a purchase

Q6. [Multiple Choice] · Cognitive Domain: Comprehension

A want becomes a demand when it

- a) is directed at a particular need
- b) is directed at a particular product
- c) meets physiological needs such as hunger and thirst
- d) is backed by the ability to make a purchase ✓ correct

Q7. [Multiple Choice] · Cognitive Domain: Comprehension

\_\_\_\_\_ are shaped by an individual's culture.

- a) Needs
- b) Wants ✓ correct**
- c) Demands
- d) Values

Q8. [Multiple Choice] · Cognitive Domain: Knowledge

Basic human requirements such as food, water, clothing, and shelter would be classified as a

- a) want
- b) demand
- c) need ✓ correct**
- d) market

Q9. [Multiple Choice] · Cognitive Domain: Comprehension

Value is

- a) the overall quality of a product
- b) based on the level of satisfaction with a product
- c) the overall price given the quality of a product ✓ correct**
- d) based on price, quality, and satisfaction

Q10. [Multiple Choice] · Cognitive Domain: Analysis

The key to whether consumers or businesses will purchase a product again is the

- a) price
- b) price relative to quality
- c) need for the product
- d) level of satisfaction ✓ correct**

Q11. [Multiple Choice] · Cognitive Domain: Knowledge

\_\_\_\_\_ is defined as the overall good or service quality, reliability, and the extent to which it meets consumers' needs.

- a) Value
- b) Demand
- c) Quality ✓ correct**
- d) Satisfaction

Q12. [Multiple Choice] · Cognitive Domain: Knowledge

Goods refer to

- a) tangible products such as clothing ✓ correct**
- b) intangible products such as a haircut
- c) concepts and experiences such as a trip to the beach
- d) products that are sold through retail outlets

Q13. [Multiple Choice] · Cognitive Domain: Comprehension

All of the following are examples of services except a

- a) facial at a beauty salon
- b) trip to the beach ✓ correct**
- c) a dental check-up
- d) taxi ride to a sporting event

**Q14.** [Multiple Choice] · Cognitive Domain: Knowledge

Intangible activities or benefits that individuals acquire, but that do not result in ownership are called

- a) goods
- b) ideas and experiences
- c) services ✓ correct**
- d) products

**Q15.** [Multiple Choice] · Cognitive Domain: Comprehension

Going on a safari in Kenya or riding an elephant at the zoo would be examples of

- a) goods
- b) services
- c) products
- d) experiences ✓ correct**

**Q16.** [Multiple Choice] · Cognitive Domain: Analysis

The central concept behind marketing is

- a) meeting consumers' needs and wants
- b) satisfying the demand of consumers
- c) the exchange process ✓ correct**
- d) understanding consumers' needs, wants, and demands

**Q17.** [Multiple Choice] · Cognitive Domain: Knowledge

The process of developing and nurturing relationships with the parties participating in the transactions involving a company's products is called

- a) relationship marketing ✓ correct**
- b) marketing
- c) promotion
- d) the marketing concept

**Q18.** [Multiple Choice] · Cognitive Domain: Knowledge

The 4 P's of marketing are

- a) price, promotion, product, and perceived quality
- b) price, perception, product, place
- c) price, product, people, promotion
- d) price, product, promotion, and place ✓ correct**

**Q19.** [Multiple Choice] · Cognitive Domain: Knowledge

In the 4 P's of marketing, place refers to the

- a) distribution process ✓ correct**
- b) research process
- c) exchange process
- d) integrated process of combining price and promotion

**Q20.** [Multiple Choice] · Cognitive Domain: Analysis

Marketing has evolved over time and therefore, a firm can take different approaches to marketing. All of the following are possible approaches except

- a) placing a heavy emphasis on producing the best product it can, hoping someone will buy it
- b) reducing costs through improved manufacturing processes and technological development, thus selling its products at a lower price
- c) placing a heavy emphasis on the distribution channel, offering customers optimal access to the product ✓ correct**
- d) placing a heavy emphasis on selling its products to consumers and businesses, striving to convince customers of the superiority of its products

**Q21.** [Multiple Choice] · Cognitive Domain: Knowledge

The \_\_\_\_\_ concept assumes that consumers prefer products that are the most easily accessible and inexpensive.

