Chapter 01

Marketing's Value to Consumers, Firms, and Society

Answer Key

 **True / False Questions**

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| 1. | Marketing is basically selling and advertising.    *Answer:* **FALSE**  Feedback: Although it's true that selling and advertising are parts of marketing, marketing is much more than that. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 2. | Marketing, in the literal sense, means "selling" or "advertising."    *Answer:* **FALSE**  Feedback: Although it's true that selling and advertising are parts of marketing, marketing is much more than that. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 3. | Making goods or performing services is called marketing.    *Answer:* **FALSE**  Feedback: Making goods or performing services is called production. Marketing is a much bigger process, involving the flow of need-satisfying goods and services from producer to consumer. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 4. | Estimating what price consumers are willing to pay for a product and if the firm can make a profit selling at that price, is an example of a production activity.    *Answer:* **FALSE**  Feedback: Estimating what price consumers are willing to pay for a product and if the firm can make a profit selling at that price, is an example of a marketing activity. |

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| *AACSB: Analytical Thinking AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: Marketing-What’s It All About?* |

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| 5. | Marketing can provide needed direction for production and help make sure that the right goods and services find their way to interested consumers.    *Answer:* **TRUE**  Feedback: Marketing provides needed direction for production and helps make sure that the right goods and services are produced and find their way to consumers. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 6. | Marketing plays an essential role in creating customer satisfaction.    *Answer:* **TRUE**  Feedback: Marketing plays an essential role in providing consumers with need-satisfying goods and services and, more generally, in creating customer satisfaction. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 7. | Customer satisfaction is the extent to which a firm fulfills a consumer's needs, desires, and expectations.    *Answer:* **TRUE**  Feedback: Customer satisfaction is the extent to which a firm fulfills a consumer's needs, desires, and expectations. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 8. | If a firm produces the right goods or services, marketing has little role to play in creating customer satisfaction.    *Answer:* **FALSE**  Feedback: Marketing helps make sure that the right goods and services are produced and find their way to customers. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 9. | In advanced economies, it is estimated that marketing costs about 50 cents of each consumer's dollar.    *Answer:* **TRUE**  Feedback: In advanced economies, marketing costs about 50 cents of every consumer dollar. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective:1-1*  *Level of Difficulty: 1 Easy Topic: Marketing Is Important to You* |

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| 10. | In advanced economies, marketing costs only about 10 percent of each consumer's dollar.    *Answer:* **FALSE**  Feedback: In advanced economies, marketing costs about 50 cents of every consumer dollar. |

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| 11. | Marketing encourages the development and spread of new ideas, goods, and services.    *Answer:* **TRUE**  Feedback: Marketing encourages innovation, which is the development and spread of new ideas, goods, and services. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing Is Important to You* |

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| 12. | Marketing discourages the development and spread of new ideas, goods, and services.    *Answer:* **FALSE**  Feedback: Marketing encourages innovation, which is the development and spread of new ideas, goods, and services. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing Is Important to You* |

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| 13. | Marketing is both a set of activities performed by organizations and a social process.    *Answer:* **TRUE**  Feedback: We can view marketing in two ways: from a micro view as a set of activities performed by organizations and from a macro view as a social process. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 14. | Marketing can be viewed as a set of activities performed by organizations, but not as a social process.    *Answer:* **FALSE**  Feedback: We can view marketing in two ways: from a micro view as a set of activities performed by organizations and from a macro view as a social process. |

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| 15. | Marketing can be viewed as a social process, but not as a set of activities performed by organizations.    *Answer:* **FALSE**  Feedback: We can view marketing in two ways: from a micro view as a set of activities performed by organizations and from a macro view as a social process. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 16. | The micro view of marketing sees it as the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client.    *Answer:* **TRUE**  Feedback: Marketing in micro view is defined as the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 17. | Marketing is the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client.    *Answer:* **TRUE**  Feedback: Marketing in micro view is defined as the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client. |

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| 18. | The micro view of marketing is mainly concerned with the activities performed by organizations.    *Answer:* **TRUE**  Feedback: Marketing in micro view is defined as the performance of activities that seek to accomplish an organization's objectives. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 19. | From a micro view, marketing activities are performed only by profit-oriented organizations.    *Answer:* **FALSE**  Feedback: Marketing applies to both profit and nonprofit organizations. |

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| 20. | Marketing only applies to profit organizations.    *Answer:* **FALSE**  Feedback: Marketing applies to both profit and nonprofit organizations. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 21. | Marketing only applies to for-profit organizations.    *Answer:* **FALSE**  Feedback: Marketing applies to both profit and nonprofit organizations. |

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| 22. | Marketing activities should be of no interest to a nonprofit organization.    *Answer:* **FALSE**  Feedback: Marketing applies to both profit and nonprofit organizations. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 23. | Marketing activities should begin with potential customer needs, not with the production process.    *Answer:* **TRUE**  Feedback: Marketing, rather than production, should begin with determining what goods and services are to be developed to satisfy customer needs. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 24. | Production, not marketing, should determine what products are to be made.    *Answer:*  **FALSE**  Feedback: Marketing, rather than production, should determine what goods and services are to be developed. |

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| 25. | Marketing should begin with the production process.    *Answer:* **FALSE**  Feedback: Marketing should begin with potential customer needs and not with the production process. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective:1-1*  *Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 26. | Marketing does not occur unless there are two or more parties who want to exchange something for something else.    *Answer:* **TRUE**  Feedback: Marketing involves a flow of need-satisfying offerings from a producer to a customer, which implies that there is an exchange of the offering for something else, such as the customer's money. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 27. | In a pure subsistence economy—when each family unit produces everything it consumes—no marketing is involved.    *Answer:* **TRUE**  Feedback: In a pure subsistence economy, when each family unit produces everything it consumes, there is no need to exchange goods and services and no marketing is involved. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 28. | A marketing exchange is a single transaction between a firm and a customer, nothing more.    *Answer:* **FALSE**  Feedback: Marketing exchange is often part of an ongoing relationship, not just a single transaction. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 29. | Marketing is concerned with individual transactions rather than with building ongoing relationships with customers because that is the job of people in the public relations department.    *Answer:* **FALSE**  Feedback: The marketing flow of need-satisfying goods and services is not just for a single transaction but rather is part of building a long-lasting relationship that benefits both the firm and the customer. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 30. | Macro-marketing emphasizes how the whole marketing system works.    *Answer:* **TRUE**  Feedback: The emphasis with macro-marketing is on how the whole marketing system works, which includes looking at how marketing affects society and vice versa. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 31. | Micro-marketing is a social process that directs an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand and accomplishes society's objectives.    *Answer:* **FALSE**  Feedback: Macro-marketing is a social process that directs an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand and accomplishes the objectives of society. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 32. | Macro-marketing is a set of activities that direct an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand and accomplishes the objectives of society.    *Answer:* **FALSE**  Feedback: Macro-marketing is a social process that directs an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand and accomplishes the objectives of society. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 33. | Macro-marketing emphasizes how the whole system works, rather than the activities of individual organizations.    *Answer:* **TRUE**  Feedback: The emphasis with macro-marketing is not on the activities of individual organizations. Instead, the emphasis is on how the whole marketing system works. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 34. | Macro-marketing emphasizes the activities of individual organizations.    *Answer:* **FALSE**  Feedback: The emphasis with macro-marketing is not on the activities of individual organizations. Instead, the emphasis is on how the whole marketing system works. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 35. | Macro-marketing is concerned with examining the relationship of the entire production and distribution system.    *Answer:* **TRUE**  Feedback: Macro-marketing is concerned with the flow of need-satisfying goods and services from producers to consumers. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 36. | An effective macro-marketing system matches heterogeneous supply with heterogeneous demand.    *Answer:* **TRUE**  Feedback: The role of a macro-marketing system is to effectively match the heterogeneous supply and demand and at the same time accomplish society's objectives. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 37. | Effective marketing in an advanced economy is difficult because producers and consumers are often separated in several ways.    *Answer:* **TRUE**  Feedback: Effective marketing in an advanced economy is difficult because producers and consumers are often separated in several ways. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 38. | Achieving effective marketing in an advanced economy is simplified by the fact that producers are separated from consumers in only two ways: time and space.    *Answer:* **FALSE**  Feedback: Effective marketing in an advanced economy is difficult because producers and consumers are often separated in several ways such as space, time, information and values, and ownership. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2 Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 39. | The term "economies of scale" means that as a company produces larger numbers of a particular product, the cost for each unit of the product goes down.    *Answer:* **TRUE**  Feedback: Economies of scale means that as a company produces larger numbers of a particular product, the cost of each unit of the product goes down. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 40. | "Economies of scale" prevent a company from taking advantage of mass production.    *Answer:* **FALSE**  Feedback: Most firms specialize in producing and selling large amounts of a narrow assortment of goods and services, which allows them to take advantage of mass production with its economies of scale. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 41. | "Economies of scale" means that as a company produces more of a product, the total cost of production goes up.    *Answer:* **FALSE**  Feedback: Economies of scale means that as a company produces larger numbers of a particular product, the cost of each unit of the product goes down. |

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| 42. | "Economies of scale" means that as a company produces more of a product, the cost of each unit produced goes down.    *Answer:* **TRUE**  Feedback: Economies of scale means that as a company produces larger numbers of a particular product, the cost of each unit of the product goes down. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 43. | In an advanced economy, all goods and services can be produced with mass production and its economies of scale.    *Answer:* **FALSE**  Feedback: In an advanced economy, a narrow assortment of goods and services can be produced with mass production and its economies of scale. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2*  *Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 44. | Both mass production and effective marketing are needed to satisfy the economic needs of an advanced economy.    *Answer:* **TRUE**  Feedback: This statement requires an understanding of the material in Exhibit 1-1 and the material in text on pages 09 and 10. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 45. | An effective macro-marketing system overcomes discrepancies of quantity and discrepancies of assortment by using the universal functions of marketing.    *Answer:* **TRUE**  Feedback: The purpose of a macro-marketing system is to overcome the discrepancies and separations using the universal functions of marketing. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 46. | The universal functions of marketing include transporting and storing as well.    *Answer:* **TRUE**  Feedback: The universal functions of marketing are buying, selling, transporting, storing, standardization and grading, financing, risk taking, and market information. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 47. | The "universal functions of marketing" consist only of buying, selling, transporting, and storing.    *Answer:* **FALSE**  Feedback: The universal functions of marketing are buying, selling, transporting, storing, standardization and grading, financing, risk taking, and market information. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3*  *Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 48. | The universal functions of marketing are performed in the same way in all nations and economic systems.    *Answer:* **FALSE**  Feedback: The universal functions of marketing must be performed in all macro-marketing systems and may differ among nations and economic systems. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3 Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 49. | Marketing functions are performed by producers, consumers, and a variety of marketing specialists.    *Answer:* **TRUE**  Feedback: Producers and consumers sometimes handle some of the marketing functions. However, exchanges are often easier or less expensive when a marketing specialist performs some of the marketing functions. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 50. | Intermediaries specialize in trade and production.    *Answer:* **FALSE**  Feedback: Intermediaries specialize in trade rather than production. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 51. | The advantages of working with intermediaries increase as the number of producers and customers, their distance apart, and the number and variety of competing products increase.    *Answer:* **TRUE**  Feedback: Intermediaries can help to make the whole macro-marketing system more efficient and effective by the savings of time, effort, and expense that would be involved without them. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 52. | While intermediaries facilitate exchange, their cost makes the whole macro-marketing system less efficient.    *Answer:* **FALSE**  Feedback: Intermediaries charge for services they provide, this charge is usually offset by the savings of time, effort, and expense that would be involved without them thus making the whole macro-marketing system more efficient and effective. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 53. | Marketing collaborators are any firms that provide the marketing functions of buying and selling.    *Answer:* **FALSE**  Feedback: Collaborators are firms that facilitate or provide one or more of the marketing functions other than buying or selling. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 54. | Marketing specialists such as intermediaries and collaborators hinder the exchange process between producers and consumers.    *Answer:* **FALSE**  Feedback: Exchanges are often easier or less expensive when a marketing specialist performs some of the marketing functions. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 55. | E-commerce refers to exchanges between individuals and organizations-and the activities that facilitate those exchanges-based on applications of information technology.    *Answer:* **TRUE**  Feedback: E-commerce refers to exchanges between individuals or organizations—and activities that facilitate these exchanges—based on applications of information technology. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 56. | E-commerce refers to exchanges between organizations (not individuals) and the activities that facilitate those exchanges.    *Answer:* **FALSE**  Feedback: E-commerce refers to exchanges between individuals or organizations—and activities that facilitate these exchanges—based on applications of information technology. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 57. | E-commerce refers to exchanges between organizations, but not exchanges between individuals.    *Answer:* **FALSE**  Feedback: E-commerce refers to exchanges between individuals or organizations—and activities that facilitate these exchanges—based on applications of information technology. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 58. | E-commerce refers to exchanges between individuals, but not exchanges between organizations.    *Answer:* **FALSE**  Feedback: E-commerce refers to exchanges between individuals or organizations—and activities that facilitate these exchanges—based on applications of information technology. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 59. | Compared to other innovations, firms have been relatively slow to adopt e-commerce.    *Answer:* **FALSE**  Feedback: The growth of the Internet provided opportunities that resulted in the rapid growth of e-commerce. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 60. | It is chiefly in our micro-marketing system, not macro-marketing system, that developments in e-commerce have significantly in­creased efficiency and effectiveness.  *Answer:* **FALSE**  Feedback: Collectively, developments in e-commerce have significantly in­creased the efficiency and effectiveness of our macro-marketing system. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 61. | Responsibility for performing the marketing functions can be shifted and shared in a variety of ways, but no function can be completely eliminated.    *Answer:* **TRUE**  Feedback: All of the marketing functions must be performed by someone, either by shifting or sharing but no function can be completely eliminated. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 62. | Not all societies need an economic system.    *Answer:* **FALSE**  Feedback: All societies must provide for the needs of their members and hence every society needs some sort of economic system. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-4*  *Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 63. | An economic system is the way an economy organizes to use scarce resources to produce goods and services and distribute them for consumption among various people and groups in the society.    *Answer:* **TRUE**  Feedback: An economic system is the way an economy organizes to use scarce resources to produce goods and services and distribute them for consumption by various people and groups in the society. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 64. | Only industrial nations need an economic system to decide what and how much is to be produced and distributed by whom, when, to whom, and why.    *Answer:* **FALSE**  Feedback: Every society needs some sort of economic system that must develop some method to decide what and how much is to be produced and distributed by whom, when, to whom, and why. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 65. | In a command economy, producers generally have little choice about what goods and services to produce.    *Answer:* **TRUE**  Feedback: Producers in a command economy generally have little choice about what goods and services to produce. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 66. | In a command economy, the individual decisions of many producers and consumers make the macro-level decisions for the whole economy.    *Answer:* **FALSE**  Feedback: In a market-directed economy, the individual decisions of the many producers and consumers make the macro-level decisions for the whole economy. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 67. | In a market-directed economy, government officials decide what and how much is to be produced and distributed by whom, when, to whom, and why.    *Answer:* **FALSE**  Feedback: In a command economy, government officials decide what and how much is to be produced and distributed by whom, when, to whom, and why. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 68. | In a market-directed economy, price is a rough measure of how society values particular goods and services.    *Answer:* **TRUE**  Feedback: In a market-directed economy, prices in the marketplace are a rough measure of how society values particular goods and services. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 69. | Market-directed economies tend to provide consumers with greater freedom of choice than command economies.    *Answer:* **TRUE**  Feedback: Consumers in a market-directed economy enjoy great freedom of choice in contrast with command economies. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 70. | In a market-directed economy, consumers enjoy complete freedom of choice.    *Answer:* **FALSE**  Feedback: Consumers in a market-directed economy enjoy great freedom of choice, but it is not complete freedom of choice. They are still required to buy goods and services that must be provided for the good of society. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 71. | In a market-directed economy, profit is guaranteed.    *Answer:* **FALSE**  Feedback: New consumer needs that can be served profitably—not just the needs of the majority—will probably be met by some profit-minded businesses. But profit, survival, and growth are not guaranteed. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 72. | Most Western economies are completely market-directed.    *Answer:* **FALSE**  Feedback: The American economy and most other Western economies are mainly market-directed, but not completely. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 73. | The American economy is entirely market-directed.    *Answer:* **FALSE**  Feedback: The American economy and most other Western economies are mainly market-directed, but not completely. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 74. | The American economy and most other Western economies are completely market-directed.    *Answer:* **FALSE**  Feedback: The American economy and most other Western economies are mainly market-directed, but not completely. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 75. | The simple trade era was a time when families traded or sold their "surplus" output to local distributors who resold these goods to other consumers or distant distributors.    *Answer:* **TRUE**  Feedback: The simple trade era was a time when families traded or sold their "surplus" output to local distributors. These specialists resold the goods to other consumers or other distributors. This was the early role of marketing. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 76. | During the production era a company focuses on production because few products are available in the market.    *Answer:* **TRUE**  Feedback: The production era is a time when a company fo­cuses on production of a few specific products—perhaps because few of these products are available in the market. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 77. | From the Industrial Revolution until the 1920s, most companies were in the production era.    *Answer:* **TRUE**  Feedback: From the Industrial Revolution until the 1920s, most companies were in the production era. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 78. | During the sales era, the firm tries to improve short-run marketing policy planning to tie together its activities.    *Answer:* **FALSE**  Feedback: The sales era is a time when a company emphasizes selling because of increased competition. It is in the marketing department era that all marketing activities are brought under the control of one department to improve short-run policy planning and to try to inte­grate the firm’s activities. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 79. | Marketing departments are usually formed when firms go from the production era to the sales era.    *Answer:* **FALSE**  Feedback: Marketing departments are not formed until someone is needed to tie together the efforts of research, purchasing, production, shipping, and sales. This does not occur until firms have already gone through both the production era and the sales era. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 80. | The marketing department era is a time when all marketing activities are brought under the control of one department.    *Answer:* **TRUE**  Feedback: The marketing department era is a time when all marketing activities are brought under the control of one department to improve short-run policy planning and to try to integrate the firm's activities. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 81. | During the "marketing company era," the total company effort is guided by the idea that customers exist to buy the firm's output.    *Answer:* **FALSE**  Feedback: The marketing company era is a time when, in addition to short-run marketing planning, marketing people develop long-range plans and the whole company effort is guided by the marketing concept. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 82. | A company has moved into the "marketing company era" when, in addition to short-run marketing planning, the total company effort is guided by the marketing concept.    *Answer:* **TRUE**  Feedback: The marketing company era is a time when, in addition to short-run marketing planning, marketing people develop long-range plans and the whole company effort is guided by the marketing concept. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 83. | The marketing concept means that an organization aims all its efforts at satisfying its customers—at a profit.    *Answer:* **TRUE**  Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers—at a profit. |

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| *AACSB: Analytical Thinking AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 2 Medium Topic: What Does the Marketing Concept Mean?* |

