

MCQ's on Principles of Marketing Management

1) Marketing is best defined as:

- A) matching a product with its market.
- B) promoting and selling products.
- C) **facilitating satisfying exchange relationships.**
- D) distributing products at the right price to stores.

2) The expansion of the definition of marketing to include nonbusiness activities adds which one of these examples to the field of marketing?

- A) Proctor and Gamble selling toothpaste.
- B) **St. Pauls Church attracting new members.**
- C) PepsiCo selling soft drinks.
- D) Lever's donating 25 pence to a charity with every pack purchased.

3) Tom goes to a vending machine, deposits 50 pence, and receives a Cola. Which one of the following aspects of the definition of marketing is focused on here?

- A) Production concept.
- B) Satisfaction of organisational goals.
- C) Product pricing and distribution.
- D) **Exchange.**

4) The marketing environment is BEST described as being:

- A) composed of controllable variables.
- B) composed of variables independent of one another.
- C) an indirect influence on marketing activity.
- D) **dynamic and changing.**

5) A physical, concrete product you can touch is:

- A) a service
- B) **a good**
- C) an idea
- D) a concept
- E) a philosophy

6) Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of:

- A) **a service**
- B) a good
- C) an idea
- D) an image
- E) a physical entity

7) Which one of the following statements by a company chairman best reflects the marketing concept?

- A) **We have organised our business to make certain that we satisfy customer needs.**
- B) We believe that the marketing department must organise to sell what we produce.
- C) We try to produce only high quality, technically efficient products.
- D) We try to encourage company growth.

8) The marketing concept is a way of thinking or a management philosophy that affects:

- A) only marketing activities
- B) **most efforts of the organisation**
- C) mainly the efforts of sales personnel
- D) mainly customer relations
- E) only business organisations

9) If VonAir, a hairdryer manufacturer, is focusing on customer satisfaction, it will find that what consumers really want is:

- A) More watts
- B) More speed
- C) Higher heat settings
- D) **Attractive hair**
- E) More hair

10) The XKL company wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies?

- A) **The customer is always right**
- B) Making money is our business
- C) Sell, sell, sell
- D) Keep prices low
- E) Focus on today

11) Boldnew, the maker of a highly innovative light bulb, finds that it has excess stocks. The firm increases its advertising budget by 50 per cent and doubles its sales staff. This company is operating as if it were operating which of the

- A) production
- B) **sales**
- C) marketing
- D) social

12) Chrysler's Chief Executive Officer is the company's spokesperson. His message has focused on concern for customers and product quality. Which aspect of implementing the marketing concept does this represent?

- A) Focusing on general conditions
- B) Stressing the short run
- C) **Endorsement of the marketing concept by top management**

- D) Development of an information system
- E) Restructuring of the organisation

13) Which of the following is an example of a problem that may arise in the implementation of the marketing concept?

- A) By satisfying one segment in society, a firm contributes to the dissatisfaction of other segments.
- B) Consumers do not understand what the marketing concept is.
- C) Dealers do not support the marketing concept.
- D) A product may fit the needs of too many segments.

14) Most specifically, marketing strategy:

- A) is concerned with key decisions required to reach an objective
- B) encompasses selecting and analysing a target market and creating and maintaining an appropriate marketing mix
- C) expands geographic boundaries of markets to serve larger geographic areas
- D) involves determining the direction and objectives of marketing management

15) All of the following are marketing management tasks EXCEPT:

- A) marketing planning.
- B) organising marketing activities.
- C) co-ordinating marketing activities.
- D) project development and analysis.
- E) marketing control.

16) If Erin Farm Insurance saw a sudden increase in the number of farmers seeking flood insurance in Ireland due to major floods in Britain, the floods would be presenting the company with a marketing:

- A) opportunity
- B) strategy
- C) concept
- D) mix
- E) target

17) A change in the minimum drinking age in the United Kingdom presents a change in which of the following for Bass Brewery?