- a) production ✓ correct**
- b) product
- c) selling
- d) marketing

**Q22.** [Multiple Choice] · Cognitive Domain: Knowledge

The \_\_\_\_\_ concept assumes that consumers prefer products that are of the highest quality and optimal performance.

- a) production
- b) product ✓ correct**
- c) selling
- d) marketing

**Q23.** [Multiple Choice] · Cognitive Domain: Analysis

When a pharmaceutical company such as Pfizer works to develop a new drug for cancer or other major illness, it is using the

- a) production concept
- b) product concept ✓ correct**
- c) marketing concept
- d) societal marketing concept

**Q24.** [Multiple Choice] · Cognitive Domain: Analysis

When the patent on a new drug expires, competing firms will often develop alternative medicines that offer consumers the same drug at a cheaper price. This philosophy of marketing is based on the

- a) production concept ✓ correct**
- b) product concept
- c) selling concept
- d) marketing concept

**Q25.** [Multiple Choice] · Cognitive Domain: Knowledge

The \_\_\_\_\_ concept assumes that consumers left alone will normally not purchase the products the firm is selling, or not purchase enough products.

- a) production
- b) product
- c) selling ✓ correct**
- d) marketing

**Q26.** [Multiple Choice] · Cognitive Domain: Comprehension

With the \_\_\_\_\_, the focus is on persuading consumers to make a purchase rather than offering them the products that best fit their needs and interests.

- a) production concept
- b) selling concept ✓ correct**
- c) marketing concept
- d) societal marketing concept

**Q27.** [Multiple Choice] · Cognitive Domain: Analysis

When a Burger King offers \$1.00 off coupons for their Whopper sandwich to encourage consumers to purchase it, Burger King is using the

- a) product concept
- b) production concept
- c) selling concept ✓ correct**
- d) marketing concept

**Q28.** [Multiple Choice] · Cognitive Domain: Knowledge

The \_\_\_\_\_ concept assumes that a company can compete more effectively if it first researches consumers' generic needs, wants, preferences, as well as product or service-related attitudes, and personal interests.

- a) production
- b) product
- c) selling
- d) marketing ✓ correct**

**Q29.** [Multiple Choice] · Cognitive Domain: Analysis

The marketing concept consists of all of the following components except

- a) an integrated marketing approach
- b) a value-based philosophy
- c) an organizational goal orientation
- d) a concern for societal needs ✓ correct**

**Q30.** [Multiple Choice] · Cognitive Domain: Analysis

The selling concept has as its primary goal increasing sales volume, whereas the \_\_\_\_\_ philosophy has as its primary goal addressing customer needs and wants.

- a) production
- b) product
- c) marketing ✓ correct**
- d) societal marketing

**Q31.** [Multiple Choice] · Cognitive Domain: Knowledge

The \_\_\_\_\_ concept assumes that the company will have an advantage over competitors if it applies the marketing concept in a manner that maximizes society's well-being.

- a) production
- b) selling
- c) marketing
- d) societal marketing ✓ correct**

**Q32.** [Multiple Choice] · Cognitive Domain: Comprehension

In the process of adopting the societal marketing concept, many companies will

- a) partner with nonprofit firms to engage in cause-related marketing ✓ correct**
- b) utilize the production concept to reduce costs and thereby allow more members of society to purchase its products
- c) utilize only domestic suppliers to reduce the dependence on the world economy
- d) focus on providing post-purchase service to the buyer

**Q33.** [Multiple Choice] · Cognitive Domain: Knowledge

The process of reducing demand for your own product when it is in the best interest of society is called

- a) societal marketing
- b) demarketing ✓ correct**
- c) relationship marketing
- d) cause-related marketing

**Q34.** [Multiple Choice] · Cognitive Domain: Analysis

The danger of the product, production, and selling concepts in marketing is

- a) that they ignore the concept of supply and demand
- b) that they may lead to marketing myopia ✓ correct**
- c) the excess supply caused by overproduction
- d) the lack of product variety