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| 84. | The marketing concept says that a firm should aim all its efforts at satisfying customers, even if this proves to be unprofitable.    *Answer:* **FALSE**  Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers but at a profit. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 85. | The "marketing concept" means that a firm emphasizes attracting new customers above all other objectives.    *Answer:* **FALSE**  Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers but at a profit. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 86. | A firm that adopts the "marketing concept" will aim all its efforts at satisfying customers, while trying to make a profit.    *Answer:* **TRUE**  Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers but at a profit. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 87. | A firm that makes products that are easy to produce and then tries to sell them has a production orientation.    *Answer:* **TRUE**  Feedback: A production orientation means making whatever products which are easy to produce and then trying to sell them and think of customers existing to buy the firm's output rather than of firms existing to serve customers. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 88. | The term "marketing orientation" means making products that are easy to produce and then trying to sell them.    *Answer:* **FALSE**  Feedback: A production orientation means making easy-to-produce products and then trying to sell them. Consumers of these products exist to buy the firm's output, rather than the firm existing to serve customers. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 89. | A marketing-oriented firm would try to produce what customers want, while a production-oriented firm would try to get customers to buy what the firm has produced.    *Answer:* **TRUE**  Feedback: Marketing-oriented firm tries to offer customers what they need and a production-oriented firm makes whatever products which are easy to produce and then try to sell them. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 90. | The three basic ideas in the marketing concept are: 1) putting the marketing manager in charge of the whole firm, 2) a competitive orientation, and 3) an emphasis on profit.    *Answer:* **FALSE**  Feedback: Three basic ideas of the marketing concept are: (1) customer satisfaction, (2) a total company effort, and (3) profit and not just sales—as an objective. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 91. | When a firm makes a total company effort to satisfy its customers, and profit—not just sales—is an objective of the firm, the company is practicing the "marketing concept."    *Answer:* **TRUE**  Feedback: Three basic ideas of the marketing concept are: (1) customer satisfaction, (2) a total company effort, and (3) profit—and not just sales—as an objective. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 92. | The three basic ideas included in the definition of the marketing concept are: customer satisfaction, a total company effort, and sales as an objective.    *Answer:* **FALSE**  Feedback: Three basic ideas are included in the definition of the marketing concept: (1) customer satisfaction, (2) a total company effort, and (3) profit and not just sales—as an objective. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5*  *Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 93. | The three basic ideas in the marketing concept are: 1) customer satisfaction; 2) confining marketing activities to marketing professionals; and 3) having profit as an objective.    *Answer:* **FALSE**  Feedback: Three basic ideas are included in the definition of the marketing concept: (1) customer satisfaction, (2) a total company effort, and (3) profit and not just sales—as an objective. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 94. | Adopting the marketing concept rarely requires any change in a firm's attitudes, organization structure, or management methods and procedures.    *Answer:* **FALSE**  Feedback: Adoption of the marketing concept is not universal. The marketing concept provides a guiding focus that all departments adopt. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 95. | Adopting the marketing concept requires that a business firm eliminate all functional departments.    *Answer:* **FALSE**  Feedback: Departments may still exist because specialization often makes sense while marketing concept provides a guiding focus that all departments adopt. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 96. | Companies that consider the triple bottom line measure economic, social, and political outcomes.    *Answer:* **FALSE**  Feedback: Some organizations explicitly consider a triple bottom line—which measures an organization's economic, social, and environmental outcomes—as a measure of long-term success. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 97. | Organizations guided by a triple bottom line consider economic, social, and environmental outcomes as measures of long-term success.    *Answer:* **TRUE**  Feedback: Some organizations explicitly consider a triple bottom line—which measures an organization's economic, social, and environmental outcomes—as a measure of long-term success. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5*  *Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 98. | The marketing concept was very quickly accepted, especially among producers of industrial commodities like steel and glass.    *Answer:* **FALSE**  Feedback: Adoption of the marketing concept is not universal because producers of industrial commodities like steel, coal, and chemicals have tended to remain production oriented. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 99. | Producers who operate in a competitive environment are more likely to adopt the marketing concept.    *Answer:* **TRUE**  Feedback: When an industry gets competitive, consumers have choices and flock to those that deliver customer satisfaction. This provides an incentive for more firms to practice the marketing concept. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 100. | Adoption of the marketing concept is today universal.    *Answer:* **FALSE**  Feedback: Adoption of the marketing concept is not universal. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 101. | A manager who follows a production concept views customer satisfaction as the path to profit.    *Answer:* **FALSE**  Feedback: A manager who adopts the marketing concept sees customer satisfaction as the path to profits. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 102. | Customer value is the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits.    *Answer:* **TRUE**  Feedback: Customer value is the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 103. | Customer value is another term for customer satisfaction.    *Answer:* **FALSE**  Feedback: Customer value is the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits. Satisfaction occurs when you give the customers what they need. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 104. | A good or service that doesn't meet a consumer's needs results in low customer value.    *Answer:* **TRUE**  Feedback: A good or service that doesn't meet a customer's needs results in low customer value, even if the price is very low. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 105. | Setting a low price for a firm's offering is a sure way of creating high customer value.    *Answer:* **FALSE**  Feedback: Some people think that higher customer value comes from a low price. A high price may be more than acceptable when it obtains the desired benefits. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 106. | Low price and high customer value are one and the same thing.    *Answer:* **FALSE**  Feedback: Some people think that higher customer value comes from a low price. A high price may be more than acceptable when it obtains the desired benefits. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 107. | When it comes to customer value, it is the customer's view that matters, not the view of the marketing manager.    *Answer:* **TRUE**  Feedback: A manager's objective and thorough analysis (opinion) of the benefits of his firm's offering may not accurately reflect the customer's impressions. Yet it is the customer's view that matters. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 108. | In marketing, it is the manager's viewpoint that matters, not the customer's.    *Answer:* **FALSE**  Feedback: A manager's objective and thorough analysis (opinion) of the benefits of his firm's offering may not accurately reflect the customer's impressions. Yet it is the customer's view that matters. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-6*  *Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 109. | Offering superior customer value is especially important when competition is intense.    *Answer:* **TRUE**  Feedback: A firm that offers superior customer value is likely to win the competition and keep customers. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 110. | Often the best way for a firm to beat the competition is to be first to satisfy a need that others have not even considered.    *Answer:* **TRUE**  Feedback: Often the best way to improve customer value, and beat the competition, is to be first to satisfy a need that others have not even considered. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 111. | Firms that embrace the marketing concept seek ways to build a profitable long-term relationship with each customer.    *Answer:* **TRUE**  Feedback: Firms that embrace the marketing concept seek ways to build a profitable long-term relationship with each customer. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 112. | It is more costly for firms to try and attract new customers than it is to build a strong relationship with existing customers.    *Answer:* **TRUE**  Feedback: Trying to get new customers by taking them away from a competitor is usually more costly than retaining current customer relationships by really satisfying their needs. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 113. | To develop lasting relationships with customers, marketing-oriented firms need to focus on customer satisfaction both before and after each sale.    *Answer:* **TRUE**  Feedback: Building lasting relationships with customers requires that everyone in a firm work together to provide customer value before and after each purchase. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 114. | When trying to build relationships with customers, salespeople must be particularly well-trained because they are usually the only employees whose actions influence customers directly.    *Answer:* **FALSE**  Feedback: The long-term relationship with the customer is threatened unless everyone works together to make things right for the customer. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 115. | The text credits Chipotle's marketing success to its great price.    *Answer:* **FALSE**  Feedback: Curves looked for ways to offer superior customer value leading to its marketing success. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 116. | Chipotle has achieved success because its customers typically view the benefits of buying its products as greater than the costs.    *Answer:* **TRUE**  Feedback: Curves looked for ways to offer superior customer value leading to its marketing success. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 117. | The text credits Chipotle's success to its offering good customer value.    *Answer:* **TRUE**  Feedback: Curves looked for ways to offer superior customer value leading to its marketing success. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 118. | The marketing concept applies to nonprofit organizations as well as to businesses.    *Answer:* **TRUE**  Feedback: The marketing concept is as important for nonprofit organizations as it is for business firms. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept Applies in Nonprofit Organizations* |

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| 119. | Because they don't try to earn a profit, the marketing concept is not very useful for nonprofit organizations.    *Answer:* **FALSE**  Feedback: The marketing concept is as important for nonprofit organizations as it is for business firms. In fact, marketing applies to all sorts of public and private nonprofit organizations. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept Applies in Nonprofit Organizations* |

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| 120. | In nonprofit organizations, support may not come directly from satisfied customers.    *Answer:* **TRUE**  Feedback: Support for nonprofit organizations often do not come directly from those who receive the benefits the organization produces. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept Applies in Nonprofit Organizations* |

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| 121. | As with any business, a nonprofit organization must take in as much money as it spends or it won't survive.    *Answer:* **TRUE**  Feedback: As with a business, a nonprofit organization must take in as much money as it spends or it won't survive. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6 Level of Difficulty: 2 Medium Topic: The Marketing Concept Applies in Nonprofit Organizations* |

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| 122. | A nonprofit organization does not measure profit in the same way as a firm.    *Answer:* **TRUE**  Feedback: A nonprofit organization does not measure "profit" in the same way as a firm. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept Applies in Nonprofit Organizations* |

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| 123. | Sometimes micro-macro dilemmas arise because what is "good" for some producers and consumers may not be "good" for society as a whole.    *Answer:* **TRUE**  Feedback: Micro-macro dilemma means what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 124. | Gun control is an example of the micro-macro dilemma.    *Answer:* **TRUE**  Feedback: Micro-macro dilemma means what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 2 Medium Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 125. | The micro-macro dilemma occurs when a firm focuses its efforts on satisfying some consumers to achieve its objectives, possibly causing negative societal outcomes.    *Answer:* **TRUE**  Feedback: The micro-macro dilemma occurs when a firm focuses its efforts on satisfying some consumers to achieve its objectives which may result in negative effects on society. |

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| *AACSB: Ethics Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 126. | A firm's obligation to improve its positive effects on society and reduce its negative effects is called fiscal responsibility.    *Answer:* **FALSE**  Feedback: A firm's obligation to improve its positive effects on society and reduce its negative effects is called social responsibility. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 127. | The marketing concept says that it is a firm's obligation to improve its positive effects on society and reduce its negative effects.    *Answer:* **FALSE**  Feedback: A firm's obligation to improve its positive effects on society and reduce its negative effects is called social responsibility. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 128. | Organizations that adopt the marketing concept should be concerned about marketing ethics as well as broader issues of social responsibility.    *Answer:* **TRUE**  Feedback: A manager cannot be truly consumer-oriented and at the same time intentionally unethical. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Remember Learning Objective: 1-7*  *Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 129. | Marketing ethics are the moral standards that guide marketing decisions and actions.    *Answer:* **TRUE**  Feedback: Marketing ethics are the moral standards that guide marketing decisions and actions. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 130. | The moral standards that guide marketing decisions and actions are called marketing ethics.    *Answer:* **TRUE**  Feedback: Marketing ethics are the moral standards that guide marketing decisions and actions. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 131. | Moral standards often vary from one person to another, from one society to another, and among different groups within a society, so there is likely to be disagreement about what opinion is correct when it comes to marketing ethics.    *Answer:* **TRUE**  Feedback: Each individual develops moral standards based on his or her own values that helps explain why opinions about what is right or wrong often vary from one person to another, from one society to another, and among different groups within a society and sometimes difficult to say whose opinions are "correct." |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 132. | A manager shouldn't be criticized for making an unethical marketing decision unless the ethical breach was intentional.    *Answer:* **FALSE**  Feedback: A manager should be criticized for making an unethical marketing decision because he or she has a duty to be fully informed before making decisions. |

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| *AACSB: Ethics Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 133. | The American Marketing Association has adopted a statement of ethics that sets specific ethical standards for many aspects of the management job in marketing.    *Answer:* **TRUE**  Feedback: As stated in Exhibit 1-7, the American Marketing Association's code of ethics sets specific ethical standards for many aspects of marketing. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 134. | The American Marketing Association's statement of ethics sets specific ethical standards for many aspects of marketing.    *Answer:* **TRUE**  Feedback: As stated in Exhibit 1-7, the American Marketing Association's code of ethics sets specific ethical standards for many aspects of marketing. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-7 Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

**Multiple Choice Questions**

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| 135. | According to the text, marketing means \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | much more than selling and advertising |  |  |  | | --- | --- | | B. | selling |  |  |  | | --- | --- | | C. | producing and selling |  |  |  | | --- | --- | | D. | advertising |  |  |  | | --- | --- | | E. | selling and advertising |   Feedback: Although it's true that selling and advertising are parts of marketing, marketing is much more than that. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 136. | Which of the following activities is NOT part of marketing?      |  |  | | --- | --- | | A. | advertising the grand opening of a new furniture store |  |  |  | | --- | --- | | B. | researching which furniture designs are popular with consumers |  |  |  | | --- | --- | | C. | determining how many pieces of furniture can be sold at different price points |  |  |  | | --- | --- | | **D.** | building a facility to make furniture |  |  |  | | --- | --- | | E. | selling furniture to customers in a furniture showroom |   Feedback: Building a facility to manufacture furniture is part of production, not marketing. In contrast with production, marketing helps make sure that the right goods and services are produced and that they find their way to consumers. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: Marketing-What’s It All About?* |

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| 137. | A marketing manager planning to launch a successful new product should begin by \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | obtaining financing for the venture |  |  |  | | --- | --- | | B. | designing products that interest him or her |  |  |  | | --- | --- | | **C.** | identifying a product/ service customers need |  |  |  | | --- | --- | | D. | choosing a business partner |  |  |  | | --- | --- | | E. | establishing a legal corporation |   Feedback: Marketing should begin with potential customer needs. Marketing should try to anticipate needs and then determine what goods and services are to be developed to meet those needs. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: Marketing-What’s It All About?* |

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| 138. | Marketing means \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | distribution. |  |  |  | | --- | --- | | B. | making good products |  |  |  | | --- | --- | | **C.** | more than selling and advertising |  |  |  | | --- | --- | | D. | promotion |  |  |  | | --- | --- | | E. | performing services |   Feedback: Although it's true that selling and advertising are parts of marketing, marketing is much more than that. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 139. | The production of a new mountain bike model includes which of the following activities?      |  |  | | --- | --- | | A. | Determining how to get the new model to likely bike purchasers |  |  |  | | --- | --- | | **B.** | Actually making the new mountain bikes |  |  |  | | --- | --- | | C. | Estimating how many competing companies will be making bikes |  |  |  | | --- | --- | | D. | Predicting what types of bikes different types of bike riders will want |   Feedback: Production is actually making goods or performing services. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 140. | Predicting what types of bicycles different customers will want and deciding which of these customers the business will try to satisfy are activities a firm should do as part of \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | production |  |  |  | | --- | --- | | B. | a command economy |  |  |  | | --- | --- | | **C.** | marketing |  |  |  | | --- | --- | | D. | making goods or performing services |  |  |  | | --- | --- | | E. | a production orientation |   Feedback: Marketing provides needed direction for production and helps make sure that the right goods and services are produced and find their way to consumers. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: Marketing-What’s It All About?* |

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| 141. | For Tesla, a new firm that makes an electric sports car, estimating how many competitors will make electric vehicles and what kinds they will make, is \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | one of the universal functions of innovation |  |  |  | | --- | --- | | B. | a production activity |  |  |  | | --- | --- | | C. | an example of the micro-macro dilemma |  |  |  | | --- | --- | | D. | best left to intermediaries |  |  |  | | --- | --- | | **E.** | a part of marketing the product |   Feedback: Marketing provides needed direction for production and helps make sure that the right goods and services are produced and find their way to consumers. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: Marketing-What’s It All About?* |

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| 142. | Marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | means "selling" or "advertising" |  |  |  | | --- | --- | | **B.** | provides direction for production |  |  |  | | --- | --- | | C. | involves actually making goods or performing services |  |  |  | | --- | --- | | D. | does not impact consumers' standard of living |  |  |  | | --- | --- | | E. | is the development and spread of new ideas, goods, and services |   Feedback: Marketing provides needed direction for production and helps make sure that the right goods and services are produced and find their way to consumers. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 143. | Customer \_\_\_\_\_\_ is the extent to which a firm fulfills a customer's needs, desires, and expectations.      |  |  | | --- | --- | | A. | forecast |  |  |  | | --- | --- | | **B.** | satisfaction |  |  |  | | --- | --- | | C. | service |  |  |  | | --- | --- | | D. | support | | E. | opportunity |   Feedback: Customer satisfaction is the extent to which a firm fulfills a customer's needs, desires, and expectations. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: Marketing-What’s It All About?* |

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| 144. | In an advanced economy, marketing costs account for about \_\_\_\_\_\_ cents of every consumer dollar.      |  |  | | --- | --- | | A. | 10 |  |  |  | | --- | --- | | B. | 20 |  |  |  | | --- | --- | | C. | 30 |  |  |  | | --- | --- | | D. | 40 |  |  |  | | --- | --- | | **E.** | 50 | |  |  |   Feedback: In advanced economies, marketing costs about 50 cents of every consumer dollar. For some goods and services, the percentage is much higher. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing Is Important to You* |

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| 145. | Which of the following statements about marketing is FALSE?      |  |  | | --- | --- | | A. | Marketing concepts and techniques apply for nonprofit organizations—as well as for profit-seeking organizations. |  |  |  | | --- | --- | | B. | Marketing offers many rewarding career opportunities. |  |  |  | | --- | --- | | **C.** | The cost of marketing is about 15 percent of the consumer's dollar. |  |  |  | | --- | --- | | D. | Marketing affects almost every part of your daily life. |  |  |  | | --- | --- | | E. | Marketing is vital for economic growth and development. | |  |  |   Feedback: In advanced economies, marketing costs about 50 cents of every consumer dollar. For some goods and services, the percentage is much higher. |

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| *AACSB: Reflective Thinking Blooms: Create Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing Is Important to You* |

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| 146. | Marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | affects almost every aspect of our daily lives |  |  |  | | --- | --- | | B. | offers few exciting or rewarding career opportunities |  |  |  | | --- | --- | | C. | limits our choices of goods and services every day |  |  |  | | --- | --- | | D. | focuses an organization on being the first to market a new product | | E. | should not be used to better appeal to future employers if you are in accounting. | |  |  |   Feedback: Marketing affects almost every aspect of your daily life. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: Marketing Is Important to You* |

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| 147. | Which of the following is NOT a reason for you to study marketing?      |  |  | | --- | --- | | A. | Marketing affects almost every aspect of daily life. |  |  |  | | --- | --- | | B. | Marketing will be important to your job. |  |  |  | | --- | --- | | **C.** | Marketing involves actually making the goods that people need. |  |  |  | | --- | --- | | D. | Marketing affects innovation and consumers' standard of living. |  |  |  | | --- | --- | | E. | Marketing plays a big part in economic growth and development. | |  |  |   Feedback: Marketing affects almost every aspect of daily life, is important to your job, affects innovation and consumers' standard of living and also plays a big part in economic growth and development. Production involves actually making the goods that people need. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing Is Important to You* |

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| 148. | Marketing encourages research and \_\_\_\_\_\_, the development and spread of new ideas, goods and services.      |  |  | | --- | --- | | A. | analysis |  |  |  | | --- | --- | | B. | assessment |  |  |  | | --- | --- | | C. | evaluation |  |  |  | | --- | --- | | **D.** | innovation |  |  |  | | --- | --- | | E. | introspection | |  |  |   Feedback: Marketing encourages research and innovation, the development and spread of new ideas, goods and services. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing Is Important to You* |

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| 149. | The development and spread of new ideas, goods, and services for the marketplace is called \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | marketing |  |  |  | | --- | --- | | B. | the micro-macro dilemma |  |  |  | | --- | --- | | C. | collaboration |  |  |  | | --- | --- | | **D.** | innovation |  |  |  | | --- | --- | | E. | production | |  |  |   Feedback: The development and spread of new ideas, goods, and services for the marketplace is called innovation. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: Marketing Is Important to You* |

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| 150. | All of the following should be determined by the marketing department of a firm EXCEPT \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | storing the product |  |  |  | | --- | --- | | **B.** | making the product |  |  |  | | --- | --- | | C. | advertising the product |  |  |  | | --- | --- | | D. | designing the packaging for the product |  |  |  | | --- | --- | | E. | setting the price of the product | |  |  |   Feedback: Marketing should determine storing, advertising, designing the packaging, setting the price of the product, etc. Actually, making goods or performing services is called production. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: How Should We Define Marketing? Topic: Marketing-What’s It All About?* |

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| 151. | Marketing can be viewed as \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | a set of activities performed by individual organizations |  |  |  | | --- | --- | | B. | relevant to for-profit organizations only |  |  |  | | --- | --- | | C. | just selling and advertising |  |  |  | | --- | --- | | D. | beginning with the production process | |  |  |   Feedback: Marketing is a set of activities done by an individual organization to satisfy its customers. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 152. | The text stresses that \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | advertising and selling are not really part of marketing |  |  |  | | --- | --- | | B. | marketing is nothing more than a set of business activities performed by individual firms |  |  |  | | --- | --- | | C. | marketing techniques have no application for nonprofit organizations |  |  |  | | --- | --- | | **D.** | marketing is a social process and a set of activities performed by organizations |  |  |  | | --- | --- | | E. | a good product usually sells itself | |  |  |   Feedback: Marketing from a micro view is a set of activities performed by organizations and also from a macro view as a social process. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 153. | Looking at marketing as a set of managerial activities focuses on \_\_\_\_\_\_.       |  |  | | --- | --- | | A. | macro-marketing |  |  |  | | --- | --- | | B. | for-profit marketing |  |  |  | | --- | --- | | **C.** | micro-marketing |  |  |  | | --- | --- | | D. | nonprofit marketing |  |  |  | | --- | --- | | E. | personalized marketing | |  |  |   Feedback: Marketing from a micro view is a set of activities performed by organizations and also from a macro view as a social process. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 154. | Marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | tries to accomplish a company's objectives by anticipating customers' needs and trying to satisfy them |  |  |  | | --- | --- | | B. | begins with the production process |  |  |  | | --- | --- | | C. | involves persuading customers to buy your product |  |  |  | | --- | --- | | D. | is a social process involving all producers, intermediaries, and consumers |  |  |  | | --- | --- | | E. | tries to make the whole economic system fair and effective | |  |  |   Feedback: Marketing is the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 155. | Marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | is concerned with whether the whole economic system is fair and effective |  |  |  | | --- | --- | | B. | applies only to profit organizations |  |  |  | | --- | --- | | C. | consists only of personal selling and advertising |  |  |  | | --- | --- | | D. | is a social process only |  |  |  | | --- | --- | | **E.** | tries to anticipate and satisfy customer needs and accomplish an organization's objectives | |  |  |   Feedback: Marketing is the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 156. | \_\_\_\_\_\_ involves anticipating customer needs and directing a flow of need-satisfying goods and services from producer to customer.    |  |  | | --- | --- | | A. | Innovation |  |  |  | | --- | --- | | B. | Advertising |  |  |  | | --- | --- | | C. | Selling |  |  |  | | --- | --- | | **D.** | Marketing |  |  |  | | --- | --- | | E. | Sales promotion |   Feedback: Marketing is the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need-satisfying goods and services from producer to customer or client. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 157. | From a micro view, marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | applies to large corporations but not to a new venture started by one person |  |  |  | | --- | --- | | B. | is an important social process |  |  |  | | --- | --- | | C. | emphasizes how the whole marketing system works |  |  |  | | --- | --- | | **D.** | is a set of activities performed by an individual organization to satisfy its customers |  |  |  | | --- | --- | | E. | directs an economy's flow of goods and services from producers to consumers | |  |  |   Feedback: Marketing from a micro view is a set of activities performed by organizations. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: How Should We Define Marketing?* |

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| 158. | Which of the following statements best describes the modern view of marketing?      |  |  | | --- | --- | | A. | The job of marketing is to get rid of whatever the company is producing. |  |  |  | | --- | --- | | B. | Marketing should take over production, accounting, and financial services within a firm. |  |  |  | | --- | --- | | C. | Marketing is concerned with generating a single exchange between a firm and a customer. |  |  |  | | --- | --- | | **D.** | Marketing begins with anticipating potential customer needs. |  |  |  | | --- | --- | | E. | Production, not marketing, should determine what goods and services are to be developed. |   Feedback: Marketing should begin with potential customer needs and not with the production process. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 159. | Which of the following statements best describes the modern view of marketing?    |  |  | | --- | --- | | A. | It is only necessary for profit-oriented firms. |  |  |  | | --- | --- | | B. | It consists mainly of advertising and personal selling. |  |  |  | | --- | --- | | **C.** | It anticipates customer needs. |  |  |  | | --- | --- | | D. | It begins as soon as products are produced. |  |  |  | | --- | --- | | E. | It is emphasized more for firms that don't rely on e-commerce. |   Feedback: Marketing should begin with potential customer needs and not with the production process. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: How Should We Define Marketing?* |