- A) Marketing mix
- B) Marketing environment
- C) Marketing concept
- D) Marketing task
- E) Product strategy

18) If Good Invest was to perceive that consumers within a particular group were becoming more conservative in their investing, and thus developed more products with lower risk, it would be:

- A) responding to the marketing environment

- B) changing its target market
- C) developing a sales orientation
- D) changing its organisation structure
- E) responding to changes in technology

19) Capri is a brand of cigarette that is low tar and slim in design to appeal to women. In this instance, women comprise Capri's:

- A) marketing mix
- B) target market**
- C) target audience
- D) marketing strategy
- E) marketing opportunity

20) When DuPont develops new carpets that are highly stain resistant and durable, it must educate consumers about the product's benefits. This calls for activity in which of the following marketing mix variables?

- A) Price
- B) Promotion**
- C) Distribution
- D) Product
- E) Packaging

An Overview of Strategic Marketing Section B

1) Marketing efforts are specifically aimed at:

- A) distributing "something of value" to buyers and sellers.
- B) facilitating satisfying exchange relationships.**
- C) developing new products for target markets.
- D) understanding buyer behaviour to meet buyer needs.

2) Premier, a smokeless cigarette, failed because it could not be easily lit with a match. This failure was due to:

- A) poor distribution.
- B) high prices.
- C) lack of customer satisfaction.**
- D) poor promotion.
- E) poor packaging.

3) The type of product that results from applying human and mechanical efforts to people or objects is:

- A) a service**
- B) a good

- C) an idea
- D) a concept
- E) a philosophy

4) Parents Against Drunk Drivers is a group that acts to change attitudes and laws about driving under the influence of alcohol. This group primarily markets

- A) goods
- B) ideas
- C) services
- D) political messages

5) When Campbell's introduced its line of low-sodium soups in response to consumer demand, it was following which one of the following philosophies?

- A) Selling concept
- B) Production concept
- C) Customer concept
- D) Marketing concept

6) The marketing concept is a philosophy that states that an organisation should try to satisfy customers' needs and at the same time:

- A) increase market share.
- B) increase sales.
- C) achieve the organisation's goals.
- D) always produce high
- E) quality products.

7) Volvo places steel beams in the doors of its cars to:

- A) reduce the possibility of accidents
- B) increase short run customer satisfaction
- C) increase long run customer satisfaction
- D) add style to its cars

8) If Nissan finds that it can engineer its Micra to go faster and, regardless of whether or not customers are interested in more speed, decides to make this faster model, Nissan has characteristics associated with the _____ concept.

- A) production
- B) sales
- C) marketing
- D) social

9) American Express implements a programme of calling its current cardholders to find out what, if any, changes they would like to see in the services provided. The firm is exhibiting characteristics associated with which of the following

- A)production
- B)sales
- C)marketing
- D)social

10) First National Bank launches an innovative in-home banking system tied to personal computers. The product is not widely accepted because bank customers don't see the need for such a service. This situation represents a failure in which

- A)Establishment of a customer information system
- B)Organisation structure
- C)Top management commitment
- D)Technological advance
- E)Scanning corporate capabilities

11) The two components of a marketing strategy are:

- A)marketing objectives and promotion
- B)marketing mix and marketing objectives
- C)target market and marketing mix
- D)target markets and promotions

12) Kelly is a marketing manager for a large consumer foods company. She is studying distribution, promotion, and price of the company's product. Kelly is studying the company's

- A)marketing strategy
- B)marketing mix
- C)market offering
- D)product offering
- E)marketing plan

13) Evaluating marketing performance by comparing it to established standards is part of:

- A)marketing planning
- B)organising marketing activities
- C)coordinating marketing activities
- D)marketing control

14) A marketing manager for a small computer manufacturer is analysing the potential effects of political, legal, social, and economic forces on the firm's operations. The marketing manager is examining the _____ that influence(s) the firm's strategy.