**Q35.** [Multiple Choice] · Cognitive Domain: Analysis

The marketing concepts which are most likely to lead to marketing myopia are the

- a) marketing and selling concepts alone
- b) marketing and societal marketing concept alone
- c) selling, product, and production concepts alone ✓ correct**
- d) product and production concepts alone

**Q36.** [Multiple Choice] · Cognitive Domain: Knowledge

The tendency of marketing efforts to focus on products, production, or sales and ignore specific consumer needs or important markets is called

- a) marketing myopia ✓ correct**
- b) the marketing concept
- c) societal marketing concept
- d) relationship marketing

**Q37.** [Multiple Choice] · Cognitive Domain: Analysis

Key elements of the societal marketing concept are all of the following except

- a) data mining ✓ correct**
- b) an integrated marketing approach
- c) a focus on consumer needs and the needs of society
- d) a value-based philosophy

**Q38.** [Multiple Choice] · Cognitive Domain: Analysis

A company-wide culture that creates the necessary behaviors for delivering superior values to buyers is called

- a) the societal marketing concept
- b) an integrated marketing approach
- c) a market orientation ✓ correct**
- d) marketing myopia

**Q39.** [Multiple Choice] · Cognitive Domain: Analysis

Successful companies that adopt a value-base philosophy are also likely to

- a) use the product concept
- b) use a selling concept
- c) invest in society, primarily for altruistic reasons that benefit society, not the company ✓ correct**
- d) use a product orientation

**Q40.** [Multiple Choice] · Cognitive Domain: Comprehension

If expectations of a good or service are greater than performance, consumers are likely to be

- a) satisfied and will likely purchase the good or service again
- b) somewhat satisfied, but would switch to another good or service without much persuasion
- c) dissatisfied and will likely engage in negative word-of-mouth communications and firm switching behavior ✓ correct**
- d) satisfied, but not necessarily likely to purchase the product again

**Q41.** [Multiple Choice] · Cognitive Domain: Comprehension

Customer relationship management is the

- a) database application program designed to build long-term relationships with customers ✓ correct**
- b) estimated profitability of a customer over his or her entire relationship with the company
- c) estimated profitability of a customer over his or her lifetime
- d) holistic multichannel approach to marketing to customers when and where they want to make purchases

**Q42.** [Multiple Choice] · Cognitive Domain: Analysis

Customer relationship management characteristics include all of the following except

- a) use technology to enhance efficiency
- b) focus on customer communication
- c) shares data across all functional areas
- d) provide the ultimate organizational goal for an organization ✓ correct**

**Q43.** [Multiple Choice] · Cognitive Domain: Analysis

Consumer valuation theory

- a) focuses on the use of technology to enhance efficiency
- b) captures a customer's potential value to the firm
- c) focuses on the consumer's financial contribution to the firm ✓ correct**
- d) represents the ultimate organizational goal for an organization

### True/False (28)

**Q44.** [True/False] · Cognitive Domain: Analysis

The level of satisfaction is a function of the actual value of a product and whether it adequately meets the consumer's expectations.

- a) True
- b) False ✓ correct**

**Correct answer: False**

**Q45.** [True/False] · Cognitive Domain: Knowledge

Goods generally refer to tangible products such as cereals, automobiles, and clothing, while services refer to intangible activities or benefits that individuals acquire, but that do not result in ownership.

- a) True ✓ correct**
- b) False

**Correct answer: True**

**Q46.** [True/False] · Cognitive Domain: Knowledge

A beauty salon would be an example of a service.

**a) True ✓ correct**

**b) False**

**Correct answer: True**

**Q47.** [True/False] · Cognitive Domain: Analysis

A bakery would be an example of a good.

**a) True**

**b) False ✓ correct**

**Correct answer: False**

**Q48.** [True/False] · Cognitive Domain: Knowledge

Scuba diving would be an example of an idea or experience.