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| 160. | From a micro view, which of the following is the best example of marketing?      |  |  | | --- | --- | | A. | North Korea unveils a new five-year production plan. |  |  |  | | --- | --- | | B. | China and the U.S. agree on a new trade agreement. |  |  |  | | --- | --- | | **C.** | The American Red Cross seeks more blood donors. |  |  |  | | --- | --- | | D. | The Internet makes it possible for firms to reach customers in other countries. |  |  |  | | --- | --- | | E. | None of these is a good example. | |  |  |   Feedback: Marketing from a micro view is a set of activities performed by organizations. The American Red Cross is an organization that performs activities such as seeking more blood donors. The other alternatives above deal with macro-marketing issues. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 161. | Which of the following statements by a U.S. president best reflects a MICRO view of marketing?    |  |  | | --- | --- | | A. | "A tax cut will give consumers more spending money." |  |  |  | | --- | --- | | B. | "With interest rates low, many young people can now afford to buy a new home." |  |  |  | | --- | --- | | C. | "In the US we have a better choice of products than in any other country." |  |  |  | | --- | --- | | D. | "Next year my administration will spend 75% more on domestic security." |  |  |  | | --- | --- | | **E.** | "Tourism firms should advertise more to attract more international visitors." |   Feedback: Marketing from a micro view is a set of activities performed by organizations. The other alternatives above deal with macro-marketing issues. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 3 Hard Topic: How Should We Define Marketing?* |

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| 162. | Marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | applies to both profit and nonprofit organizations |  |  |  | | --- | --- | | B. | says that marketing should take over all production, accounting, and financial activities |  |  |  | | --- | --- | | C. | should begin as soon as goods are produced |  |  |  | | --- | --- | | D. | does away with the need for advertising |   Feedback: Marketing applies to both profit and nonprofit organizations. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: How Should We Define Marketing?* |

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| 163. | Marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | emphasizes mass selling over personal selling |  |  |  | | --- | --- | | B. | allows production, rather than marketing, to determine what products to make |  |  |  | | --- | --- | | **C.** | applies to both profit and nonprofit organizations |  |  |  | | --- | --- | | D. | concentrates on production, rather than advertising |  |  |  | | --- | --- | | E. | none of these is a true statement about marketing | |  |  |   Feedback: Marketing applies to both profit and nonprofit organizations. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1 Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 164. | Marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | applies to both profit and nonprofit organizations |  |  |  | | --- | --- | | B. | is another name for selling and advertising |  |  |  | | --- | --- | | C. | should pick up where the production process ends |  |  |  | | --- | --- | | D. | people should expect that the production department will determine what goods and services are to be developed |   Feedback: Marketing applies to both profit and nonprofit organizations. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: How Should We Define Marketing?* |

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| 165. | Which of the following organizations would be least likely to need marketing skills?      |  |  | | --- | --- | | A. | An accountant |  |  |  | | --- | --- | | B. | An electronics retailer |  |  |  | | --- | --- | | C. | A toy manufacturer |  |  |  | | --- | --- | | D. | A financial advisor |  |  |  | | --- | --- | | **E.** | All of these organizations would be likely to need marketing skills. |   Feedback: The aim of marketing is to identify customers' needs and provide need-satisfying products, whether the product is a physical good, a service, or even an idea. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-1*  *Level of Difficulty: 2 Medium Topic: How Should We Define Marketing?* |

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| 166. | The aim of marketing is to \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | help create a pure subsistence economy |  |  |  | | --- | --- | | B. | eliminate the need for exchanges |  |  |  | | --- | --- | | C. | persuade customers to buy the firm's product |  |  |  | | --- | --- | | **D.** | identify customers' needs and meet those needs so well that the product almost "sells itself" |  |  |  | | --- | --- | | E. | facilitate a single transaction |   Feedback: The aim of marketing is to identify customers' needs and meet those needs so well that the product almost "sells itself." |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: How Should We Define Marketing?* |

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| 167. | Effective marketing should begin with \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | an effort to persuade unwilling customers to buy the firm's products |  |  |  | | --- | --- | | **B.** | potential customer needs |  |  |  | | --- | --- | | C. | a decision about what the firm can produce efficiently |  |  |  | | --- | --- | | D. | evaluation of the effect of the firm's decisions on the macro-marketing system |  |  |  | | --- | --- | | E. | the marketing manager making important production, accounting, and financial decisions for the firm |   Feedback: Marketing should begin with potential customer needs and not with the production process. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: How Should We Define Marketing?* |

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| 168. | Marketing should \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | begin with the production process |  |  |  | | --- | --- | | **B.** | make decisions about product design and packaging, prices or fees |  |  |  | | --- | --- | | C. | not need to coordinate with production, accounting, and financial activities |  |  |  | | --- | --- | | D. | provide input, but let production determine what goods and services are to be developed |  |  |  | | --- | --- | | E. | focus on getting customers to make a final purchase |   Feedback: Marketing should determine what goods and services are to be developed including decisions about product design and packaging; prices or fees; credit and collection policies; transporting and storing policies; advertising and sales policies; and, after the sale, installation, customer service, warranty, and perhaps even disposal and recycling policies. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: How Should We Define Marketing?* |

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| 169. | Marketing will NOT take place without \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | intermediaries |  |  |  | | --- | --- | | B. | collaborators |  |  |  | | --- | --- | | **C.** | two or more parties exchanging something for something else |  |  |  | | --- | --- | | D. | a high standard of living |   Feedback: Marketing doesn't occur unless two or more parties are willing to exchange something for something else. |

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| *AACSB: Analytical Thinking Blooms: Apply Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 170. | Marketing will not happen unless \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | e-commerce is flourishing |  |  |  | | --- | --- | | B. | collaborators are present to simplify exchange |  |  |  | | --- | --- | | C. | intermediaries are present to facilitate exchange |  |  |  | | --- | --- | | **D.** | two or more parties each have something they want to exchange for something else |  |  |  | | --- | --- | | E. | an economy is market-directed rather than command |   Feedback: Marketing doesn't occur unless two or more parties are willing to exchange something for something else. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 2 Medium Topic: How Should We Define Marketing?* |

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| 171. | Which of the following must occur for marketing to happen?      |  |  | | --- | --- | | A. | Product |  |  |  | | --- | --- | | B. | Place |  |  |  | | --- | --- | | C. | Advertising |  |  |  | | --- | --- | | D. | Price |  |  |  | | --- | --- | | **E.** | Two or more parties exchange something of value for something else of value. |   Feedback: Marketing doesn't occur unless two or more parties are willing to exchange something for something else. |

*AACSB: Reflective Thinking  
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| 172. | Marketing is of no relevance in a \_\_\_\_\_\_ economy.    |  |  | | --- | --- | | A. | consumer-oriented |  |  |  | | --- | --- | | B. | command |  |  |  | | --- | --- | | **C.** | pure subsistence |  |  |  | | --- | --- | | D. | market-directed |  |  |  | | --- | --- | | E. | production-oriented |   Feedback: In a pure subsistence economy, when each family unit produces everything it consumes, there is no need to exchange goods and services and no marketing is involved. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 3 Hard Topic: How Should We Define Marketing?* |

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| 173. | In a pure subsistence economy, \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | each family unit is self-sufficient |  |  |  | | --- | --- | | B. | exchanges are very important |  |  |  | | --- | --- | | C. | the standard of living is relatively high |  |  |  | | --- | --- | | D. | there is a great need for intermediaries |   Feedback: In a pure subsistence economy, when each family unit produces everything it consumes, there is no need to exchange goods and services and no marketing is involved. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 174. | If the family units on a South Pacific-island nation made all the products they consume, it would be a good example of \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | a pure subsistence economy |  |  |  | | --- | --- | | B. | a market-directed economy |  |  |  | | --- | --- | | C. | a micro-marketing system |  |  |  | | --- | --- | | D. | a command economy |  |  |  | | --- | --- | | E. | none of these is a correct answer |   Feedback: In a pure subsistence economy, when each family unit produces everything it consumes, there is no need to exchange goods and services and no marketing is involved. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-1*  *Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 175. | Which of the following statements is FALSE?      |  |  | | --- | --- | | **A.** | Marketing is most important in a pure subsistence economy. |  |  |  | | --- | --- | | B. | Marketing should provide direction for production, accounting, and financial activities. |  |  |  | | --- | --- | | C. | Marketing builds long-lasting relationships that benefit the selling firm. |  |  |  | | --- | --- | | D. | Marketing doesn't occur unless two or more parties are willing to exchange something for something else. |  |  |  | | --- | --- | | E. | Marketing anticipates customer needs. |   Feedback: In a pure subsistence economy, when each family unit produces everything it consumes, there is no need to exchange goods and services and no marketing is involved. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-1  Level of Difficulty: 3 Hard Topic: How Should We Define Marketing?* |

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| 176. | Which of the following statements about marketing is FALSE?      |  |  | | --- | --- | | A. | Marketing affects the products you buy. |  |  |  | | --- | --- | | B. | Marketing applies to nonprofit organizations too. |  |  |  | | --- | --- | | C. | Marketing affects the advertising you see and hear. |  |  |  | | --- | --- | | D. | Marketing offers many good job opportunities. |  |  |  | | --- | --- | | **E.** | Marketing can help with individual transactions but not in building relationships with customers. |   Feedback: A marketing exchange is often part of an ongoing relationship, not just a single transaction. |

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| *AACSB: Reflective Thinking Blooms: Create Learning Objective: 1-1  Level of Difficulty: 1 Easy Topic: How Should We Define Marketing?* |

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| 177. | Looking at marketing as a social process focuses on \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | macro-marketing |  |  |  | | --- | --- | | B. | for-profit marketing |  |  |  | | --- | --- | | C. | micro-marketing |  |  |  | | --- | --- | | D. | nonprofit marketing |  |  |  | | --- | --- | | E. | personalized marketing |   Feedback: Macro-marketing is a social process that directs an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand and accomplishes the objectives of society. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2 Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 178. | Societies need a macro-marketing system to \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | help match supply and demand |  |  |  | | --- | --- | | B. | create a gap between producers and consumers |  |  |  | | --- | --- | | C. | accomplish an organization's objectives only |  |  |  | | --- | --- | | D. | identify collaborators |  |  |  | | --- | --- | | E. | reduce the need for intermediaries. |   Feedback: Macro-marketing is a social process that directs an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand and accomplishes the objectives of society. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-2 Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 179. | Macro-marketing examines all the following challenging scenarios EXCEPT one of the following. Identify it.     |  |  | | --- | --- | | A. | Producers prefer to manufacture goods in large quantities, but consumers buy in small quantities. |  |  |  | | --- | --- | | B. | Consumers require a wide assortment of food items, but individual producers can offer only a narrow assortment of food products. |  |  |  | | --- | --- | | C. | Producers set prices to cover costs and make a profit, but consumers choose goods based on their ability to pay. |  |  |  | | --- | --- | | **D.** | Cedar Point Amusement Park would like to attract customers all year long, but its marketing strategy is currently limited to discount season pass offers during winter months while the park is closed. |  |  |  | | --- | --- | | E. | Producers tend to locate where it is economical to produce, but consumers are located in many scattered places. |   Feedback: In contrast with marketing, macro-marketing examines how the whole marketing system works. It does not pertain to the individual marketing plans and challenges of individual organizations. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-2  Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 180. | Macro-marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | emphasizes how the whole marketing system works |  |  |  | | --- | --- | | B. | considers how marketing affects society, but not how society affects marketing |  |  |  | | --- | --- | | C. | matches homogeneous supply and demand |  |  |  | | --- | --- | | D. | is mainly concerned with the activities of individual organizations |   Feedback: The emphasis with macro-marketing is not on the activities of individual organizations; instead, the emphasis is on how the whole marketing system works. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2 Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 181. | Macro-marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | tries to produce discrepancies of quantity and discrepancies of assortment |  |  |  | | --- | --- | | B. | focuses on the activities of individual organizations |  |  |  | | --- | --- | | **C.** | tries to effectively match supply and demand |  |  |  | | --- | --- | | D. | is a set of activities performed by individual firms |   Feedback: Macro-marketing is a social process that directs an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand and accomplishes the objectives of society. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2 Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 182. | Macro-marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | is concerned with the activities performed by individual business organizations |  |  |  | | --- | --- | | **B.** | tries to match heterogeneous supply capabilities with heterogeneous demands for goods and services |  |  |  | | --- | --- | | C. | is concerned with how effectively and fairly an individual business organization performs |  |  |  | | --- | --- | | D. | assumes that the effectiveness and fairness of all macro-marketing systems must be evaluated in terms of the same social objectives |   Feedback: The role of a macro-marketing system is to effectively match the heterogeneous supply and demand and at the same time accomplish society's objectives. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 183. | Macro-marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | is a social process |  |  |  | | --- | --- | | B. | concerns the activities of individual managers |  |  |  | | --- | --- | | C. | is what people have in mind when they talk about marketing in everyday use |  |  |  | | --- | --- | | D. | helps consumers that need a narrow assortment of products |  |  |  | | --- | --- | | E. | applies only to nonprofit organizations |   Feedback: Macro-marketing is a social process that directs an economy's flow of goods and services from producers to consumers. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2 Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 184. | \_\_\_\_\_\_ directs an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand and accomplishes the society's objectives.      |  |  | | --- | --- | | **A.** | Macro-marketing |  |  |  | | --- | --- | | B. | The transporting function |  |  |  | | --- | --- | | C. | Micro-marketing |  |  |  | | --- | --- | | D. | Standardization and grading |  |  |  | | --- | --- | | E. | Social responsibility |   Feedback: Macro-marketing is a social process that directs an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand and accomplishes the objectives of society. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 185. | Macro-marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | emphasizes building a long-term relationship that benefits both the firm and the customer |  |  |  | | --- | --- | | B. | considers the marketing activities of corporations rather than individuals |  |  |  | | --- | --- | | **C.** | emphasizes how the whole marketing system works |  |  |  | | --- | --- | | D. | systems are only relevant to advanced economies |  |  |  | | --- | --- | | E. | addresses discrepancies that emerge from homogeneous consumer demand |   Feedback: The emphasis with macro-marketing is not on the activities of individual organizations; instead, the emphasis is on how the whole marketing system works. |

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| *AACSB: Reflective Thinking Blooms: Create Learning Objective: 1-2 Level of Difficulty: 3 Hard Topic: Macro-Marketing* |

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| 186. | The following article titles are from *Business Week* magazine. Which article is most likely to be reporting on a macro-marketing topic?      |  |  | | --- | --- | | A. | "Two-Person Engineering Firm Offers Unique Service" |  |  |  | | --- | --- | | **B.** | "Russia Increases Output of Consumer Goods" |  |  |  | | --- | --- | | C. | "Pepsi Sells in Japan" |  |  |  | | --- | --- | | D. | "Bank of America Offers New Internet Banking Services" |  |  |  | | --- | --- | | E. | "Donations to Tsunami Victims Fund Increase after TV Broadcast" |   Feedback: The role of a macro-marketing system is to effectively match the heterogeneous supply and demand and at the same time accomplish society's objectives. The other alternatives above deal with individual firms. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-2  Level of Difficulty: 3 Hard Topic: Macro-Marketing* |

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| 187. | The following headlines are for articles from the *Wall Street Journal*. Which article is most likely to be reporting a macro-marketing topic?      |  |  | | --- | --- | | A. | "Mercedes Goes after Luxury Sport Utility Buyers" |  |  |  | | --- | --- | | B. | "Adidas Jumps as Footwear Competition Heats Up" |  |  |  | | --- | --- | | C. | "Drugstore Chain Aims at Seniors" |  |  |  | | --- | --- | | D. | "Hardee's Fried Chicken Takes on KFC" |  |  |  | | --- | --- | | **E.** | "Frozen Yogurt Popularity Leads to More Frozen Yogurt Shops" |   Feedback: The role of a macro-marketing system is to effectively match the heterogeneous supply and demand and at the same time accomplish society's objectives. The other alternatives above deal with individual firms. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-2  Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 188. | Of the following headlines from the *Wall Street Journal*, which is most likely to be about a MACRO-marketing topic?      |  |  | | --- | --- | | A. | "Tupperware Has a New Strategy" |  |  |  | | --- | --- | | **B.** | "Thailand Has Unusually Large Number of Wholesalers" |  |  |  | | --- | --- | | C. | "Military Supplier Shifts to Selling Gas Masks to Private Citizens" |  |  |  | | --- | --- | | D. | "Coke Plans Beverage Line to Compete with Lipton's" |  |  |  | | --- | --- | | E. | "Dow Chemical Adds Shipping Safeguards" | |  |  |   Feedback: The role of a macro-marketing system is to effectively match the heterogeneous supply and demand and at the same time accomplish society's objectives. The other alternatives above deal with individual firms. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-2 Level of Difficulty: 3 Hard Topic: Macro-Marketing* |

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| 189. | Of the following headlines from a business magazine, which is most likely to be about a macro-marketing topic?      |  |  | | --- | --- | | **A.** | "Chinese Women Demand More Luxury Goods" |  |  |  | | --- | --- | | B. | "Girl Scouts Organize Nationwide Cookie Sale" |  |  |  | | --- | --- | | C. | "L'eggs Sells Direct in Brazil and Argentina" |  |  |  | | --- | --- | | D. | "Frito-Lay Offers New Low-Fat Products" |  |  |  | | --- | --- | | E. | "Coke Losing Beverage Sales in India to local brands" | |  |  |   Feedback: The role of a macro-marketing system is to effectively match the heterogeneous supply and demand and at the same time accomplish society's objectives. The other alternatives above deal with individual firms. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-2 Level of Difficulty: 3 Hard Topic: Macro-Marketing* |

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| 190. | In advanced economies \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | both supply and demand tend to be homogeneous |  |  |  | | --- | --- | | **B.** | producers and consumers are often separated in several ways |  |  |  | | --- | --- | | C. | most firms specialize in producing and selling small amounts of a huge assortment of goods and services |  |  |  | | --- | --- | | D. | exchange is aided by discrepancies of quantity and assortment | |  |  |   Feedback: Effective marketing in an advanced economy is difficult because producers and consumers are often separated in several ways. |

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| *AACSB: Reflective Thinking Blooms: Create Learning Objective: 1-2 Level of Difficulty: 3 Hard Topic: Macro-Marketing* |

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| 191. | In advanced economies, \_\_\_\_\_\_.    |  |  | | --- | --- | | A. | economies of scale make the cost of a product higher |  |  |  | | --- | --- | | B. | exchange is simplified by discrepancies of assortment |  |  |  | | --- | --- | | C. | there is little need for marketing specialists |  |  |  | | --- | --- | | D. | both supply and demand tend to be homogeneous in nature |  |  |  | | --- | --- | | **E.** | producers and consumers experience a separation of values |   Feedback: Effective marketing in an advanced economy is difficult because producers and consumers are often separated in several ways. As Exhibit 1–1 shows, exchange be­tween producers and consumers is hampered by spatial separation; separation in time; separation of information; separation in values; and separation of ownership*.* |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 192. | Exchanges between producers and consumers are more difficult in an advanced economy because of \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | separation in time |  |  |  | | --- | --- | | B. | separation in values |  |  |  | | --- | --- | | C. | spatial separation |  |  |  | | --- | --- | | D. | separation of information |  |  |  | | --- | --- | | **E.** | All of these are correct. | |  |  |   Feedback: Exchange between producers and consumers is hampered by spatial separation, separation in time, separation of information and values, and separation of ownership. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 193. | The primary purpose of the transporting and storing functions of marketing is to overcome \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | the need for marketing specialists |  |  |  | | --- | --- | | B. | separation of information |  |  |  | | --- | --- | | **C.** | spatial separation |  |  |  | | --- | --- | | D. | discrepancies of assortment |  |  |  | | --- | --- | | E. | separation in values |   Feedback: The transporting function means the movement of goods from one place to another and the storing function involves holding goods until customers need them. These functions help to overcome spatial separation caused by producers tending to locate where it is economical to produce, while consumers are located in many scattered places. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-2  Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 194. | American supermarket chain, FoodMart, purchases cheese from five different manufacturers from around the world to assure its customers can choose among different types of cheeses at different prices. FoodMart facilitates the macro-marketing system by helping to address \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | spatial separation |  |  |  | | --- | --- | | B. | discrepancies of assortment |  |  |  | | --- | --- | | C. | separation of values |  |  |  | | --- | --- | | **D.** | All of these are correct. |   Feedback: Purchasing cheese from five different manufacturers overcomes discrepancies of assortment, purchasing from around the world overcomes spatial separation, and customers being able to satisfy their needs at different prices overcome separation of values. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-2*  *Level of Difficulty: 3 Hard Topic: Macro-Marketing* |