**a) True ✓ correct**

**b) False**

**Correct answer: True**

**Q49.** [True/False] · Cognitive Domain: Comprehension

At each level of exchange in the channel of distribution, information is exchanged for a monetary sum.

**a) True**

**b) False ✓ correct**

**Correct answer: False**

**Q50.** [True/False] · Cognitive Domain: Knowledge

The 4 P's of marketing are price, product, promotion, and place.

**a) True ✓ correct**

**b) False**

**Correct answer: True**

**Q51.** [True/False] · Cognitive Domain: Comprehension

Relationship marketing is the process of developing and nurturing relationships with all the parties participating in the transactions involving a company's products.

**a) True ✓ correct**

**b) False**

**Correct answer: True**

**Q52.** [True/False] · Cognitive Domain: Comprehension

Marketing has evolved over time and, as a result, a firm can take three different approaches to marketing: product approach, selling approach, and marketing approach.

**a) True**

**b) False ✓ correct**

**Correct answer: False**

**Q53.** [True/False] · Cognitive Domain: Comprehension

The product concept assumes that consumers prefer products that are easily accessible and inexpensive.

**a) True**

**b) False ✓ correct**

**Correct answer: False**

**Q54.** [True/False] · Cognitive Domain: Comprehension

The production concept assumes that consumers prefer products that are of the highest quality and optimal performance.

a) True

b) False ✓ correct

**Correct answer: False**

**Q55.** [True/False] · Cognitive Domain: Comprehension

Firms at the forefront of technology introducing new products to the market are most likely to adopt the production concept.

a) True

b) False ✓ correct

**Correct answer: False**

**Q56.** [True/False] · Cognitive Domain: Analysis

With the product and production orientation, manufacturing, engineering, and research dictate what products should be marketed rather than the needs, preferences, and interests of the final consumers.

a) True ✓ correct

b) False

**Correct answer: True**

**Q57.** [True/False] · Cognitive Domain: Analysis

The selling concept focuses on offering customers goods that best fit their needs and desires.

a) True

b) False ✓ correct

**Correct answer: False**

**Q58.** [True/False] · Cognitive Domain: Knowledge

The production concept assumes that consumers left alone will normally not purchase the products that the firm is selling, or not purchase enough products.

a) True

b) False ✓ correct

**Correct answer: False**

**Q59.** [True/False] · Cognitive Domain: Comprehension

The societal marketing concept assumes that a company can compete more effectively if it first researches consumers' generic needs, wants, and preferences, as well as product or service-related attitudes, and personal interests.

a) True

b) False ✓ correct

**Correct answer: False**

**Q60.** [True/False] · Cognitive Domain: Comprehension

The selling concept has as its primary goal increasing sales volume, whereas the marketing concept has as its primary goal addressing customer needs and wants.

a) True ✓ correct

b) False

**Correct answer: True**

**Q61.** [True/False] · Cognitive Domain: Analysis

When Anheuser Busch airs a television advertisement encouraging individuals under 21 not to drink beer, they are involved in demarketing.

**a) True ✓ correct**

**b) False**

**Correct answer: True**

**Q62.** [True/False] · Cognitive Domain: Comprehension

The societal marketing concept assumes that a company can compete more effectively if it first researches consumers' needs, wants, and preferences, then delivers the goods in a manner that maximizes society's wellbeing.

**a) True ✓ correct**

**b) False**

**Correct answer: True**

**Q63.** [True/False] · Cognitive Domain: Comprehension

Partnering with another for-profit business to help a nonprofit cause is referred to as engaging in cause-related marketing.

**a) True**

**b) False ✓ correct**

**Correct answer: False**

**Q64.** [True/False] · Cognitive Domain: Comprehension

The tendency of marketing efforts to focus on products, production, or sales and ignore specific consumer needs or important markets is known as marketing myopia.

**a) True ✓ correct**

**b) False**

**Correct answer: True**

**Q65.** [True/False] · Cognitive Domain: Analysis

The danger of the product, production, and selling concepts is that they may lead to marketing myopia.