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| 195. | The fact that US car companies are located in the upper Midwest while their customers are located throughout the US is an example of \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | separation in values |  |  |  | | --- | --- | | B. | discrepancies of assortment |  |  |  | | --- | --- | | C. | separation of information |  |  |  | | --- | --- | | **D.** | spatial separation |  |  |  | | --- | --- | | E. | separation in time |   Feedback: In spatial separation, producers tend to locate where it is economical to produce, while consumers are located in many scattered places. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2*  *Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 196. | When consumers do not know where to buy a product or what it costs and the product's producer does not know where its target market is located, we say there is a \_\_\_\_\_\_.      |  |  | | --- | --- | | **A.** | separation of information |  |  |  | | --- | --- | | B. | discrepancy of quantity |  |  |  | | --- | --- | | C. | separation of ownership |  |  |  | | --- | --- | | D. | discrepancy of assortment |  |  |  | | --- | --- | | E. | separation in time |   Feedback: In separation of information, producers do not know who needs what, where, when, and at what price. Also consumers do not know what is available from whom, where, when, and at what price. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 197. | When an individual producer sets a price for its product to earn a certain profit while consumers search for the product at the lowest price available from any producer, we say there is a \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | separation in time |  |  |  | | --- | --- | | B. | discrepancy of quantity |  |  |  | | --- | --- | | **C.** | separation in values |  |  |  | | --- | --- | | D. | discrepancy of assortment |  |  |  | | --- | --- | | E. | spatial separation |   Feedback: In separation in values, producers value goods and services in terms of costs and competitive prices while consumers value them in terms of satisfying needs and their ability to pay. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 198. | The fact that producers usually prefer to produce products in large quantities, while most consumers prefer to buy in small quantities, results in \_\_\_\_\_\_.      |  |  | | --- | --- | | **A.** | discrepancies of quantity |  |  |  | | --- | --- | | B. | separation of ownership |  |  |  | | --- | --- | | C. | discrepancies of assortment |  |  |  | | --- | --- | | D. | spatial separation |  |  |  | | --- | --- | | E. | temporal separation |   Feedback: Discrepancies of quantity occur when producers prefer to produce and sell in large quantities and consumers prefer to buy and consume in small quantities. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 199. | In a simple economy, one family may produce only cooking pots, but many of them. Others may specialize in farming, making clothing, and building shelters. This \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | shows why discrepancies of assortment occur |  |  |  | | --- | --- | | B. | is so simple that the universal functions of marketing don't have to be done |  |  |  | | --- | --- | | C. | cannot work without an intermediary |  |  |  | | --- | --- | | D. | is an example of "separation in values" since the different families choose to produce different things |   Feedback: Discrepancies of assortment occurs when producers specialize in producing a narrow assortment of goods and services, but consumers need a broad assortment. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-2 Level of Difficulty: 3 Hard Topic: Macro-Marketing* |

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| 200. | Discrepancies of assortment happen when \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | producers prefer to produce and sell in large numbers, but consumers prefer to buy and consume in smaller numbers |  |  |  | | --- | --- | | B. | consumers may not want to consume goods and services at the time producers would prefer to produce them |  |  |  | | --- | --- | | C. | consumers value goods and services in terms of costs and competitive prices whereas producers value them in terms of satisfying needs and ability to pay |  |  |  | | --- | --- | | **D.** | producers specialize in producing a narrow range of goods and services but consumers need a wide variety |  |  |  | | --- | --- | | E. | producers hold title to goods and services that they themselves do not want to consume |   Feedback: Discrepancies of assortment occurs when producers specialize in producing a narrow assortment of goods and services, but consumers need a broad assortment. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2 Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 201. | \_\_\_\_\_\_ refers to producers holding title to goods and services that they themselves do not want to consume and consumers wanting goods and services that they do not have.      |  |  | | --- | --- | | A. | Discrepancies of assortment |  |  |  | | --- | --- | | **B.** | Separation of ownership |  |  |  | | --- | --- | | C. | Discrepancies of quantity |  |  |  | | --- | --- | | D. | Spatial separation |  |  |  | | --- | --- | | E. | Separation in time |   Feedback: Separation of ownership occurs when producers hold title to goods and services that they themselves do not want to consume while consumers want goods and services that they do not own. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 202. | When a firm produces a large quantity of a product, the cost of producing each individual unit usually goes down. This is known as \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | discrepancies of quantity |  |  |  | | --- | --- | | B. | exchange efficiency |  |  |  | | --- | --- | | **C.** | economies of scale |  |  |  | | --- | --- | | D. | macro-marketing |  |  |  | | --- | --- | | E. | discrepancies of assortment | |  |  |   Feedback: Economies of scale means that as a company produces larger numbers of a particular product, the cost of each unit of the product goes down. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 2 Medium Topic: Macro-Marketing* |

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| 203. | The term "economies of scale" means that \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | the largest producers are always the most efficient |  |  |  | | --- | --- | | **B.** | the cost of a product goes down as a company produces larger numbers of it |  |  |  | | --- | --- | | C. | the more one produces, the greater the profit |  |  |  | | --- | --- | | D. | it is more efficient for an economy to have a large number of transactions |  |  |  | | --- | --- | | E. | None of these is correct. | |  |  |   Feedback: Economies of scale means that as a company produces larger numbers of a particular product, the cost of each unit of the product goes down. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2 Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 204. | From the macro-marketing perspective, the spatial separation that exists between military equipment manufacturers and the people who use the equipment overseas is directly addressed through this marketing function \_\_\_\_\_\_.    |  |  | | --- | --- | | A. | financing |  |  |  | | --- | --- | | **B.** | transporting |  |  |  | | --- | --- | | C. | risk taking |  |  |  | | --- | --- | | D. | market information |  |  |  | | --- | --- | | E. | storing |   Feedback: From the macro-marketing perspective, the marketing function that overcomes the spatial separation between a manufacturer and overseas consumers is transporting. Macro-marketing is a social process that directs an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-2  Level of Difficulty: 1 Easy Topic: Macro-Marketing* |

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| 205. | The universal functions of marketing include buying, selling, transporting, storing, standardization and grading, financing, risk taking, and \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | weighing |  |  |  | | --- | --- | | B. | facilitating |  |  |  | | --- | --- | | **C.** | marketing information |  |  |  | | --- | --- | | D. | merchandising information |   Feedback: The universal functions of marketing are buying, selling, transporting, storing, standardization and grading, financing, risk taking, and market information. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 206. | Since individual firms cannot perform all marketing functions, \_\_\_\_\_\_ often play a role in the exchange process.      |  |  | | --- | --- | | **A.** | intermediaries |  |  |  | | --- | --- | | B. | consumers |  |  |  | | --- | --- | | C. | nonprofits |  |  |  | | --- | --- | | D. | marketing managers |  |  |  | | --- | --- | | E. | government regulators |   Feedback: While producers handle some of the marketing functions themselves, exchanges are often easier or less expensive when a marketing specialist, or intermediary, performs some of the marketing functions. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-3*  *Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 207. | From the perspective of macro-marketing, e-commerce specialists CarFax (which provides vehicle history reports) and Cars.com (a website offering auto comparison shopping) have emerged within the auto industry because \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | auto manufacturers need to sell direct to consumers |  |  |  | | --- | --- | | B. | the market needs competitive rivals to auto dealerships |  |  |  | | --- | --- | | **C.** | the information they give helps connect producers to consumers |  |  |  | | --- | --- | | D. | the role of the automotive sales person is becoming obsolete |  |  |  | | --- | --- | | E. | consumers live far distances from most automotive plants |   Feedback: From the perspective of macro-marketing, specialists such as e-commerce businesses develop when there are opportunities to make exchanges between producers and consumers more efficient or effective. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-3  Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 208. | The universal functions of marketing do NOT include \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | financing and risk taking |  |  |  | | --- | --- | | B. | standardization and grading |  |  |  | | --- | --- | | **C.** | producing |  |  |  | | --- | --- | | D. | transporting and storing |  |  |  | | --- | --- | | E. | buying and selling |   Feedback: The universal functions of marketing are buying, selling, transporting, storing, standardization and grading, financing, risk taking, and market information. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3*  *Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 209. | Which of the following statements about the universal functions of marketing is False?      |  |  | | --- | --- | | **A.** | These functions do not have to be performed in all macro-marketing systems. |  |  |  | | --- | --- | | B. | How the functions are performed may differ among nations and economic systems. |  |  |  | | --- | --- | | C. | Who performs the functions may differ among nations and economic systems. |  |  |  | | --- | --- | | D. | These functions help to overcome discrepancies of quantity and assortment. |  |  |  | | --- | --- | | E. | None of these statements is false. | |  |  |   Feedback: The universal functions of marketing must be performed in all macro-marketing systems. How these functions are performed and by whom may differ among nations and economic systems. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-3 Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 210. | The universal functions of marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | must be performed in all MACRO-marketing systems |  |  |  | | --- | --- | | B. | are performed the same way in all economies |  |  |  | | --- | --- | | C. | are performed by the same parties in all economies |  |  |  | | --- | --- | | D. | are needed to help foster various separations and discrepancies | |  |  |   Feedback: The universal functions of marketing must be performed in all macro-marketing systems. How these functions are performed and by whom may differ among nations and economic systems. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 211. | Which of the following is NOT one of the universal functions of marketing?      |  |  | | --- | --- | | **A.** | Production |  |  |  | | --- | --- | | B. | Standardization |  |  |  | | --- | --- | | C. | Financing |  |  |  | | --- | --- | | D. | Buying |  |  |  | | --- | --- | | E. | Transporting | |  |  |   Feedback: The universal functions of marketing are buying, selling, transporting, storing, standardization and grading, financing, risk taking, and market information. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 212. | The universal functions of marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | can be eliminated in advanced MACRO-marketing systems |  |  |  | | --- | --- | | **B.** | are performed differently and by different parties in different economies |  |  |  | | --- | --- | | C. | are never performed by consumers |  |  |  | | --- | --- | | D. | create various separations and discrepancies between producers and consumers |   Feedback: The universal functions of marketing must be performed in all macro-marketing systems. How these functions are performed and by whom may differ among nations and economic systems. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-3 Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 213. | After seeing a "sale" ad in a local newspaper, Ben Griffith went to a local pet supply store and bought a year's supply of high protein dog food. Which marketing functions—if any—did he perform?      |  |  | | --- | --- | | A. | Financing and risk taking |  |  |  | | --- | --- | | B. | Transporting and storing |  |  |  | | --- | --- | | C. | Consuming market information |  |  |  | | --- | --- | | D. | Buying |  |  |  | | --- | --- | | **E.** | Ben performed all of these marketing functions | |  |  |   Feedback: The universal functions of marketing are buying, selling, transporting, storing, standardization and grading, financing, risk taking, and market information. And most of these functions were performed by Ben. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-3 Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 214. | A large advertising agency is planning a national promotion to introduce a new type of MP3 player. Which of the universal functions of marketing is it performing?      |  |  | | --- | --- | | A. | Risk-taking |  |  |  | | --- | --- | | B. | Financing |  |  |  | | --- | --- | | C. | Buying |  |  |  | | --- | --- | | **D.** | Selling |  |  |  | | --- | --- | | E. | Standardization |   Feedback: The selling function involves promoting the product, use of personal selling, advertising, customer service, and other direct and mass selling methods. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 215. | Which of the universal functions of marketing deals most directly with advertising a product in magazines?      |  |  | | --- | --- | | A. | Transporting |  |  |  | | --- | --- | | **B.** | Selling |  |  |  | | --- | --- | | C. | Financing |  |  |  | | --- | --- | | D. | Risk-taking |  |  |  | | --- | --- | | E. | Market information |   Feedback: The selling function involves promoting the product, use of personal selling, advertising, customer service, and other direct and mass selling methods. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-3 Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 216. | Market research firm BestOne sells reports about competitors, products, and other areas to various clients in the software industry. BestOne performs which universal marketing function \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | risk taking |  |  |  | | --- | --- | | **B.** | market information |  |  |  | | --- | --- | | C. | standardization and grading |  |  |  | | --- | --- | | D. | social responsibility |  |  |  | | --- | --- | | E. | financing | |  |  |   Feedback: Market information function involves the collection, analysis, and distribution of all the information needed to plan, carry out, and control marketing activities, whether in the firm's own neighborhood or in a market overseas. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-3 Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 217. | The standardization and grading function of marketing involves \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | looking for and evaluating goods and services |  |  |  | | --- | --- | | B. | providing necessary cash and credit |  |  |  | | --- | --- | | C. | promoting the product |  |  |  | | --- | --- | | **D.** | sorting products according to size and quality |  |  |  | | --- | --- | | E. | None of these answers is correct. | |  |  |   Feedback: Standardization and grading involve sorting products according to size and quality. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3 Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 218. | \_\_\_\_\_\_ involve(s) sorting products according to size and quality.      |  |  | | --- | --- | | A. | Transporting and storing |  |  |  | | --- | --- | | B. | Financing |  |  |  | | --- | --- | | **C.** | Standardization and grading |  |  |  | | --- | --- | | D. | Marketing |  |  |  | | --- | --- | | E. | Buying | |  |  |   Feedback: Standardization and grading involve sorting products according to size and quality. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3*  *Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 219. | The standardization and grading function of marketing involves \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | promoting goods and services through media |  |  |  | | --- | --- | | B. | collection, analysis, and distribution of information |  |  |  | | --- | --- | | **C.** | sorting products according to size and quality |  |  |  | | --- | --- | | D. | looking for and evaluating goods and services |  |  |  | | --- | --- | | E. | movement of goods from one place to another |   Feedback: Standardization and grading involve sorting products according to size and quality. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 220. | The buying function of marketing involves \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | risk-taking and an element of chance |  |  |  | | --- | --- | | B. | promoting the product or service |  |  |  | | --- | --- | | **C.** | looking for and evaluating goods |  |  |  | | --- | --- | | D. | the use of personal selling |  |  |  | | --- | --- | | E. | sorting products according to size |   Feedback: The buying function means looking for and evaluating goods and services. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 221. | The universal functions of marketing \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | are not all needed in market-directed economies |  |  |  | | --- | --- | | B. | are not all needed in command economies |  |  |  | | --- | --- | | **C.** | can be performed by producers, consumers, and a variety of marketing specialists |  |  |  | | --- | --- | | D. | are performed in the same way in all economic systems |   Feedback: Producers, consumers, and marketing specialists perform the universal functions of marketing. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-3  Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 222. | The universal functions of marketing can be performed by \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | producers |  |  |  | | --- | --- | | B. | intermediaries |  |  |  | | --- | --- | | C. | consumers |  |  |  | | --- | --- | | D. | collaborators |  |  |  | | --- | --- | | **E.** | all of these |   Feedback: Producers, consumers, and marketing specialists perform the universal functions of marketing. Intermediaries and collaborators are marketing specialists. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 223. | The universal functions of marketing \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | are usually performed in the same way and by the same types of institutions in all MACRO-marketing systems |  |  |  | | --- | --- | | B. | can sometimes be eliminated—in very efficient macro-marketing systems |  |  |  | | --- | --- | | **C.** | must be performed in both market-directed and command economies |  |  |  | | --- | --- | | D. | must all be performed by every firm from a MICRO view |   Feedback: The universal functions of marketing must be performed in all macro-marketing systems and may differ among nations and economic systems. The two kinds of economic systems are command economies and market-directed economies. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-3 Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 224. | An intermediary \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | is a wholesaler-not a retailer |  |  |  | | --- | --- | | B. | usually increases the number of transactions required |  |  |  | | --- | --- | | C. | tends to make the exchange process more difficult and costly |  |  |  | | --- | --- | | **D.** | is someone who specializes in trade rather than production |  |  |  | | --- | --- | | E. | None of these answers is correct. |   Feedback: An intermediary is someone who specializes in trade rather than production and plays an important role in the exchange process. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3 Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 225. | Which of the following is NOT true about intermediaries?      |  |  | | --- | --- | | A. | They save time for other participants in a transaction. |  |  |  | | --- | --- | | **B.** | They always increase total expenses for a product. |  |  |  | | --- | --- | | C. | They play an important role in the exchange process. |  |  |  | | --- | --- | | D. | They specialize in trade rather than production. |   Feedback: An intermediary is someone who specializes in trade rather than production and plays an important role in the exchange process by saving of time, effort, and expense that would be involved without them. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-3 Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 226. | The advantages of working with an intermediary usually increase when there is \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | excellent communication with customers |  |  |  | | --- | --- | | **B.** | a greater number of customers |  |  |  | | --- | --- | | C. | little distance between customers |  |  |  | | --- | --- | | D. | a smaller number of competing products |   Feedback: An intermediary is someone who specializes in trade rather than production and plays an important role in the exchange process for a large number of customers. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-3 Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 227. | Which of the following is MOST likely to be classified as a marketing intermediary?      |  |  | | --- | --- | | A. | Apex Manufacturing, Inc. |  |  |  | | --- | --- | | **B.** | Lillian's Mini-Market |  |  |  | | --- | --- | | C. | McGraw Hill/Irwin |  |  |  | | --- | --- | | D. | Kellogg Company |  |  |  | | --- | --- | | E. | Golden Arbor Farms |   Feedback: An intermediary is someone who specializes in trade rather than production and plays an important role in the exchange process. So is the case of Lillian's Mini-Market. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 228. | Firms that specialize in providing marketing functions other than buying or selling are known as \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | suppliers |  |  |  | | --- | --- | | B. | intermediaries |  |  |  | | --- | --- | | C. | consultants |  |  |  | | --- | --- | | D. | agents |  |  |  | | --- | --- | | **E.** | collaborators |   Feedback: Collaborators are firms that facilitate or provide one or more of the marketing functions other than buying or selling. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 229. | Collaborators \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | specialize in trade rather than production |  |  |  | | --- | --- | | B. | usually have a production orientation |  |  |  | | --- | --- | | C. | emerged in the marketing company era |  |  |  | | --- | --- | | D. | are only used in a command economy |  |  |  | | --- | --- | | **E.** | facilitate or provide one or more of the marketing functions other than buying or selling |   Feedback: Collaborators are firms that facilitate or provide one or more of the marketing functions other than buying or selling. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3 Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 230. | Which of the following types of firms are collaborators?      |  |  | | --- | --- | | A. | Marketing research firms |  |  |  | | --- | --- | | B. | Overnight delivery firms |  |  |  | | --- | --- | | C. | Advertising agencies |  |  |  | | --- | --- | | D. | Product-testing labs |  |  |  | | --- | --- | | **E.** | All of these are collaborators. |   Feedback: Collaborators include advertising agencies, marketing research firms, independent product-testing laboratories, Internet service providers, public warehouses, transporting firms, communications companies, and financial institutions. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3 Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 231. | Which of the following is LEAST likely to be classified as a marketing collaborator?      |  |  | | --- | --- | | A. | Mayflower Transport Company |  |  |  | | --- | --- | | B. | Internet Advertising, Inc. |  |  |  | | --- | --- | | C. | Wachovia Bank |  |  |  | | --- | --- | | D. | Market Survey Research, Inc. |  |  |  | | --- | --- | | **E.** | Quality Coatings and Paint Company |   Feedback: Collaborators include advertising agencies, marketing research firms, independent product-testing laboratories, Internet service providers, public warehouses, transporting firms, communications companies, and financial institutions. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-3  Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 232. | Which of the following is LEAST likely to be classified as a marketing collaborator?      |  |  | | --- | --- | | A. | United Parcel Service (UPS) |  |  |  | | --- | --- | | B. | Public Warehouse Corporation |  |  |  | | --- | --- | | C. | Broadband Communications Company |  |  |  | | --- | --- | | **D.** | MeadowView Aluminum Company |  |  |  | | --- | --- | | E. | Product Safety Testing Laboratories, Inc. |   Feedback: Collaborators include advertising agencies, marketing research firms, independent product-testing laboratories, Internet service providers, public warehouses, transporting firms, communications companies, and financial institutions. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-3  Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 233. | Marketing intermediaries and collaborators can often perform marketing functions \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | worse than producers or consumers can perform them |  |  |  | | --- | --- | | **B.** | which leaves producers with more time for production |  |  |  | | --- | --- | | C. | which leaves consumers with less time for consumption |  |  |  | | --- | --- | | D. | at a high cost–because of specialization, economies of scale, or e-commerce |   Feedback: Marketing intermediaries and collaborators are often able to perform the marketing functions better and at a lower cost than producers or consumers can which allows producers and consumers to spend more time on production, consumption, or other activities including leisure. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-3 Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 234. | Amazon.com and eBay.com are both considered Internet-based \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | collaborators |  |  |  | | --- | --- | | B. | producers |  |  |  | | --- | --- | | C. | service providers |  |  |  | | --- | --- | | **D.** | intermediaries |  |  |  | | --- | --- | | E. | manufacturers |   Feedback: Internet-based intermediaries like Amazon.com and eBay.com help cut the costs of many marketing functions. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 235. | Concerning the "universal functions of marketing," which of the following statements is false?      |  |  | | --- | --- | | A. | These functions can be performed by producers, intermediaries, collaborators, or consumers. |  |  |  | | --- | --- | | B. | Responsibility for performing these functions can be shared and shifted. |  |  |  | | --- | --- | | C. | From a micro viewpoint, not every company must perform every function. |  |  |  | | --- | --- | | D. | From a macro viewpoint, all these functions must be performed by someone. |  |  |  | | --- | --- | | **E.** | None of these statements is false. |   Feedback: All of the above-mentioned statements are true regarding the universal functions of marketing. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-3  Level of Difficulty: 1 Easy Topic: Marketing Functions Help Narrow the Gap* |

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| 236. | Considering the universal functions of marketing, \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | they may not be required in all macro-marketing systems |  |  |  | | --- | --- | | **B.** | not every firm must perform all of the marketing functions |  |  |  | | --- | --- | | C. | responsibility for performing them cannot be shifted or shared |  |  |  | | --- | --- | | D. | all goods and services require all the functions at every level of their production |   Feedback: From a micro viewpoint, not every firm must perform all of the functions; however, responsibility for performing the marketing functions can be shifted and shared in a variety of ways. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-3 Level of Difficulty: 3 Hard Topic: Marketing Functions Help Narrow the Gap* |

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| 237. | In macro-marketing, \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | no universal marketing function is completely eliminated |  |  |  | | --- | --- | | B. | the objectives of the individual firm are most important |  |  |  | | --- | --- | | C. | functions should not be shifted or shared |  |  |  | | --- | --- | | D. | intermediaries are unnecessary |  |  |  | | --- | --- | | E. | activities of individual organizations are emphasized |   Feedback: From a macro-marketing viewpoint, all of the marketing functions must be per­formed by someone—an individual producer or consumer, an intermediary, a market­ing collaborator, or, in some cases, even a nation’s government. No function can be completely eliminated. |

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| *AACSB: Reflective Thinking Blooms: Create Learning Objective: 1-3  Level of Difficulty: 3 Hard Topic: Marketing Functions Help Narrow the Gap* |

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| 238. | Concerning the universal functions of marketing, it is true that \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | these functions must be performed in all macro-marketing systems |  |  |  | | --- | --- | | B. | these functions can be performed by producers or intermediaries—but not by consumers |  |  |  | | --- | --- | | C. | from a micro viewpoint, every firm must perform all of the functions |  |  |  | | --- | --- | | D. | responsibility for performing these functions can be shifted and shared-and some functions can be completely eliminated to reduce costs |   Feedback: From a macro-marketing viewpoint, all of the marketing functions must be performed by someone—an individual producer or consumer, an intermediary, a marketing collaborator, or, even a nation's government. No function can be completely eliminated. |