**a) True ✓ correct**

**b) False**

**Correct answer: True**

**Q66.** [True/False] · Cognitive Domain: Knowledge

A market orientation is defined as a company-wide culture creating the necessary behaviors for delivering superior value to buyers.

**a) True ✓ correct**

**b) False**

**Correct answer: True**

**Q67.** [True/False] · Cognitive Domain: Comprehension

For optimal performance in the marketplace, marketers need to address consumer needs and wants more effectively than competitors.

**a) True ✓ correct**

**b) False**

**Correct answer: True**

Q68. [True/False] · Cognitive Domain: Comprehension

Companies with a value-based philosophy ensure customer needs are addressed in a manner that delivers high quality products and services that lead to customer satisfaction.

a) True ✓ correct

b) False

**Correct answer: True**

Q69. [True/False] · Cognitive Domain: Analysis

The customer database is particularly valuable in developing a customer relationship management (CRM) program.

a) True ✓ correct

b) False

**Correct answer: True**

Q70. [True/False] · Cognitive Domain: Comprehension

At the heart of customer relationship management (CRM) is the value-based philosophy.

a) True

b) False ✓ correct

**Correct answer: False**

Q71. [True/False] · Cognitive Domain: Comprehension

Consumer valuation theory most accurately captures a customer's potential value to the firm.

a) True

b) False ✓ correct

**Correct answer: False**

## Essay (21)

Q72. [Essay] · Cognitive Domain: Comprehension

\_\_\_\_\_ are basic human requirements such as food, water, and shelter.

**Suggested answer:** Sample response: Needs

Q73. [Essay] · Cognitive Domain: Comprehension

A need that is directed at a particular product are referred to as a(n) \_\_\_\_\_.

**Suggested answer:** Sample response: want

Q74. [Essay] · Cognitive Domain: Comprehension

\_\_\_\_\_ are wants backed by the ability to buy the good or service.

**Suggested answer:** Sample response: Demands

Q75. [Essay] · Cognitive Domain: Comprehension

\_\_\_\_\_ is the overall price given the quality of a product.

**Suggested answer:** Sample response: Value

Q76. [Essay] · Cognitive Domain: Comprehension

\_\_\_\_\_ is a match between consumer expectations and good or service performance.

**Suggested answer:** Sample response: Satisfaction

Q77. [Essay] · Cognitive Domain: Knowledge

\_\_\_\_\_ are intangible activities or benefits that a consumer or business acquires, but do not result in ownership, such as an airplane trip.

**Suggested answer:** Sample response: Services

**Q78.** [Essay] · Cognitive Domain: Knowledge

Tangible products such as clothes are called \_\_\_\_\_.

**Suggested answer:** Sample response: goods

**Q79.** [Essay] · Cognitive Domain: Analysis

The process of developing and nurturing relationships with all the parties participating in a marketing transaction is called \_\_\_\_\_.

**Suggested answer:** Sample response: relationship marketing

**Q80.** [Essay] · Cognitive Domain: Analysis

The marketing philosophy that assumes consumers prefer products that are easily accessible and inexpensive is the \_\_\_\_\_ concept.

**Suggested answer:** Sample response: production

**Q81.** [Essay] · Cognitive Domain: Analysis

The marketing philosophy that assumes consumers prefer products that are of the highest quality and optimal performance is the \_\_\_\_\_ concept.

**Suggested answer:** Sample response: product

**Q82.** [Essay] · Cognitive Domain: Analysis

The marketing philosophy that assumes that the consumer, if left alone, will normally not purchase the products a firm is selling or not purchase enough products is the \_\_\_\_\_ concept.

**Suggested answer:** Sample response: selling

**Q83.** [Essay] · Cognitive Domain: Comprehension

The marketing philosophy that assumes a company can compete more effectively if it first researches consumers' needs, wants, and preferences is the \_\_\_\_\_ concept.

**Suggested answer:** Sample response: marketing

**Q84.** [Essay] · Cognitive Domain: Comprehension

The marketing philosophy that assumes a company will have an advantage over competitors if it applies the marketing concept in a manner that maximizes society's wellbeing is the \_\_\_\_\_ concept.