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| *AACSB: Reflective Thinking Blooms: Create Learning Objective: 1-3 Level of Difficulty: 2 Medium Topic: Marketing Functions Help Narrow the Gap* |

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| 239. | \_\_\_\_\_\_ refers to the way an economy organizes to use scarce resources to produce goods and services and distribute them for consumption by various people and groups in society.      |  |  | | --- | --- | | A. | Resource utilization |  |  |  | | --- | --- | | B. | Socio-economic policy |  |  |  | | --- | --- | | C. | The way a firm measures value |  |  |  | | --- | --- | | D. | Separation of values |  |  |  | | --- | --- | | **E.** | Economic system |   Feedback: Economic system is the way an economy organizes to use scarce resources to produce goods and services and distribute them for consumption by various people and groups in the society. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 240. | A macro-marketing system should \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | provide everyone with the same goods and services |  |  |  | | --- | --- | | B. | be part of a market-directed economy, not a command economy |  |  |  | | --- | --- | | **C.** | match supply and demand and accomplish a society's objectives |  |  |  | | --- | --- | | D. | depend solely on a society's political institutions | |  |  |   Feedback: The role of a macro-marketing system is to effectively match supply and demand and at the same time accomplish society's objectives. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-2 Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: Macro-Marketing Topic: The Role of Marketing in Economic Systems* |

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| 241. | An economic system in which government planners determine production levels is known as a \_\_\_\_\_\_ economy.     |  |  | | --- | --- | | **A.** | command |  |  |  | | --- | --- | | B. | micro-marketing |  |  |  | | --- | --- | | C. | macro-marketing |  |  |  | | --- | --- | | D. | market-directed |  |  |  | | --- | --- | | E. | pure subsistence |   Feedback: In a command economy, government officials decide what and how much is to be produced and distributed by whom, when, to whom, and why. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 242. | An economic system in which government officials determine production levels is known as \_\_\_\_\_\_ economy.      |  |  | | --- | --- | | A. | pure subsistence |  |  |  | | --- | --- | | B. | macro-marketing |  |  |  | | --- | --- | | C. | market-directed |  |  |  | | --- | --- | | D. | production-oriented |  |  |  | | --- | --- | | **E.** | command |   Feedback: In a command economy, government officials decide what and how much is to be produced and distributed by whom, when, to whom, and why. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 243. | In a command economy, \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | producers have a lot of choice about what and how much to produce |  |  |  | | --- | --- | | B. | prices usually fluctuate according to supply and demand |  |  |  | | --- | --- | | C. | marketing activities such as market research are encouraged |  |  |  | | --- | --- | | **D.** | consumers usually have very limited freedom of choice | | E. | consumers decide what is to be produced and by whom |   Feedback: In a command economy, government officials decide what and how much is to be produced and distributed by whom, when, to whom, and why. Producers in a command economy generally have little choice about what goods and services to produce. Consumers usually have some freedom of choice, but the assortment of goods and services may be quite limited. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 244. | In a command economy, government officials decide \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | who is to produce and distribute what to whom |  |  |  | | --- | --- | | B. | how much is to be produced |  |  |  | | --- | --- | | C. | how much is to be distributed to whom |  |  |  | | --- | --- | | D. | what is to be produced |  |  |  | | --- | --- | | **E.** | all of these |   Feedback: In a command economy, government officials decide what and how much is to be produced and distributed by whom, when, to whom, and why. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 245. | In a command economy, \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | producers generally have little choice about what goods and services to produce |  |  |  | | --- | --- | | B. | the individual decisions of the many producers and consumers come together to make the macro-level decisions |  |  |  | | --- | --- | | C. | consumers make a society's production decisions |  |  |  | | --- | --- | | D. | consumers decide what is to be produced and by whom through their dollar "votes" |  |  |  | | --- | --- | | E. | the market adjusts itself |   Feedback: Producers in a command economy generally have little choice about what goods and services to produce. Their main task is to meet the production quotas assigned in the plan.  *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 246. | The various economic systems around the world are \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | equally effective at providing for the needs of citizens |  |  |  | | --- | --- | | B. | always shaped by the free decisions of producers and consumers |  |  |  | | --- | --- | | C. | known collectively as the command economy |  |  |  | | --- | --- | | **D.** | heavily influenced by a society's political institutions |  |  |  | | --- | --- | | E. | based on the ideal of a pure subsistence economy |   Feedback:While all societies have economic systems, how an economic system operates depends largely on the nature of the society's political institutions. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 247. | In a market-directed economy, \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | marketing managers make all the important economic decisions |  |  |  | | --- | --- | | B. | government planners make all the important economic decisions |  |  |  | | --- | --- | | C. | all the important economic decisions are made by voters in political elections |  |  |  | | --- | --- | | D. | consumers make all the important economic decisions |  |  |  | | --- | --- | | **E.** | the individual decisions of the many producers and consumers make the macro-level decisions for the whole economy |   Feedback: In a market-directed economy, the individual decisions of the many producers and consumers make the macro-level decisions for the whole economy. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 248. | In a \_\_\_\_\_\_ the individual decisions of the many producers and consumers make the macro-level decisions for the whole economy.      |  |  | | --- | --- | | A. | mixed economy |  |  |  | | --- | --- | | B. | command economy |  |  |  | | --- | --- | | **C.** | market-directed economy |  |  |  | | --- | --- | | D. | production-oriented economy |  |  |  | | --- | --- | | E. | controlled economy |   Feedback: In a market-directed economy, the individual decisions of the many producers and consumers make the macro-level decisions for the whole economy. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 249. | In a market-directed economy, \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | profit, survival, and growth are all guaranteed for producers |  |  |  | | --- | --- | | B. | consumers have little freedom of choice |  |  |  | | --- | --- | | **C.** | consumers decide what is to be produced and by whom through their dollar votes |  |  |  | | --- | --- | | D. | prices usually do not change according to supply and demand |  |  |  | | --- | --- | | E. | only the needs of the majority are served |   Feedback: In a market-directed economy, consumers decide what is to be produced and by whom—through their dollar votes. |

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| 250. | Which of the following statements about economic decision-making is TRUE?      |  |  | | --- | --- | | **A.** | In a market-directed economy, the micro-level decisions of individual producers and consumers determine the macro-level decisions. |  |  |  | | --- | --- | | B. | Government planning usually works best when economies become more complex and the variety of goods and services produced is fairly large. |  |  |  | | --- | --- | | C. | The United States may be considered a pure market-directed economy. |  |  |  | | --- | --- | | D. | Command economies usually rely on market forces to determine prices. |   Feedback: In a market-directed economy, the individual decisions of the many producers and consumers make the macro-level decisions for the whole economy. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 251. | \_\_\_\_\_\_ in the marketplace are a rough measure of how society values particular goods and services.      |  |  | | --- | --- | | A. | Inventories |  |  |  | | --- | --- | | **B.** | Prices |  |  |  | | --- | --- | | C. | Cost of labor and materials |  |  |  | | --- | --- | | D. | The number of producers |  |  |  | | --- | --- | | E. | Discrepancies of quantity | |  |  |   Feedback: Prices in the marketplace are a rough measure of how society values particular goods and services. |

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| 252. | Price is a rough measure of \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | company profit |  |  |  | | --- | --- | | **B.** | customer value |  |  |  | | --- | --- | | C. | market supply |  |  |  | | --- | --- | | D. | company costs |  |  |  | | --- | --- | | E. | economic inflation | |  |  |   Feedback: Prices in the marketplace are a rough measure of how society values particular goods and services. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 253. | The role of price in a market-directed economy is to \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | allocate resources and distribute income according to consumer preferences |  |  |  | | --- | --- | | B. | serve as a rough measure of the social importance of consumer goods and services |  |  |  | | --- | --- | | C. | coordinate the economic activity of many people and institutions |  |  |  | | --- | --- | | D. | serve as a rough measure of the value of resources used to produce goods and services |  |  |  | | --- | --- | | **E.** | All of these are true. |   Feedback: All of the above-mentioned statements are true regarding the role of price in a market-directed economy. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 254. | Which of the following statements about economic systems is true?      |  |  | | --- | --- | | **A.** | Consumers usually have more freedom of choice in a market-directed economy. |  |  |  | | --- | --- | | B. | Command economies are most effective for countries with large and complicated varieties of goods and services. |  |  |  | | --- | --- | | C. | Branding is less common in a market-directed economy than in a command economy. |  |  |  | | --- | --- | | D. | The United States is a good example of a command economy. |  |  |  | | --- | --- | | E. | None of these statements is true. |   Feedback: Consumers in a market-directed economy enjoy great freedom of choice. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 255. | Which of the following is NOT true about a market-directed economy?      |  |  | | --- | --- | | A. | Consumers enjoy maximum freedom of choice. |  |  |  | | --- | --- | | B. | Producers enjoy maximum freedom of choice. |  |  |  | | --- | --- | | C. | The interaction between consumers and producers is great. |  |  |  | | --- | --- | | **D.** | Government is responsible for setting up all marketing activities. |  |  |  | | --- | --- | | E. | The price of a consumer product serves as a measure of its value. |   Feedback: In a market-directed economy, the individual decisions of the many producers and consumers make the macro-level decisions for the whole economy. Government officials decide what and how much is to be produced and distributed in a command economy. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 256. | Consumers in a market-directed economy \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | enjoy limited freedom of choice |  |  |  | | --- | --- | | **B.** | are taxed to provide for goods and services that benefit society, such as public health, national defense, highways, police and fire protection |  |  |  | | --- | --- | | C. | do not decide what is to be produced and by whom |  |  |  | | --- | --- | | D. | have to buy what is being produced |  |  |  | | --- | --- | | E. | do not have to buy any goods or services |   Feedback: The citizens in a market-directed economy are taxed for goods or services provided for the good of society such as national defense, schools, police and fire protection, highway systems, and public-health services. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 257. | Which of the following is LEAST LIKELY to be a government role in a market-directed economy?      |  |  | | --- | --- | | A. | To set rules to protect individual rights and freedom |  |  |  | | --- | --- | | B. | To supervise the economy |  |  |  | | --- | --- | | C. | To provide things such as mass transportation and highways, national defense, police and fire protection, and public health services |  |  |  | | --- | --- | | D. | To control interest rates and the supply of money |  |  |  | | --- | --- | | **E.** | To determine prices-and thereby allocate resources and distribute income |   Feedback: In a market-directed economy, prices are determined in the marketplace and is not likely to be a role of government. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-4  Level of Difficulty: 3 Hard Topic: The Role of Marketing in Economic Systems* |

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| 258. | \_\_\_\_\_ NOT the government's job in a market-directed economy.      |  |  | | --- | --- | | A. | Protecting property and enforcing contracts are |  |  |  | | --- | --- | | B. | Regulating radio and television broadcasting is |  |  |  | | --- | --- | | C. | Setting import and export rules is |  |  |  | | --- | --- | | **D.** | Determining what and how much is to be produced is |  |  |  | | --- | --- | | E. | Controlling interest rates and the supply of money are |   Feedback: In a market-directed economy, consumers decide what is to be produced and by whom—through their dollar "votes." |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 259. | Which of the following statements about a market-directed economic system is True?      |  |  | | --- | --- | | **A.** | Consumers enjoy substantial freedom of choice. |  |  |  | | --- | --- | | B. | Profit, growth and survival are guaranteed. |  |  |  | | --- | --- | | C. | Government has no role. |  |  |  | | --- | --- | | D. | There is very little interaction between producers and consumers. |   Feedback: Consumers in a market-directed economy enjoy great freedom of choice. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 260. | Identify the incorrect statement about market-directed economies.      |  |  | | --- | --- | | A. | A market-directed economy adjusts itself. |  |  |  | | --- | --- | | **B.** | The American economy is completely market-directed. |  |  |  | | --- | --- | | C. | Consumers in a market-directed economy decide what is to be produced and by whom-through their dollar "votes." |  |  |  | | --- | --- | | D. | Consumers in a market-directed economy enjoy great freedom of choice. |   Feedback: The American economy and most other Western economies are mainly market-directed but not completely. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 261. | Identify the primary role of a public interest group like the Center for Science in the Public Interest (CSPI) in market-directed economies.      |  |  | | --- | --- | | A. | It exposes firms that make false or exaggerated product claims. |  |  |  | | --- | --- | | B. | It acts as a forum for consumers to report product dissatisfaction reviews. |  |  |  | | --- | --- | | C. | It lets consumers easily access environmental product information and reviews. |  |  |  | | --- | --- | | **D.** | It is a consumer watchdog group that pressures food companies to make healthier products. |  |  |  | | --- | --- | | E. | It lets technology firms play by the socially accepted rules of the game. |   Feedback: In many Western economies, public interest groups and consumers provide an additional check on a market-directed economy. For example, the Center for Science in the Public Interest (CSPI) is a consumer watchdog group that pressures food companies to make healthier products. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 262. | Which of the following is a consequence of consumers easily finding product satisfaction information through consumer reviews on the Internet?      |  |  | | --- | --- | | A. | It allows firms to make exaggerated claims about its products. |  |  |  | | --- | --- | | B. | It allows government agencies to control interest rates and the supply of money. |  |  |  | | --- | --- | | C. | It allows firms to monopolize markets. |  |  |  | | --- | --- | | D. | It lets firms evaluate macro-marketing strategies in terms of society's objectives. |  |  |  | | --- | --- | | **E.** | It lets firms play by the socially accepted "rules of the game." |   Feedback: Consumers can report their satisfaction or dissatisfaction with companies by posting reviews on websites. Potential customers can easily find positive and negative information on the Internet, giving firms an extra incentive to play by the socially accepted "rules of the game." |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 263. | Which of the following statements about economic systems is NOT true?      |  |  | | --- | --- | | A. | Government has less of a role in market-directed economies than in command economies. |  |  |  | | --- | --- | | B. | A market-directed economy self-adjusts through producer and consumer choices. |  |  |  | | --- | --- | | **C.** | Producers always make a profit in a market-directed system. |  |  |  | | --- | --- | | D. | A command economy is more likely to work if the variety of goods and services is small. |  |  |  | | --- | --- | | E. | Both market-directed and command economies need a macro-marketing system. |   Feedback: Producers are free to do whatever they wish, provided that they stay within the rules set by government and receive enough dollar "votes" from consumers. But profit, survival, and growth are not guaranteed. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 264. | The various economic systems around the world are \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | equally effective at providing for the needs of citizens |  |  |  | | --- | --- | | B. | always shaped by the free decisions of producers and consumers |  |  |  | | --- | --- | | C. | known collectively as the "command economy" |  |  |  | | --- | --- | | **D.** | heavily influenced by a society's political institutions |  |  |  | | --- | --- | | E. | based on the ideal of a pure subsistence economy |   Feedback: While all societies have economic systems, how an economic system operates depends largely on the nature of the society's political institutions. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 265. | Which of the following statements does NOT describe a command economy?      |  |  | | --- | --- | | A. | Government bureaucrats decide what and how much is to be produced. |  |  |  | | --- | --- | | B. | A command economy is sometimes called a "planned economy." |  |  |  | | --- | --- | | **C.** | Prices are set by the law of supply and demand. |  |  |  | | --- | --- | | D. | Producers offer a highly limited assortment of goods and services. |  |  |  | | --- | --- | | E. | The economy is found in countries like Iran and North Korea. |   Feedback: In a command economy, prices are set by government planners, not supply and demand. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: The Role of Marketing in Economic Systems* |

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| 266. | The economic freedom provided within a market-directed economy produces the greatest number of \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | government planners |  |  |  | | --- | --- | | B. | government regulations |  |  |  | | --- | --- | | **C.** | entrepreneurs and innovators |  |  |  | | --- | --- | | D. | military-oriented purchases |  |  |  | | --- | --- | | E. | trade restrictions |   Feedback: Market directed economies produce great numbers of entrepreneurs and innovators because individuals in such economies have the economic freedom to take risks and try out new ideas. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: The Role of Marketing in Economic Systems* |

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| 267. | Which era of marketing is characterized by families who sold their surpluses to local distributors?      |  |  | | --- | --- | | **A.** | The simple trade era |  |  |  | | --- | --- | | B. | The production era |  |  |  | | --- | --- | | C. | The sales era |  |  |  | | --- | --- | | D. | The marketing department era |  |  |  | | --- | --- | | E. | The marketing company era |   Feedback: As bartering became more difficult, societies moved into the simple trade era, a time when families traded or sold their surplus output to local distributors. These specialists resold the goods to other consumers or other distributors. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 268. | Which item famously originated in the production era?      |  |  | | --- | --- | | A. | Laptop computers |  |  |  | | --- | --- | | B. | Home movie rentals |  |  |  | | --- | --- | | C. | Chariots |  |  |  | | --- | --- | | **D.** | Automobiles |  |  |  | | --- | --- | | E. | Compact fluorescent light bulbs |   Feedback: The mass production of the automobile is associated with the production era, the period from the Industrial Revolution until the 1920s. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 269. | The text considers five "eras" of marketing evolution. These five eras in their logical order are \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | Simple trade, production, sales, marketing company, marketing department |  |  |  | | --- | --- | | B. | Subsistence, production, sales, entrepreneurial, marketing company |  |  |  | | --- | --- | | C. | Simple trade, production, sales, marketing department, international trading |  |  |  | | --- | --- | | D. | Simple trade, production, sales, entrepreneurial, marketing company |  |  |  | | --- | --- | | **E.** | Simple trade, production, sales, marketing department, marketing company |   Feedback: The five stages in marketing evolution are: (1) the simple trade era, (2) the production era, (3) the sales era, (4) the marketing department era, and (5) the marketing company era. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 3 Hard Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 270. | The text discusses the evolution of business through five "eras." Which of the following is NOT one of these eras?      |  |  | | --- | --- | | **A.** | Diversification era |  |  |  | | --- | --- | | B. | Sales era |  |  |  | | --- | --- | | C. | Production era |  |  |  | | --- | --- | | D. | Marketing company era |  |  |  | | --- | --- | | E. | Simple trade era |   Feedback: The five stages in marketing evolution are: (1) the simple trade era, (2) the production era, (3) the sales era, (4) the marketing department era, and (5) the marketing company era. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 271. | In the \_\_\_\_\_\_ era, families traded or sold their "surplus" output to local distributors.      |  |  | | --- | --- | | A. | production |  |  |  | | --- | --- | | B. | pure subsistence |  |  |  | | --- | --- | | C. | sales |  |  |  | | --- | --- | | **D.** | simple trade |  |  |  | | --- | --- | | E. | marketing company |   Feedback: The simple trade era is a time when families traded or sold their "surplus" output to local distributors. |

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| 272. | From the Industrial Revolution until the 1920s, most companies were in the \_\_\_\_\_\_ era.     |  |  | | --- | --- | | A. | marketing department |  |  |  | | --- | --- | | **B.** | production |  |  |  | | --- | --- | | C. | simple trade |  |  |  | | --- | --- | | D. | marketing company |  |  |  | | --- | --- | | E. | sales |   Feedback: From the Industrial Revolution until the 1920s, most companies were in the production era since companies focused on production of a few specific products. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 273. | Which of the following statements is MOST characteristic of the production era?      |  |  | | --- | --- | | A. | "If we sell harder, we will sell more" |  |  |  | | --- | --- | | B. | "We need to cater to the diverse needs of consumers" |  |  |  | | --- | --- | | **C.** | "If we can make it, it will sell" |  |  |  | | --- | --- | | D. | "The more options we offer consumers, the better" |  |  |  | | --- | --- | | E. | "Advertising is the key to our success" |   Feedback: The production era is a time when a company fo­cuses on production of a few specific products—perhaps because few of these products are available in the market. "If we can make it, it will sell" is management thinking characteristic of the production era due to shortage of products. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 274. | Which of the following is the BEST example of management thinking during the "production era"?      |  |  | | --- | --- | | A. | "We need to make whatever products are easy to produce." |  |  |  | | --- | --- | | B. | "We need to find out what the customer wants." |  |  |  | | --- | --- | | C. | "The more salespeople we have, the more we can sell." |  |  |  | | --- | --- | | D. | "We need to work hard to sell the product to our customers." |  |  |  | | --- | --- | | **E.** | "If we produce a good product, customers will find us and buy it." |   Feedback: "If we can make it, it will sell" is management thinking characteristic of the production era due to shortage of products. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 275. | Which of the following is the BEST example of management thinking during the "production era"?      |  |  | | --- | --- | | A. | "The more we advertise a product, the more we can sell." |  |  |  | | --- | --- | | B. | "We need to increase our sales effort-to sell what we can produce." |  |  |  | | --- | --- | | **C.** | "If we can produce it, customers will buy it." |  |  |  | | --- | --- | | D. | "We need to be selective and produce what customers want." |  |  |  | | --- | --- | | E. | "The lower we price a product, the more we can sell." | |  |  |   Feedback: "If we can make it, it will sell" is management thinking characteristic of the production era due to shortage of products. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 276. | Until recently, good PC software for producing digital videos was not available, but was much in demand by businesses. The first companies to produce a specific type of program had good sales even though they did little promotion and their programs were not "user-friendly." It seems that many of these "innovators" operated as if they were in the \_\_\_\_\_\_ era.      |  |  | | --- | --- | | A. | simple trade |  |  |  | | --- | --- | | B. | marketing department |  |  |  | | --- | --- | | C. | sales |  |  |  | | --- | --- | | D. | marketing company |  |  |  | | --- | --- | | **E.** | production |   Feedback: The production era is a time when a company fo­cuses on production of a few specific products—perhaps because few of these products are available in the market.  "If we can make it, it will sell" is management thinking characteristic of the production era due to shortage of products. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 277. | Because of increased competition during the \_\_\_\_\_\_ era, firms put new effort into winning customers.      |  |  | | --- | --- | | A. | simple trade |  |  |  | | --- | --- | | **B.** | sales |  |  |  | | --- | --- | | C. | production |  |  |  | | --- | --- | | D. | marketing company |  |  |  | | --- | --- | | E. | marketing department |   Feedback: The sales era is a time when a company emphasizes selling because of increased competition. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 278. | During the \_\_\_\_\_\_ era, concern about increased competition lead firms to focus on selling to attract customers.      |  |  | | --- | --- | | **A.** | sales |  |  |  | | --- | --- | | B. | simple trade |  |  |  | | --- | --- | | C. | marketing department |  |  |  | | --- | --- | | D. | production |  |  |  | | --- | --- | | E. | marketing company |   Feedback: The sales era is a time when a company emphasizes selling because of increased competition. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 279. | A firm that focuses its attention primarily on "selling" its present products in order to meet or beat competition is operating in which of the following "management eras"?      |  |  | | --- | --- | | A. | Production era |  |  |  | | --- | --- | | **B.** | Sales era |  |  |  | | --- | --- | | C. | Marketing department era |  |  |  | | --- | --- | | D. | Marketing company era |  |  |  | | --- | --- | | E. | Advertising era |   Feedback: Advanced production capabilities led to sales era when a company emphasizes selling to win customers because of increased competition. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 280. | The \_\_\_\_\_\_ era is a time when a company emphasizes selling because of the increased competition in the external environment.      |  |  | | --- | --- | | A. | supply |  |  |  | | --- | --- | | B. | demand |  |  |  | | --- | --- | | C. | production |  |  |  | | --- | --- | | D. | marketing |  |  |  | | --- | --- | | **E.** | sales | |  |  |   Feedback: The sales era is a time when a company emphasizes selling because of increased competition. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 281. | The president of a company that produces cardboard boxes is concerned about the large number of competitors with extra capacity. As he put it, "our best shot is in the hands of our sales manager-she makes all of our marketing decisions and is creative enough to figure out how to sell more boxes." It seems that this company is run as if it were in the \_\_\_\_\_\_ era.     |  |  | | --- | --- | | A. | production |  |  |  | | --- | --- | | B. | marketing company |  |  |  | | --- | --- | | C. | simple trade |  |  |  | | --- | --- | | **D.** | sales |  |  |  | | --- | --- | | E. | marketing department |   Feedback: The sales era is a time when a company emphasizes selling because of increased competition. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 282. | The owner of a company that produces electronic circuit boards sees many competitors with extra capacity and says, "the only hope is that our sales manager, who makes all of our marketing decisions, will find a way to sell more boards." It seems that this company is run as if it were in the \_\_\_\_\_\_ era.     |  |  | | --- | --- | | A. | production |  |  |  | | --- | --- | | **B.** | sales |  |  |  | | --- | --- | | C. | excess capacity |  |  |  | | --- | --- | | D. | marketing company |  |  |  | | --- | --- | | E. | marketing department |   Feedback: The sales era is a time when a company emphasizes selling because of increased competition. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4 Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 283. | Administrators at a university noted that they were 200 students short of their enrollment projection as the start of the school year approached. The president of the university, fearing a revenue shortage, told the director of admissions, "You need to use whatever means necessary to get enough students to meet the projection before classes start. Run ads in the newspaper, call high school guidance counselors, recruit from our pool of rejected applicants-whatever it takes." The university president is operating as though he was in the \_\_\_\_\_\_ era.     |  |  | | --- | --- | | A. | simple trade |  |  |  | | --- | --- | | B. | production |  |  |  | | --- | --- | | **C.** | sales |  |  |  | | --- | --- | | D. | marketing department |  |  |  | | --- | --- | | E. | marketing company |   Feedback: The sales era is a time when a company emphasizes selling because of increased competition. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 284. | Which of the following statements regarding the "sales era" is true?      |  |  | | --- | --- | | A. | The emphasis was on producing. |  |  |  | | --- | --- | | B. | A business problem was to decide where to put the company's effort. |  |  |  | | --- | --- | | **C.** | More production capability was available than ever before. |  |  |  | | --- | --- | | D. | It followed the marketing department era. |   Feedback: By about 1930, in the sales era, most companies in the industrialized Western nations had more production capability than ever before. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 285. | During the sales era, \_\_\_\_\_\_.   |  |  | | --- | --- | | A. | families traded or sold their surplus output to local distributors |  |  |  | | --- | --- | | B. | characteristic management thinking said, "If we can make it, it will sell" |  |  |  | | --- | --- | | C. | all marketing activities were brought under the control of one department |  |  |  | | --- | --- | | **D.** | increased competition made firms focus on winning customers |  |  |  | | --- | --- | | E. | marketing people did both short-run and long-run marketing planning |   Feedback: Advanced production capabilities led to sales era when a company emphasizes selling to win customers because of increased competition. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 286. | Asa Meyer was just named FireFly Products sales manager, with responsibilities for all marketing planning. FireFly's president told him that his job is to "outsell the competition." Thus FireFly is operating in the \_\_\_\_\_\_ era.      |  |  | | --- | --- | | A. | market-oriented |  |  |  | | --- | --- | | B. | production |  |  |  | | --- | --- | | **C.** | sales |  |  |  | | --- | --- | | D. | marketing company |  |  |  | | --- | --- | | E. | marketing department |   Feedback: The sales era is a time when a company emphasizes selling because of increased competition. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 287. | As a firm moves from the sales era to the marketing department era it is likely to \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | have marketing people who develop long range plans-sometimes 5 or more years ahead |  |  |  | | --- | --- | | **B.** | begin to integrate all the firm's marketing activities |  |  |  | | --- | --- | | C. | place less emphasis on earning a profit and more emphasis on what customers will buy |  |  |  | | --- | --- | | D. | adopt a more narrow view of marketing |  |  |  | | --- | --- | | E. | be more concerned with its ability to produce enough to meet demand |   Feedback: The marketing department era is a time when all marketing activities are brought under the control of one department to improve short-run policy planning and to try to integrate the firm's activities. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 288. | Myra Martinez was just named Treasure Island, Inc.'s marketing manager—with responsibilities for short-run policy planning of the firm's advertising, sales, marketing research, purchasing, and distribution efforts. Treasure Island is operating in the \_\_\_\_\_\_ era.      |  |  | | --- | --- | | A. | market-oriented |  |  |  | | --- | --- | | B. | production |  |  |  | | --- | --- | | **C.** | marketing department |  |  |  | | --- | --- | | D. | marketing company |  |  |  | | --- | --- | | E. | sales |   Feedback: The marketing department era is a time when all marketing activities are brought under the control of one department to improve short-run policy planning and to try to integrate the firm's activities. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 289. | The main difference between the "marketing department era" and the "marketing company era" is \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | more emphasis on selling and advertising in the marketing department era |  |  |  | | --- | --- | | B. | whether the president of the firm has a background in marketing |  |  |  | | --- | --- | | C. | more emphasis on short-run planning in the marketing company era |  |  |  | | --- | --- | | **D.** | whether the whole company is customer-oriented |  |  |  | | --- | --- | | E. | There is no difference. |   Feedback: In marketing company era, the whole company effort is guided by the marketing concept that aims all its efforts at satisfying its customers. |

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| *AACSB: Reflective Thinking Blooms: Create Learning Objective:1-4 Level of Difficulty: 3 Hard Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 290. | When marketing people do long-range planning and the whole company is guided by the "marketing concept," the company has entered the \_\_\_\_\_\_ era.      |  |  | | --- | --- | | A. | production |  |  |  | | --- | --- | | B. | customer satisfaction |  |  |  | | --- | --- | | **C.** | marketing company |  |  |  | | --- | --- | | D. | consumerism |  |  |  | | --- | --- | | E. | marketing department |   Feedback: The marketing company era is a time when, in addition to short-run marketing planning, marketing people develop long-range plans—sometimes five or more years ahead—and the whole company effort is guided by the marketing concept. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 291. | A company where the marketing people do both short-run and long-range planning is operating in the \_\_\_\_\_\_ era.   |  |  | | --- | --- | | **A.** | marketing company |  |  |  | | --- | --- | | B. | sales |  |  |  | | --- | --- | | C. | simple trade |  |  |  | | --- | --- | | D. | marketing department |  |  |  | | --- | --- | | E. | production |   Feedback: The marketing company era is a time when, in addition to short-run marketing planning, marketing people develop long-range plans—sometimes five or more years ahead—and the whole company effort is guided by the marketing concept. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 292. | Which of the following would be relevant in the marketing company era?      |  |  | | --- | --- | | A. | Bringing all marketing activities together under the control of one department |  |  |  | | --- | --- | | **B.** | Planning for five or more years ahead |  |  |  | | --- | --- | | C. | Reselling goods to consumers and intermediaries |  |  |  | | --- | --- | | D. | Focusing on production |   Feedback: The marketing company era is a time when, in addition to short-run marketing planning, marketing people develop long-range plans—sometimes five or more years ahead. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-4  Level of Difficulty: 1 Easy Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 293. | The president of a financial services company says that her new marketing manager has changed things a lot—making long-range plans about where the firm should focus its effort, and coordinating the decisions about what services to offer and how they should be promoted and priced. It seems that this company is just moving into the \_\_\_\_\_\_era.      |  |  | | --- | --- | | **A.** | marketing company |  |  |  | | --- | --- | | B. | sales |  |  |  | | --- | --- | | C. | production |  |  |  | | --- | --- | | D. | marketing department |  |  |  | | --- | --- | | E. | simple trade |   Feedback: The marketing company era is a time when, in addition to short-run marketing planning, marketing people develop long-range plans and decide where to put the company's effort. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4  Level of Difficulty: 3 Hard Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 294. | SouthFace Corporation just named Chloe Perry to a marketing management position. One of the reasons she accepted a position with this company was its reputation for market-oriented long-range planning. SouthFace Corp. is probably operating in the \_\_\_\_\_\_ era.      |  |  | | --- | --- | | A. | planning |  |  |  | | --- | --- | | **B.** | marketing company |  |  |  | | --- | --- | | C. | marketing research |  |  |  | | --- | --- | | D. | marketing department |  |  |  | | --- | --- | | E. | none of these is a correct answer. |   Feedback: The marketing company era is a time when, in addition to short-run marketing planning, marketing people develop long-range plans—sometimes five or more years ahead. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 295. | Regarding the five stages in marketing evolution, \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | in the marketing department era, firms do both short-run and long-run planning |  |  |  | | --- | --- | | B. | the first era to evolve was the sales era |  |  |  | | --- | --- | | C. | in the marketing company era, firms do short-run planning only |  |  |  | | --- | --- | | D. | most firms operate in the production era |  |  |  | | --- | --- | | **E.** | None of these responses is true. |   Feedback: In the five stages in marketing evolution, the marketing department era makes short-run planning only; the first era to evolve was the simple trade era; and the marketing company era makes both short-run and long-run planning.  *AACSB: Reflective Thinking*  *Blooms: Understand Learning Objective: 1-4 Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 296. | The owner of The Rascal’s Bar & Grill does long-range planning and the whole company is guided by the marketing concept, the Rascal’s appears to be operating in the \_\_\_\_\_\_era.      |  |  | | --- | --- | | A. | production |  |  |  | | --- | --- | | B. | customer satisfaction |  |  |  | | --- | --- | | **C.** | marketing company |  |  |  | | --- | --- | | D. | consumerism |  |  |  | | --- | --- | | E. | marketing department |   Feedback:The marketing company era is a time when, in addition to short-run marketing planning, marketing people develop long-range plans—sometimes five or more years ahead—and the whole company effort is guided by the marketing concept. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-4  Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 297. | Regarding the five stages in marketing evolution, \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | few firms have graduated to the marketing company era |  |  |  | | --- | --- | | **B.** | the sales era continued until at least 1950 for most firms |  |  |  | | --- | --- | | C. | in the marketing department era, firms began to do long-run planning |  |  |  | | --- | --- | | D. | the production era was the first era to evolve |   Feedback: For most firms in advanced economies, the sales era continued until at least 1950. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-4*  *Level of Difficulty: 2 Medium Topic: Marketing’s Role Has Changed a Lot over the Years* |

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| 298. | The marketing concept is a strategic way of approaching business that contrasts sharply with \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | the marketing orientation |  |  |  | | --- | --- | | **B.** | the production orientation |  |  |  | | --- | --- | | C. | the profit orientation |  |  |  | | --- | --- | | D. | macro-marketing |  |  |  | | --- | --- | | E. | the triple bottom line |   Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers based on their needs. This contrasts with the production orientation, in which managers make and sell whatever products are easy to produce. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 299. | Compared with other approaches to business, the marketing concept is distinct in that it \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | focuses on profits |  |  |  | | --- | --- | | B. | produces new products and services |  |  |  | | --- | --- | | C. | creates a broad assortment of products |  |  |  | | --- | --- | | D. | produces quality products |  |  |  | | --- | --- | | **E.** | focuses on satisfying customers' needs |   Feedback: The marketing concept is distinct from other approaches to business in that it views organizations as existing to serve customers and the needs of society. Firms that apply the marketing concept direct all their efforts at satisfying customers. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-5 Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 300. | The triple bottom line is a measure of a firm's success based on multiple criteria commonly referred to as \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | product, price, and promotion |  |  |  | | --- | --- | | **B.** | people, planet, and profit |  |  |  | | --- | --- | | C. | partnership, planning, and positioning |  |  |  | | --- | --- | | D. | segmentation, targeting, and positioning |  |  |  | | --- | --- | | E. | brands, buyers, and bucks |   Feedback: Some organizations explicitly consider a triple bottom line-which measures an organization's economic, social, and environmental outcomes-as a measure of long‐term success. Together, these are sometimes referred to as measures of people, planet, and profit. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 301. | When a firm considers a triple bottom line as a measure of long-term success, this means that it measures outcomes in which of the following three different areas \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | economic success, social impact, and political change |  |  |  | | --- | --- | | B. | firm profitability, customer satisfaction, and behavioral change |  |  |  | | --- | --- | | **C.** | economic success, social impact, and environmental impact |  |  |  | | --- | --- | | D. | company effort, customer satisfaction, and relative market share |  |  |  | | --- | --- | | E. | customer satisfaction, environmental impact, and production efficiency |   Feedback: Some organizations explicitly consider a triple bottom line-which measures an organization's economic, social, and environmental outcomes-as a measure of long‐term success. Together, these are sometimes referred to as measures of people, planet, and profit. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 302. | An organization practicing \_\_\_\_\_\_ aims all its efforts at satisfying its customers—at a profit.      |  |  | | --- | --- | | A. | the sales concept |  |  |  | | --- | --- | | B. | a production orientation |  |  |  | | --- | --- | | C. | in the marketing department era |  |  |  | | --- | --- | | D. | profit maximization economics |  |  |  | | --- | --- | | **E.** | the marketing concept |   Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers but at a profit. |

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| *AACSB: Analytical Thinking AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 303. | All of the following are the basic ideas included in the definition of the marketing concept except \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | customer satisfaction |  |  |  | | --- | --- | | B. | total company effort |  |  |  | | --- | --- | | C. | profit, or another measure of long-term success, as an objective |  |  |  | | --- | --- | | **D.** | making whatever products are easy to produce and then trying to sell them |  |  |  | | --- | --- | | E. | giving customers what they need |   Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers but at a profit. Making whatever products are easy to produce and then trying to sell them is product orientation. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 304. | A production-oriented firm typically \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | views customer credit as a customer service |  |  |  | | --- | --- | | B. | sets inventory requirements with customer needs in mind |  |  |  | | --- | --- | | **C.** | tries to sell the products it can make easily |  |  |  | | --- | --- | | D. | focuses advertising on need-satisfying product benefits |  |  |  | | --- | --- | | E. | operates as an integrated unit |   Feedback: Making whatever products which are easy to produce and then trying to sell them is product orientation. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5  Level of Difficulty: 2 Medium Topic: What Does the Marketing Concept Mean?* |

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| 305. | Managers who think of customers existing to buy the firm's output rather than of firms existing to serve customers and—more broadly—the needs of society, have a \_\_\_\_\_\_ orientation.   |  |  | | --- | --- | | A. | marketing |  |  |  | | --- | --- | | **B.** | production |  |  |  | | --- | --- | | C. | selling |  |  |  | | --- | --- | | D. | dynamic |  |  |  | | --- | --- | | E. | customer |   Feedback: Production orientation occurs when managers think of customers existing to buy the firm's output rather than of firms existing to serve customers and—more broadly—the needs of society. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 306. | A manager with a production orientation would \_\_\_\_\_\_.    |  |  | | --- | --- | | **A.** | believe that customers exist to buy the firm's output |  |  |  | | --- | --- | | B. | take production decisions guided by customers' needs |  |  |  | | --- | --- | | C. | find out what product customers want to buy, and then produce that product |  |  |  | | --- | --- | | D. | have production managers handle all marketing activities |  |  |  | | --- | --- | | E. | get the production department to work closely with other departments |   Feedback: Production orientation occurs when manager think of customers existing to buy the firm's output rather than of firms existing to serve customers. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5  Level of Difficulty: 2 Medium Topic: What Does the Marketing Concept Mean?* |

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| 307. | Which of the following is MOST LIKELY to be found in a production-oriented firm?      |  |  | | --- | --- | | A. | Agreements among departments about how to improve customer satisfaction |  |  |  | | --- | --- | | **B.** | Making products that are easy to produce |  |  |  | | --- | --- | | C. | Producing goods that exactly meet the customer's needs |  |  |  | | --- | --- | | D. | A focus on profit rather than sales |  |  |  | | --- | --- | | E. | None of these is likely to be found in a production-oriented firm |   Feedback: Making whatever products are easy to produce and then trying to sell them is found in a production-oriented firm. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 308. | Which of the following is LEAST LIKELY to be found in a production-oriented firm?      |  |  | | --- | --- | | A. | Disagreements among departments about how to improve the company's product |  |  |  | | --- | --- | | B. | Making products that are easy to produce |  |  |  | | --- | --- | | **C.** | Producing goods that exactly meet the customer's needs |  |  |  | | --- | --- | | D. | A mass marketing approach |  |  |  | | --- | --- | | E. | None of these is likely to be found in a production-oriented firm. |   Feedback: Production orientation occurs when managers think of customers existing to buy the firm's output rather than of firms existing to serve customers and—more broadly—the needs of society. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 309. | At MetroTech, salespeople blame the production people for making inferior products, and the production people complain that the salesmen are just not getting enough orders. MetroTech seems to have a \_\_\_\_\_\_ orientation.   |  |  | | --- | --- | | A. | bottom line |  |  |  | | --- | --- | | **B.** | production |  |  |  | | --- | --- | | C. | customer |  |  |  | | --- | --- | | D. | sales |  |  |  | | --- | --- | | E. | marketing |   Feedback: A production orientation means making whatever products which are easy to produce and then trying to sell them and think of customers existing to buy the firm's output rather than of firms existing to serve customers. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-5  Level of Difficulty: 2 Medium Topic: What Does the Marketing Concept Mean?* |

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| 310. | MetroTech Corporation has been experiencing declining profits. The accounting department blames the MetroTech marketing staff for "out of control" sales costs. The salespeople blame the warehouse for being slow to fill orders. And the warehouse manager says that the production department can't meet its schedule. MetroTech seems to have \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | implemented the marketing concept |  |  |  | | --- | --- | | B. | a customer orientation |  |  |  | | --- | --- | | C. | a marketing orientation |  |  |  | | --- | --- | | D. | a sales orientation |  |  |  | | --- | --- | | **E.** | a production orientation |   Feedback: A production orientation means making whatever products that are easy to produce and then trying to sell them and think of customers existing to buy the firm's output rather than of firms existing to serve customers. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-5*  *Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 311. | Accepting the "marketing concept" means that a firm should have a \_\_\_\_\_\_ orientation.      |  |  | | --- | --- | | **A.** | marketing |  |  |  | | --- | --- | | B. | research |  |  |  | | --- | --- | | C. | production |  |  |  | | --- | --- | | D. | sales |  |  |  | | --- | --- | | E. | planning |   Feedback: A marketing orientation means trying to carry out the marketing concept. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 312. | A firm with a marketing orientation \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | has little need for salespeople |  |  |  | | --- | --- | | B. | sells what it can make easily |  |  |  | | --- | --- | | **C.** | tries to determine customers' needs before developing its product |  |  |  | | --- | --- | | D. | focuses advertising on product features |   Feedback: A marketing-oriented firm tries to offer customers what they need instead of just trying to get customers to buy what the firm has produced. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5*  *Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 313. | The three basic ideas in the "marketing concept" are \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | customer satisfaction, resource efficiency, sales maximization |  |  |  | | --- | --- | | B. | customer satisfaction, total company effort, sales growth |  |  |  | | --- | --- | | C. | resource efficiency, sales growth, profit maximization |  |  |  | | --- | --- | | D. | customer satisfaction, marketing manager as chief executive, profit |  |  |  | | --- | --- | | **E.** | customer satisfaction, total company effort, profit |   Feedback: Three basic ideas of the marketing concept are: (1) customer satisfaction, (2) a total company effort, and (3) profit—not just sales—as an objective. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 314. | Which of the following is one of the three basic ideas in the "marketing concept?"      |  |  | | --- | --- | | A. | Resource efficiency |  |  |  | | --- | --- | | **B.** | Total company effort |  |  |  | | --- | --- | | C. | Obtain economies of scale |  |  |  | | --- | --- | | D. | Maximize sales |  |  |  | | --- | --- | | E. | The president has a marketing background |   Feedback: Three basic ideas of the marketing concept are: (1) customer satisfaction, (2) a total company effort, and (3) profit—not just sales—as an objective. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 315. | Which of the following is one of the three basic ideas in the marketing concept?    |  |  | | --- | --- | | A. | Resource efficiency |  |  |  | | --- | --- | | B. | Economies of scale |  |  |  | | --- | --- | | **C.** | Profit as an objective |  |  |  | | --- | --- | | D. | Maximize sales |  |  |  | | --- | --- | | E. | Training |   Feedback: Three basic ideas of the marketing concept are: (1) customer satisfaction, (2) a total company effort, and (3) profit—not just sales—as an objective. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 316. | Which of the following is one of the three basic ideas in the "marketing concept?"      |  |  | | --- | --- | | A. | Resource efficiency |  |  |  | | --- | --- | | **B.** | Customer satisfaction |  |  |  | | --- | --- | | C. | Obtain economies of scale |  |  |  | | --- | --- | | D. | Maximize sales |  |  |  | | --- | --- | | E. | The president having a marketing background |   Feedback: Three basic ideas of the marketing concept are: (1) customer satisfaction, (2) a total company effort, and (3) profit—not just sales—as an objective. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 317. | An important step in applying the marketing concept is \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | changing the firm's organizational structure |  |  |  | | --- | --- | | B. | changing the firm's management methods and procedures |  |  |  | | --- | --- | | C. | appointing someone with a marketing management background to be the firm's president |  |  |  | | --- | --- | | D. | hiring a marketing consultant |  |  |  | | --- | --- | | **E.** | committing to customer satisfaction |   Feedback: Three basic ideas of the marketing concept are: (1) customer satisfaction, (2) a total company effort, and (3) profit—not just sales—as an objective. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 318. | The marketing concept says that a business firm should aim all of its efforts at \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | doing more advertising and selling than competitors |  |  |  | | --- | --- | | B. | selling what the company produces efficiently |  |  |  | | --- | --- | | C. | satisfying customers regardless of profitability |  |  |  | | --- | --- | | **D.** | making a profit selling to satisfied customers |  |  |  | | --- | --- | | E. | producing products at the lowest cost |   Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers—at a profit. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 2 Medium Topic: What Does the Marketing Concept Mean?* |