**Suggested answer:** Sample response: societal marketing

**Q85.** [Essay] · Cognitive Domain: Analysis

\_\_\_\_\_ occurs when a company actively strives to reduce demand for its own products in order to benefit society.

**Suggested answer:** Sample response: Demarketing

**Q86.** [Essay] · Cognitive Domain: Analysis

\_\_\_\_\_ is the tendency of marketing efforts to focus on products/production or sales and ignore specific consumer needs, or important markets.

**Suggested answer:** Sample response: Marketing myopia

**Q87.** [Essay] · Cognitive Domain: Analysis

Discuss the importance and role of marketing in the 21st Century.

**Suggested answer:** Sample response: Marketing constitutes an ever-growing, important driving force of today's modern society. In the United States alone, there are over 330 million consumers spending over \$17.4 trillion on products and services. A significant portion of all individuals in the United States are employed entirely or in part assisting the marketing system to perform its functions. Thus, the broad marketing system is integral to a society's economic system, offering employment and income for millions working in the marketing field, enabling them to be productive and earn money needed for consumption, leading to an improved national infrastructure—in transportation, telecommunication, medical care, and finance. Companies engaged in marketing pay taxes that further fund public programs. The system's mass-market efficiencies allow for lower costs, lower prices, and increased overall consumer access, fostering innovation that ultimately benefits consumption. Marketing enhances economic development, buyers' wellbeing and general quality of life.

**Q88.** [Essay] · Cognitive Domain: Comprehension

Define marketing and identify its key concepts.

**Suggested answer:** Sample response: Marketing is defined as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Important concepts in marketing are needs (basic human requirements), wants (directed to a particular product), and demands (wants backed by the ability to buy the respective product or service brand). The 4 P's of marketing are products (goods, services ideas, and experiences), price, place (distribution), and promotion. At each level of distribution, between the manufacturer, wholesalers, retailer, and consumer, an exchange takes place: a desired good or service is obtained in exchange for something else. Exchanges involve at least two parties that mutually agree on the desirability of the exchange.

**Q89.** [Essay] · Cognitive Domain: Comprehension

Explain the differences between needs, wants, and demands. Give an illustration of each.

**Suggested answer:** Sample response: A need is a basic human requirement such as physiological, safety, social, self-esteem, or self-actualization. A want is a need that is directed toward a particular product. A demand is a want that is backed by the ability to make a purchase. Illustrations will vary.

**Q90.** [Essay] · Cognitive Domain: Knowledge

Explain the difference between goods and services.

**Suggested answer:** Sample response: Goods refer to tangible products like an automobile while services are intangible activities or benefits such as a haircut.

**Q91.** [Essay] · Cognitive Domain: Analysis

What are the different marketing philosophies?

**Suggested answer:** Sample response: The different philosophies are: the production concept, which assumes that consumers prefer products that are easily accessible and inexpensive; the product concept, which assumes that consumers prefer products that are of the highest quality and optimal performance; the selling concept, which assumes that consumers left alone will not buy, or not buy enough (they need to be aggressively sold in order to purchase); the marketing concept, which focuses on the consumers' needs and works to create a good/service that matches those needs, and the societal marketing concept, a philosophy that applies the marketing concept in a manner that maximizes society's wellbeing.

**Q92.** [Essay] · Cognitive Domain: Analysis

Discuss the key elements of the societal marketing concept and the importance of these elements in meeting the needs of consumers and society, and of the organization.

**Suggested answer:** Sample response: The first key element is a market orientation and an integrated marketing approach, which is a firm-wide focus on customer needs and on delivering high quality products to consumers. The second key concept is the achievement of company objectives. The third key element is the dissemination of marketing information across departments using an integrated marketing approach. The fourth key element is a focus on consumer and societal needs. The fifth key element is a value-based philosophy that places value, quality and consumer satisfaction first. This is accomplished through the last key element, which is an organizational goal orientation that creates profit and shareholder wealth, while offering goods or services that are desirable, competitively priced, and delivered within easy consumer access.