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| 319. | The "marketing concept" says that a business firm should \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | aim all its efforts at meeting society's needs-regardless of profitability |  |  |  | | --- | --- | | **B.** | aim all its efforts at satisfying its customers—at a profit |  |  |  | | --- | --- | | C. | sell those products which it can make at lowest cost |  |  |  | | --- | --- | | D. | place heavy emphasis on developing new products |  |  |  | | --- | --- | | E. | treat advertising and selling as its priority |   Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers—at a profit. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 320. | A producer with a marketing orientation is MOST likely to \_\_\_\_\_\_.      |  |  | | --- | --- | | **A.** | distribute the product according to customer needs |  |  |  | | --- | --- | | B. | distribute the product in as many retail outlets as possible |  |  |  | | --- | --- | | C. | provide overnight express shipping at an extra cost |  |  |  | | --- | --- | | D. | use e-commerce as a key element in distribution |  |  |  | | --- | --- | | E. | distribute directly from the producer to the consumer |   Feedback: A marketing-oriented firm tries to offer customers what they need instead of just trying to get customers to buy what the firm has produced. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 321. | Complete acceptance of the "marketing concept" would require \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | making sure that all departments focus their efforts on satisfying customer needs |  |  |  | | --- | --- | | B. | having all production, finance, accounting, and personnel managers report directly to the marketing manager |  |  |  | | --- | --- | | C. | placing less emphasis on profit as the objective of the firm |  |  |  | | --- | --- | | D. | trying to satisfy the needs of each and every customer |   Feedback: In a firm that follows marketing concept, every department may directly or indirectly impact customer satisfaction. |

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| *AACSB: Reflective Thinking Blooms: Create Learning Objective: 1-5 Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 322. | "Production orientation" refers to the attitudes of \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | sales managers |  |  |  | | --- | --- | | B. | accountants |  |  |  | | --- | --- | | C. | financial managers |  |  |  | | --- | --- | | D. | production managers |  |  |  | | --- | --- | | **E.** | anyone who doesn't practice the marketing concept |   Feedback: Making whatever products are easy to produce and then trying to sell them is production orientation. Production orientation refers to anyone who doesn't acknowledge customer needs. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 323. | In a firm operating as a total "system" to implement the marketing concept \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | the whole company is customer-oriented |  |  |  | | --- | --- | | B. | there are no departments |  |  |  | | --- | --- | | C. | product planning is under the control of the production or engineering departments |  |  |  | | --- | --- | | D. | the marketing manager directs and controls all company activities |  |  |  | | --- | --- | | E. | None of these is true. |   Feedback: The marketing concept provides customer orientation as a guiding focus that all departments adopt and should be a philosophy of the whole organization, not just an idea that applies to the marketing department. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-5  Level of Difficulty: 2 Medium Topic: What Does the Marketing Concept Mean?* |

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| 324. | The total system view of the marketing concept builds on the idea that \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | sales should be the firm's high-level objective |  |  |  | | --- | --- | | B. | a company should not have specialized departments |  |  |  | | --- | --- | | C. | each department in an organization should do what it does best |  |  |  | | --- | --- | | **D.** | all departments—not just marketing—should be guided by customer needs |  |  |  | | --- | --- | | E. | None of these responses is correct. |   Feedback: The marketing concept provides customer orientation as a guiding focus that all departments adopt and should be a philosophy of the whole organization, not just an idea that applies to the marketing department. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5 Level of Difficulty: 2 Medium Topic: What Does the Marketing Concept Mean?* |

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| 325. | In a firm that has a total company effort in implementing the marketing concept, \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | there are "fences" around individual departments |  |  |  | | --- | --- | | B. | not all departments impact customer satisfaction |  |  |  | | --- | --- | | C. | the firm lacks a central focus |  |  |  | | --- | --- | | **D.** | departments—even very specialized ones—are guided by what customers want |  |  |  | | --- | --- | | E. | the firm is more production-oriented than marketing-oriented |   Feedback: The marketing concept provides customer orientation as a guiding focus that all departments adopt and should be a philosophy of the whole organization, not just an idea that applies to the marketing department. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 326. | Which of the following is a basic idea of the marketing concept?      |  |  | | --- | --- | | A. | A production orientation must guide the whole system. |  |  |  | | --- | --- | | B. | An organization should build "fences" around its own departments. |  |  |  | | --- | --- | | **C.** | Survival and success require a profit. |  |  |  | | --- | --- | | D. | A firm should "give customers what it produces best." |  |  |  | | --- | --- | | E. | A firm is obliged to have a positive effect on society. |   Feedback: Profit is the difference between a firm's revenue and its total costs which acts as the balancing point that helps the firm determine what needs it will try to satisfy with its total effort. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 2 Medium Topic: What Does the Marketing Concept Mean?* |

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| 327. | Adoption of the marketing concept \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | is easy for most firms |  |  |  | | --- | --- | | B. | occurred first in the service industry |  |  |  | | --- | --- | | C. | has been universal |  |  |  | | --- | --- | | **D.** | has been slow for producers of industrial commodities |  |  |  | | --- | --- | | E. | happened last among consumer product companies |   Feedback: Some industries with limited competition, including electric utilities, cable television providers, and industrial commodities producers, have also been slow to adopt the marketing concept. |

*AACSB: Analytical Thinking  
Blooms: Understand  
Learning Objective: 1-5  
Level of Difficulty: 2 Medium*

*Topic: What Does the Marketing Concept Mean?*

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| 328. | The triple bottom line is a measure of a firm's success based on multiple criteria commonly referred to as \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | product, price, and promotion |  |  |  | | --- | --- | | **B.** | people, planet, and profit |  |  |  | | --- | --- | | C. | partnership, planning, and positioning |  |  |  | | --- | --- | | D. | segmentation, targeting, and positioning |  |  |  | | --- | --- | | E. | brands, buyers, and bucks |   Feedback:Some organizations explicitly consider a triple bottom line-which measures an organization's economic, social, and environmental outcomes-as a measure of long‐term success. Together, these are sometimes referred to as measures of people, planet, and profit. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 329. | Whiz Bang Cinema is a restaurant. Whiz Bang’s owners worry about the environment, using paper products made from recycled paper and recycling everything possible. Whiz Bang also gives its employees every Sunday off to be with family and sponsors many local sports teams. It does this while also making sure it is profitable. Whiz Banks seems to operate with a \_\_\_\_\_\_.   |  |  | | --- | --- | | A. | sustainable focus |  |  |  | | --- | --- | | B. | production orientation |  |  |  | | --- | --- | | **C.** | triple bottom line |  |  |  | | --- | --- | | D. | strong profit motive |  |  |  | | --- | --- | | E. | marketing department approach |   Feedback:Some organizations explicitly consider a triple bottom line—which measures an organization's economic, social, and environmental outcomes—as a measure of long‐term success. Together, these are sometimes referred to as measures of people, planet, and profit. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 330. | The marketing concept can be applied by \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | a nurses association |  |  |  | | --- | --- | | B. | cosmetic manufacturers |  |  |  | | --- | --- | | C. | nonprofit hospitals |  |  |  | | --- | --- | | D. | national parks |  |  |  | | --- | --- | | **E.** | All of these can apply the marketing concept. | |  |  |   Feedback: Any organization that follows the three basic ideas of marketing concept is said to have adopted the marketing concept. |

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| *AACSB: Reflective Thinking*  *Blooms: Apply Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 331. | The marketing concept can be applied by \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | nonprofit hospitals |  |  |  | | --- | --- | | B. | symphony orchestras |  |  |  | | --- | --- | | C. | private universities |  |  |  | | --- | --- | | D. | manufacturers of consumer products |  |  |  | | --- | --- | | **E.** | All of these organizations can apply the marketing concept. |   Feedback: Any organization that follows the three basic ideas of marketing concept is said to have adopted the marketing concept. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 332. | Which of the following is the best example of the marketing concept in action?      |  |  | | --- | --- | | A. | A product manager tells her sales force "the inventory in the warehouse must be sold if we are to make a profit, so redouble your sales efforts." |  |  |  | | --- | --- | | B. | A manufacturer of industrial chemicals adapts its formulas and goes after the big consumer cleaning market. |  |  |  | | --- | --- | | **C.** | A cleaning supplies firm learns that many consumers are having trouble hiring maids-so it develops a plan to offer customers complete house cleaning services. |  |  |  | | --- | --- | | D. | An Internet retailer finds that shoppers are abandoning their shopping carts before checking out, so it promotes its $10 discount on each customer's first purchase. |  |  |  | | --- | --- | | E. | A student group wants to hold an awards banquet, so it buys Krispy Kreme donuts and sells them to friends who want to help the club achieve its objectives. |   Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers, at a profit. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-5  Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 333. | A public utility that has adopted the marketing concept would be most likely to \_\_\_\_\_\_.     |  |  | | --- | --- | | **A.** | set up a special service to help consumers reduce expensive peak-hours energy consumption |  |  |  | | --- | --- | | B. | lower prices until almost all consumers felt that prices were fair |  |  |  | | --- | --- | | C. | advertise its "public service role" to improve its image with the public |  |  |  | | --- | --- | | D. | use email to send customers a personal apology if a blackout were to occur |  |  |  | | --- | --- | | E. | None of these answers is true. |   Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers, at a profit. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-5 Level of Difficulty: 3 Hard*  *Topic: What Does the Marketing Concept Mean?* |

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| 334. | A local symphony group that has adopted the marketing concept would be most likely to \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | lower ticket prices until all its concerts sell out |  |  |  | | --- | --- | | B. | advertise so consumers know about the quality of the musicians who play in its concerts |  |  |  | | --- | --- | | **C.** | find out what kind of music local residents want to hear |  |  |  | | --- | --- | | D. | use only its best musicians to handle solo performances |   Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers, at a profit. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-5 Level of Difficulty: 3 Hard*  *Topic: What Does the Marketing Concept Mean?* |

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| 335. | Which of the following illustrates the marketing concept in action?      |  |  | | --- | --- | | A. | Three pediatricians set up a group practice-so that at least one is always available for emergencies. |  |  |  | | --- | --- | | B. | Bank ATMs that dispense cash are placed in fast-food restaurants. |  |  |  | | --- | --- | | C. | The Nevada auto registration office mails license tags to people, to reduce inconvenient waiting in line. |  |  |  | | --- | --- | | D. | A veterinarian has office hours in the evening to see pets whose owners must work during the day. |  |  |  | | --- | --- | | **E.** | All of these illustrate the marketing concept in action. |   Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers, at a profit. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-5 Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 336. | Which of the following illustrates the marketing concept in action?      |  |  | | --- | --- | | A. | A young lawyer gives free legal advice to poor people. |  |  |  | | --- | --- | | **B.** | A local police department organizes a "community crime watch" program in a neighborhood that has had many burglaries. |  |  |  | | --- | --- | | C. | Several lawyers set up a group practice—so that the costs of the office and equipment can be shared. |  |  |  | | --- | --- | | D. | None of these illustrate the marketing concept in action. |   Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers, at a profit. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-5 Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 337. | A local theater group that has adopted the marketing concept would be MOST likely to \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | promote the sale of subscriptions so that patrons can buy tickets at a reduced price for several plays at one time |  |  |  | | --- | --- | | B. | use publicity to announce upcoming plays |  |  |  | | --- | --- | | **C.** | do a survey to find out what new shows patrons would like to see |  |  |  | | --- | --- | | D. | sell tickets via the Internet |   Feedback: The marketing concept means that an organization aims all its efforts at satisfying its customers, at a profit. Doing a survey is the best alternative because it tries to determine needs. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-5  Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 338. | FlyFar Airlines uses marketing research to determine customer needs and assess how well the company meets them. This suggests that FlyFar managers exhibit \_\_\_\_\_\_.    |  |  | | --- | --- | | **A.** | a marketing orientation |  |  |  | | --- | --- | | B. | social responsibility |  |  |  | | --- | --- | | C. | separation of information |  |  |  | | --- | --- | | D. | the innovation concept |  |  |  | | --- | --- | | E. | a production orientation |   Feedback: Marketing-oriented firms try to offer customers what they need instead of just trying to get customers to buy what the firm has produced. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-5*  *Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 339. | Which of the following practices would suggest that Acme Tools practices a marketing orientation?     |  |  | | --- | --- | | **A.** | It sets inventory levels with customer requirements and costs in mind. |  |  |  | | --- | --- | | B. | It sells products that it can make easily for its customers. |  |  |  | | --- | --- | | C. | It focuses its advertising efforts on product features and how products are made. |  |  |  | | --- | --- | | D. | It views customer service as an activity required to reduce consumer complaints. |  |  |  | | --- | --- | | E. | It ends its relationship with customers when a sale is made. |   Feedback: Marketing-oriented firm tries to offer customers what they need instead of just trying to get customers to buy what the firm has produced. |

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| *AACSB: Analytical Thinking Blooms: Apply Learning Objective: 1-5*  *Level of Difficulty: 3 Hard*  *Topic: What Does the Marketing Concept Mean?* |

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| 340. | A firm with a marketing orientation is MOST likely to \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | view advertising as an unnecessary expense |  |  |  | | --- | --- | | B. | recognize that effective advertising is the key to sales |  |  |  | | --- | --- | | **C.** | advertise how a product meets customers' needs |  |  |  | | --- | --- | | D. | focus advertising on product features |  |  |  | | --- | --- | | E. | not use any advertising |   Feedback: As stated in Exhibit 1-4, marketing-oriented firm tries to offer customers what they need instead of just trying to get customers to buy what the firm has produced. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5 Level of Difficulty: 1 Easy Topic: What Does the Marketing Concept Mean?* |

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| 341. | Which of the following is NOT likely to be found in a company with a marketing orientation?      |  |  | | --- | --- | | **A.** | The company sells whatever it can make. |  |  |  | | --- | --- | | B. | The company sees customer credit as a service. |  |  |  | | --- | --- | | C. | The company designs its packaging as a selling tool. |  |  |  | | --- | --- | | D. | The company uses marketing research to see if it is satisfying its customers. |  |  |  | | --- | --- | | E. | The company focuses on locating new opportunities. |   Feedback: As stated in Exhibit 1-4, a company makes what it can sell in a marketing-oriented firm that tries to offer customers what they need instead of just trying to get customers to buy what the firm has produced. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5 Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 342. | All of the following are examples of a marketing orientation, as opposed to a production orientation, EXCEPT one. Identify it.     |  |  | | --- | --- | | A. | The role of marketing research is to determine customer needs and how well the company is satisfying them. |  |  |  | | --- | --- | | B. | The relationship with the customer is based on customer satisfaction before and after a sale leading to a profitable long-run relationship. |  |  |  | | --- | --- | | **C.** | The firm's focus is on reducing its costs. |  |  |  | | --- | --- | | D. | The role of customer service is to satisfy customers after the sale so they'll come back again. |  |  |  | | --- | --- | | E. | Costs that do not add value to customers should be eliminated. |   Feedback: As stated in Exhibit 1-4, a firm's focus is on locating new opportunities and not on reducing its costs in marketing orientation. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5 Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 343. | All of the following are examples of a production orientation, as opposed to a marketing orientation, EXCEPT one. Identify it.     |  |  | | --- | --- | | A. | The company sells what it can make easily. |  |  |  | | --- | --- | | **B.** | Advertising focuses on the benefits of the product to customers. |  |  |  | | --- | --- | | C. | The relationship with the customer ends with the sale of the product to the customer. |  |  |  | | --- | --- | | D. | The purpose of customer service is to reduce customer complaints. |  |  |  | | --- | --- | | E. | Advertising focuses on the features of the product. |   Feedback: As stated in Exhibit 1-4, in a production orientation, advertising focuses on the features of the product and not on the benefits of the product to customers. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5 Level of Difficulty: 2 Medium*  *Topic: What Does the Marketing Concept Mean?* |

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| 344. | In a firm with a production orientation, \_\_\_\_\_\_.   |  |  | | --- | --- | | A. | customer needs determine company plans |  |  |  | | --- | --- | | B. | relationship with customer extends beyond a single sale |  |  |  | | --- | --- | | C. | costs that do not give value to customers are eliminated |  |  |  | | --- | --- | | **D.** | marketing research, if used at all, is for determining customer reaction |  |  |  | | --- | --- | | E. | advertising is focused at need-satisfying benefits of goods and services |   Feedback: As stated in Exhibit 1-4, marketing research determines customer reaction, if used at all in a production orientation. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-5  Level of Difficulty: 2 Medium Topic: What Does the Marketing Concept Mean?* |

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| 345. | \_\_\_\_\_\_ refers to the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits.      |  |  | | --- | --- | | A. | Operating cost |  |  |  | | --- | --- | | B. | Profit margin |  |  |  | | --- | --- | | **C.** | Customer value |  |  |  | | --- | --- | | D. | Net value |  |  |  | | --- | --- | | E. | Satisfaction |   Feedback: Customer value is the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 346. | Which of the following statements about customer value is true?      |  |  | | --- | --- | | **A.** | Customer value is the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits. |  |  |  | | --- | --- | | B. | The greater the competition, the less important customer value is. |  |  |  | | --- | --- | | C. | The sure way to achieve high customer value is to offer a lower price. |  |  |  | | --- | --- | | D. | It is the manager's view of customer value that matters, not the customer's. |  |  |  | | --- | --- | | E. | None of these statements is true. |   Feedback: Customer value is the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 347. | Which of the following statements about customer value is true?      |  |  | | --- | --- | | A. | It can't be applied in competitive situations. |  |  |  | | --- | --- | | B. | It considers price but no other elements of the marketing mix. |  |  |  | | --- | --- | | C. | It applies to goods but not services. |  |  |  | | --- | --- | | D. | Its emphasis on what the customer sees as the positive things about a marketing mix means that the negatives are likely to be ignored. |  |  |  | | --- | --- | | **E.** | None of these statements is true. |   Feedback: Customer value reflects both benefits and costs (positives and negatives) and is applicable to both goods and services. It considers all elements of the marketing mix, not just price, and competition does matter. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-6 Level of Difficulty: 2 Medium Topic: The Marketing Concept and Customer Value* |

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| 348. | Customer value typically would NOT be impacted by a marketing manager's decisions concerning \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | product |  |  |  | | --- | --- | | B. | place |  |  |  | | --- | --- | | C. | promotion |  |  |  | | --- | --- | | D. | price |  |  |  | | --- | --- | | **E.** | Any of these might impact customer value. |   Feedback: Customer value considers all elements of the marketing mix. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-6 Level of Difficulty: 2 Medium Topic: The Marketing Concept and Customer Value* |

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| 349. | Which of the following statements about customer value is true?      |  |  | | --- | --- | | A. | Building relationships with customers means providing customer value before, but not after the purchase of a product or service. |  |  |  | | --- | --- | | **B.** | Retaining current customers is usually less costly than taking customers away from a competitor. |  |  |  | | --- | --- | | C. | A firm's advertising department cannot be expected to develop ads to convince a customer to buy from the firm more than once. |  |  |  | | --- | --- | | D. | People in the organization who are not in the sales or customer service areas should never be called upon to help resolve a customer's problem. |  |  |  | | --- | --- | | E. | None of these statements is true. |   Feedback: Trying to get new customers by taking them away from a competitor is usually more costly than retaining current customers by really satisfying their needs. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 350. | In order to build relationships with customer value, firms must do all of the following except \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | ensure that everyone in a firm works together to provide customer value before and after each purchase |  |  |  | | --- | --- | | **B.** | brief their advertising people to develop ads that try to convince a customer to buy once |  |  |  | | --- | --- | | C. | attract customers in the first place—and keep them satisfied after they buy |  |  |  | | --- | --- | | D. | try to adopt the marketing concept |  |  |  | | --- | --- | | E. | try to eliminate costs that do not give value to customers |   Feedback: The firm's advertising might encourage a customer to buy once, but if the firm doesn't deliver on the benefits promised in its ads, the customer is likely to go elsewhere the next time the need arises. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-6 Level of Difficulty: 2 Medium Topic: The Marketing Concept and Customer Value* |

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| 351. | Customer value \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | is greater if costs exceed benefits |  |  |  | | --- | --- | | B. | becomes less important as competition increases |  |  |  | | --- | --- | | C. | is the same thing as low price |  |  |  | | --- | --- | | **D.** | affects a customer's relationship with a firm before and after a sale |  |  |  | | --- | --- | | E. | None of these responses is correct. |   Feedback: Building and maintaining relationships with customers require that everyone in a firm work together to provide customer value before and after each purchase. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-6  Level of Difficulty: 1 Easy Topic: The Marketing Concept and Customer Value* |

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| 352. | The difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits is called customer \_\_\_\_\_\_.   |  |  | | --- | --- | | A. | bias |  |  |  | | --- | --- | | B. | cost |  |  |  | | --- | --- | | C. | price |  |  |  | | --- | --- | | **D.** | value |  |  |  | | --- | --- | | E. | loyalty |   Feedback: Customer value is the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits. Any readily available glue that performs the job effectively at the least cost will have high customer value to a scrapbook hobbyist. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-6  Level of Difficulty: 2 Medium Topic: The Marketing Concept and Customer Value* |

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| 353. | Which of the following is NOT true about a firm practicing the marketing concept?      |  |  | | --- | --- | | A. | Everyone in the organization focuses on satisfying customers. |  |  |  | | --- | --- | | B. | Offering superior customer value attracts customers. |  |  |  | | --- | --- | | **C.** | Satisfying customers leads to customers defecting to the competition. |  |  |  | | --- | --- | | D. | Firms build profitable customer relationships. |  |  |  | | --- | --- | | E. | All of these are true. |   Feedback: Exhibit 1-6 summarizes these ideas. In a firm that has adopted the marketing concept, everyone focuses on customer satisfaction. They look for ways to offer superior customer value. That helps attract customers in the first place—and keeps them satisfied after they buy. So when they are ready to make repeat purchases, the firm is able to keep them as customers. Sales may increase further because satisfied customers are likely to buy other products offered by the firm. In this way, the firm builds profitable relationships with its customers. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-6 Level of Difficulty: 2 Medium Topic: The Marketing Concept and Customer Value* |

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| 354. | Nonprofit organizations \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | do not have a profit objective, so the marketing concept does not apply |  |  |  | | --- | --- | | **B.** | can benefit by adopting the marketing concept |  |  |  | | --- | --- | | C. | are fundamentally different than business firms—so they should embrace a production orientation rather than a marketing orientation |  |  |  | | --- | --- | | D. | do not need to be concerned with marketing activities |  |  |  | | --- | --- | | E. | None of these is true. |   Feedback: The marketing concept is as important for nonprofit organizations as it is for business firms. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-6 Level of Difficulty: 2 Medium Topic: The Marketing Concept Applies in Nonprofit Organizations* |

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| 355. | Unlike a business firm, a nonprofit organization \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | needs resources and support to survive and achieve its objectives |  |  |  | | --- | --- | | B. | must take in as much money as it spends or it won't survive |  |  |  | | --- | --- | | **C.** | does not measure "profit" in the same way |  |  |  | | --- | --- | | D. | faces competition for customers |  |  |  | | --- | --- | | E. | gets support directly from those who receive the benefits |   Feedback: A nonprofit organization does not measure "profit" in the same way as a firm. |

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| *AACSB: Analytical Thinking Blooms: Remember Learning Objective: 1-6 Level of Difficulty: 3 Hard Topic: The Marketing Concept Applies in Nonprofit Organizations* |

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| 356. | In nonprofit organizations, the marketing concept \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | is not relevant |  |  |  | | --- | --- | | **B.** | has different measures of success |  |  |  | | --- | --- | | C. | is usually easy to adopt because of how nonprofits organize for marketing |  |  |  | | --- | --- | | D. | can be implemented by ignoring customer needs | | E. | operates with a production orientation |   Feedback: All nonprofit organizations seek to achieve different objectives and need different measures of success. |

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| *AACSB: Analytical Thinking Blooms: Understand Learning Objective: 1-6 Level of Difficulty: 2 Medium Topic: The Marketing Concept Applies in Nonprofit Organizations* |

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| 357. | Given the nature of their work, which of the following should have a marketing orientation?      |  |  | | --- | --- | | A. | Girl Scouts of America |  |  |  | | --- | --- | | B. | Dallas-Fort Worth Symphony |  |  |  | | --- | --- | | C. | American Cancer Society |  |  |  | | --- | --- | | D. | University of Wisconsin |  |  |  | | --- | --- | | **E.** | All of these organizations should have a marketing orientation. |   Feedback: Marketing applies to all sorts of public and private nonprofit organizations ranging from government agencies, health care organizations, educational institutions, and religious groups to charities, political parties, and fine arts organizations. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept Applies in Nonprofit Organizations* |

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| 358. | Which of the following organizations should apply the marketing concept?      |  |  | | --- | --- | | A. | National Park Service |  |  |  | | --- | --- | | B. | National Federation of the Blind |  |  |  | | --- | --- | | C. | Christian Children's Fund |  |  |  | | --- | --- | | D. | United States Postal Service |  |  |  | | --- | --- | | **E.** | All of these organizations should apply the marketing concept. |   Feedback: Marketing applies to all sorts of public and private nonprofit organizations ranging from government agencies, health care organizations, educational institutions, and religious groups to charities, political parties, and fine arts organizations. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-6 Level of Difficulty: 1 Easy Topic: The Marketing Concept Applies in Nonprofit Organizations* |

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| 359. | Which of the following describes the micro-macro dilemma?      |  |  | | --- | --- | | **A.** | What is good for some producers and consumers may not be good for society as a whole. |  |  |  | | --- | --- | | B. | Marketing people are unsure about individual activities versus social processes. |  |  |  | | --- | --- | | C. | In a multiproduct company, which product is to be emphasized over another is unclear. |  |  |  | | --- | --- | | D. | Most people don't want much freedom of choice in buying products. |  |  |  | | --- | --- | | E. | Intermediaries facilitate exchange but they add to the cost of goods. |   Feedback: The micro-macro dilemma refers to what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Understand Learning Objective: 1-7  Level of Difficulty: 3 Hard Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 360. | According to the concept of social responsibility, a firm has a duty to \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | communicate regularly with the public |  |  |  | | --- | --- | | B. | satisfy consumer needs at any cost |  |  |  | | --- | --- | | C. | place profit above all other considerations |  |  |  | | --- | --- | | D. | place customer satisfaction above all other considerations |  |  |  | | --- | --- | | **E.** | work in a way that is always good for society as a whole |   Feedback: Social responsibility is a firm's obligation to improve its positive effects on society and reduce its negative effects, both for present and future generations. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 2 Medium Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 361. | Which of the following is not a challenge related to social responsibility?      |  |  | | --- | --- | | A. | There is little agreement on who gets to determine what is "good" for society. |  |  |  | | --- | --- | | B. | Actions that may seem good for society may be costly to a firm. |  |  |  | | --- | --- | | **C.** | Some consumers make purchases based on the perceived societal benefits of a product or service. |  |  |  | | --- | --- | | D. | It is impossible to know what impact a firm's actions will have on future generations. |  |  |  | | --- | --- | | E. | Acting to satisfy one group of stakeholders may anger another group of stakeholders. |   Feedback: While making marketing decisions based on social responsibility can add costs to a firm, it can also increase profits. Some consumers purchase products based on the perceived benefits of those products to society and the natural environment. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-7 Level of Difficulty: 2 Medium Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 362. | Firms develop \_\_\_\_\_\_ to promote fair and honest dealings with all stakeholders inside and outside of the organization.      |  |  | | --- | --- | | A. | marketing plans |  |  |  | | --- | --- | | B. | marketing departments |  |  |  | | --- | --- | | **C.** | codes of ethics |  |  |  | | --- | --- | | D. | intermediaries |  |  |  | | --- | --- | | E. | a marketing orientation |   Feedback: To be certain that standards for marketing ethics are as clear as possible, many organizations develop their own written codes of ethics, which state the ethical standards that everyone in the firm should follow in dealing with customers and other people. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-7 Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 363. | The term "micro-macro dilemma" means that \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | most people are both producers and consumers |  |  |  | | --- | --- | | B. | marketing people cannot agree on whether marketing should be viewed as activities or as a social process |  |  |  | | --- | --- | | C. | macro-marketing is just a small part of a larger micro-marketing system |  |  |  | | --- | --- | | D. | the micro view of marketing is concerned with the flow of goods and services from producers to consumers-while the macro view is not |  |  |  | | --- | --- | | **E.** | what is "good" for some producers and consumers may not be good for society as a whole |   Feedback: The micro-macro dilemma refers to what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Understand Learning Objective: 1-7 Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 364. | Which of the following countries' governments passed a soda tax to restrict the production and sale of sugary soft drinks?      |  |  | | --- | --- | | A. | Germany |  |  |  | | --- | --- | | B. | Australia |  |  |  | | --- | --- | | **C.** | France |  |  |  | | --- | --- | | D. | India |   Feedback: Some consumers want products that may not be safe or good for them in the long-run. France passed a soda tax. Coca-Cola has, on its own, limited advertising to children, increased promotion of diet drinks, and promoted physical activity programs. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Remember Learning Objective: 1-7 Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 365. | Which of the following statements is true regarding marketing ethics and social responsibility?      |  |  | | --- | --- | | **A.** | When products are complicated, consumers may be vulnerable to unscrupulous sellers. |  |  |  | | --- | --- | | B. | Firms should aim to advance their own short-term interests at the expense of customers. |  |  |  | | --- | --- | | C. | Being socially responsible tends to decrease a firm's costs, but negatively affects its profits. |  |  |  | | --- | --- | | D. | Consumers only want to purchase products that are safe or good for them in the long-run. |   Feedback: When products are complicated, consumers may be vulnerable to unscrupulous sellers. In these circumstances we can debate whether it is better to "let the buyer beware" or enact stricter government regulation. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Understand Learning Objective: 1-7 Level of Difficulty: 2 Medium Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 366. | Trying to balance the interests of people who want to consume alcoholic drinks and the dangers of drunk driving is an example of \_\_\_\_\_\_.      |  |  | | --- | --- | | A. | the role of a central market |  |  |  | | --- | --- | | B. | subsistence marketing |  |  |  | | --- | --- | | C. | political action |  |  |  | | --- | --- | | **D.** | the macro-micro dilemma |  |  |  | | --- | --- | | E. | the exchange process in marketing |   Feedback: The micro-macro dilemma refers to what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Ethics AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-7  Level of Difficulty: 2 Medium Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 367. | The fact that many Americans want the convenience of driving gas-guzzling trucks and sport utility vehicles—which also contribute disproportionately to pollution and global warming—is an example of \_\_\_\_\_\_.   |  |  | | --- | --- | | **A.** | the micro-macro dilemma |  |  |  | | --- | --- | | B. | discrepancies in customer value |  |  |  | | --- | --- | | C. | marketing ethics |  |  |  | | --- | --- | | D. | the responsibilities of the marketer |  |  |  | | --- | --- | | E. | the marketing concept |   Feedback: The micro-macro dilemma refers to what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Apply Learning Objective: 1-7*  *Level of Difficulty: 3 Hard Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 368. | The city of St. Louis is encouraging its residents to drink tap water instead of filling its landfills with plastic water bottles, even though some consumers prefer the convenience of plastic water bottles. This is an example of \_\_\_\_\_\_.   |  |  | | --- | --- | | A. | customer value |  |  |  | | --- | --- | | B. | economies of scale |  |  |  | | --- | --- | | C. | the storing function |  |  |  | | --- | --- | | D. | innovation |  |  |  | | --- | --- | | **E.** | the micro-macro dilemma |   Feedback: The micro-macro dilemma refers to what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Ethics Blooms: Apply Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 369. | Which of the following is an example of the micro-macro dilemma?      |  |  | | --- | --- | | A. | Disposable packages are convenient, but contribute to environmental problems. |  |  |  | | --- | --- | | B. | Children like to ride bicycles, but accidents are common. |  |  |  | | --- | --- | | C. | Sulfites help to keep restaurant salads looking fresh, but some people have a dangerous allergic reaction to sulfites. |  |  |  | | --- | --- | | D. | Jet skis can be fun but can also be dangerous to the driver and others. |  |  |  | | --- | --- | | **E.** | All of these are examples of the micro-macro dilemma. |   Feedback: The micro-macro dilemma refers to what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Ethics AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-7 Level of Difficulty: 2 Medium Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 370. | Which of the following is the BEST example of the micro-macro dilemma?      |  |  | | --- | --- | | A. | Many consumers buy imported cars, even though they say they like American cars better. |  |  |  | | --- | --- | | **B.** | High performance cars are fun to drive but may be dangerous to others. |  |  |  | | --- | --- | | C. | Buying an imported car may cost buyers more to buy now but may have better resale value later. |  |  |  | | --- | --- | | D. | A fuel-efficient car may cost more to buy but less to operate. |  |  |  | | --- | --- | | E. | The economy may be growing, but many people still are not able to buy a new car. |   Feedback: The micro-macro dilemma refers to what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Apply Learning Objective: 1-7 Level of Difficulty: 2 Medium Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 371. | Which of the following is the BEST example of the micro-macro dilemma?      |  |  | | --- | --- | | A. | Pepsi Blue sales went up, but total sales of all soft drinks went down. |  |  |  | | --- | --- | | B. | A small group of loyal consumers really like RC Cola best, but most consumers don't like it at all. |  |  |  | | --- | --- | | C. | The deposit on returnable soft drink bottles is about equal to the cost of the bottle. |  |  |  | | --- | --- | | **D.** | Paper cups for soft drinks are convenient, but they often end up as litter along the highway. |  |  |  | | --- | --- | | E. | Snapple beverages are more popular in Texas than in the rest of the U.S. |   Feedback: The micro-macro dilemma refers to what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Apply Learning Objective: 1-7 Level of Difficulty: 2 Medium Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 372. | Which of the following is an example of the "micro-macro dilemma?"      |  |  | | --- | --- | | A. | A homeowner purchases a ladder but falls off it because he didn't set up the ladder according to the safety instructions posted on it. |  |  |  | | --- | --- | | B. | A person gets a speeding ticket because she was talking on her cell phone while driving and didn't notice a speed limit sign. |  |  |  | | --- | --- | | C. | A person drives without fastening his seat belt even though a warning light and chime remind him to "buckle up." |  |  |  | | --- | --- | | D. | A person is injured while using a power lawn mower because of a small stone that is hurled from the discharge chute. |  |  |  | | --- | --- | | **E.** | A restaurant owner uses plastic containers to keep "take-out" food warm for customers, but the containers cannot be reused or recycled. |   Feedback: The micro-macro dilemma refers to what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Remember Learning Objective: 1-7 Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 373. | Which of the following is NOT an example of the micro-macro dilemma?      |  |  | | --- | --- | | A. | Many people like beer and wine, but drunk driving is a big social problem. |  |  |  | | --- | --- | | **B.** | Some people like to eat a lot, but later feel guilty about eating too much. |  |  |  | | --- | --- | | C. | A "good" lawn mower can be produced cheaply, but its price must be higher if its design must be safe for "ignorant" users. |  |  |  | | --- | --- | | D. | A smoker may enjoy a cigar, but the smell can make other people sick. |  |  |  | | --- | --- | | E. | Downhill snow skiing is fun, but really quite dangerous. |   Feedback: The micro-macro dilemma refers to what is "good" for some firms and consumers may not be good for society as a whole. |

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| *AACSB: Ethics AACSB: Reflective Thinking Blooms: Apply Learning Objective:1-7 Level of Difficulty: 2 Medium Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 374. | \_\_\_\_\_\_ refers to a firm's obligation to improve its positive effects on society and reduce its negative effects.    |  |  | | --- | --- | | A. | The nonprofit orientation |  |  |  | | --- | --- | | B. | The micro-macro dilemma |  |  |  | | --- | --- | | C. | Marketing ethics |  |  |  | | --- | --- | | D. | Legal obligations |  |  |  | | --- | --- | | **E.** | Social responsibility | |  |  |   Feedback: Social responsibility is a firm's obligation to improve its positive effects on society and reduce its negative effects. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 375. | Which of the following statements is true regarding social responsibility in marketing?      |  |  | | --- | --- | | A. | Being socially responsible usually leads to a negative response from customers. |  |  |  | | --- | --- | | **B.** | Being socially responsible can conflict with a firm's profit objective. |  |  |  | | --- | --- | | C. | Companies tend to avoid developing written codes of ethics because standards for professional behavior are ambiguous by nature. |  |  |  | | --- | --- | | D. | Firms tend to advance their own short-term interests at the expense of customers. |   Feedback: Social responsibility is a firm's obligation to improve its positive effects on society and reduce its negative effects. There are times when being socially responsible can increase not only a firm's profits, but also its costs. |

*AACSB: Ethics  
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Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics*

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| 376. | Which of the following countries' governments passed a soda tax to restrict the production and sale of sugary soft drinks?    |  |  | | --- | --- | | A. | Germany |  |  |  | | --- | --- | | B. | Australia |  |  |  | | --- | --- | | **C.** | France |  |  |  | | --- | --- | | D. | India | | E | The Netherlands |   Feedback:Some consumers want products that may not be safe or good for them in the long-run. France passed a soda tax. Coca-Cola has, on its own, limited advertising to children, increased promotion of diet drinks, and promoted physical activity programs. |

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| *AACSB: Analytic Thinking AACSB: Ethics Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethic* |

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| 377. | A marketing manager made a speech in which he described his organization as having "really embraced the marketing concept over ten years ago." A critic in the audience argued that the manager didn't understand the "socially conscious" view of the marketing concept. Given the critic's argument, the marketing manager may work for \_\_\_\_\_\_.     |  |  | | --- | --- | | A. | a fruit processor |  |  |  | | --- | --- | | B. | the public library |  |  |  | | --- | --- | | C. | a firm that recycles aluminum cans |  |  |  | | --- | --- | | D. | a soap producer |  |  |  | | --- | --- | | **E.** | a motorcycle producer |   Feedback: Some consumers want products that may not be safe or good for society in the long run. Companies that produce such products follow the marketing concept to satisfy customer needs but fail to be socially responsible. A good example is a motorcycle manufacturer. |

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| *AACSB: Reflective Thinking Blooms: Apply Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 378. | Moral standards that guide marketing decisions and actions are called \_\_\_\_\_\_.    |  |  | | --- | --- | | A. | civil laws |  |  |  | | --- | --- | | B. | macro dilemmas |  |  |  | | --- | --- | | C. | micro dilemmas |  |  |  | | --- | --- | | **D.** | marketing ethics |  |  |  | | --- | --- | | E. | laws |   Feedback: Marketing ethics are the moral standards that guide marketing decisions and actions. |

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| *AACSB: Analytical Thinking AACSB: Ethics Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 379. | Which of the following is true concerning marketing ethics?      |  |  | | --- | --- | | A. | Individuals develop moral standards based on their own values. |  |  |  | | --- | --- | | B. | Opinions about what is right or wrong vary from one society to another. |  |  |  | | --- | --- | | C. | The prevailing practice of most businesspeople is to be fair and honest. |  |  |  | | --- | --- | | D. | Marketing ethics has its critics. |  |  |  | | --- | --- | | **E.** | All of these are correct. |   Feedback: Marketing ethics are the moral standards that guide marketing decisions and actions. Each individual develops moral standards based on his or her own values, which explains why opinions about what is right or wrong often vary from one society to another. Marketing ethics also help most businesspeople practice fair and honest business. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-7*  *Level of Difficulty: 2 Medium Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 380. | In the American Marketing Association's Statement of Ethics, which ethical value stresses a firm's attempts to balance the needs of its buyers with the interests of sellers?    |  |  | | --- | --- | | A. | Honesty |  |  |  | | --- | --- | | **B.** | Fairness |  |  |  | | --- | --- | | C. | Responsibility |  |  |  | | --- | --- | | D. | Citizenship |  |  |  | | --- | --- | | E. | Openness |   Feedback: As stated in Exhibit 1-7, fairness helps to balance justly the needs of the buyer with the interests of the seller. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-7  Level of Difficulty: 3 Hard Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 381. | In the American Marketing Association's Statement of Ethics, which ethical value stresses a firm's attempts to recognize the basic human dignity of its customers?    |  |  | | --- | --- | | A. | Citizenship |  |  |  | | --- | --- | | **B.** | Respect |  |  |  | | --- | --- | | C. | Honesty |  |  |  | | --- | --- | | D. | Openness |  |  |  | | --- | --- | | E. | Responsibility |   Feedback: As stated in Exhibit 1-7, respect stresses to acknowledge the basic human dignity of all stakeholders. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-7  Level of Difficulty: 3 Hard Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 382. | Which of the following criticisms focuses most directly on a macro view of marketing, rather than a micro view?   |  |  | | --- | --- | | A. | Products often wear our right after the warranty expires. |  |  |  | | --- | --- | | B. | Much TV advertising is annoying. |  |  |  | | --- | --- | | **C.** | Marketing exploits the poor and the uneducated. |  |  |  | | --- | --- | | D. | Prices for very similar products vary a lot from store to store. |  |  |  | | --- | --- | | E. | Door-to-door salespeople are trained to be pushy. |   Feedback: The criticism that marketing exploits the poor and the uneducated is a macro-marketing issue, not a micro-marketing issue. |

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| *AACSB: Reflective Thinking Blooms: Understand Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |

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| 383. | Firms develop \_\_\_\_\_\_ to promote fair and honest dealings with all stakeholders inside and outside of the organization.      |  |  | | --- | --- | | A. | marketing plans |  |  |  | | --- | --- | | B. | marketing departments |  |  |  | | --- | --- | | **C.** | codes of ethics |  |  |  | | --- | --- | | D. | intermediaries |  |  |  | | --- | --- | | E. | a marketing orientation |   Feedback:To be certain that standards for marketing ethics are as clear as possible, many organizations develop their own written codes of ethics, which state the ethical standards that everyone in the firm should follow in dealing with customers and other people. |

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| *AACSB: Reflective Thinking Blooms: Remember Learning Objective: 1-7  Level of Difficulty: 1 Easy Topic: The Marketing Concept, Social Responsibility, and Marketing Ethics* |