NAT II Management Science Marketing

Sr	Questions	Answers Choice
1	_____ uses buyers' perceptions of what a product is worth, not the seller's cost, as the key to pricing.	A. Value-based pricing B. Target costing C. Variable costs D. Price elasticity
2	Merchandising _____ are corporations that combine several' different retailing forms under central ownership.	A. conglomerates B. agents C. brokers D. franchises
3	A comprehensive database is a tremendous tool for the direct marketer. It should contain data that is geographic, demographic. psychographic, and _____ in nature.	A. specific B. culturally oriented C. current and relevant D. behavioral
4	_____ refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment.It is usually described in traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness.	A. Alternative evaluations B. Beliefs C. Culture D. Personality
5	Companies use third-party logistics providers for all of the following reasons except one. Which do you think it is?	A. It is more efficient to use them in many cases B. They can perform the services at less cost C. The company is free to focus 'more on its core business D. ICC and the federal government - are beginning to mandate and regulate some industries
6	This type of store offers no home deliveries and often accepts no credit cards; however. this type of store does offer ultralow prices and deals on selected branded merchandise. What is it called?	A. A superstore B. A specialty store C. A warehouse club D. chain store
7	_____ is defined as a social land managerial process by which individuals and organizations obtain what they need and want through value creation	A. Selling B. Advertising C. Barter D. Marketing E. None of the above is correct
8	Statiscians have projected the world's population to reach _____ billion by the year 2030	A. 6.5 B. 6.9 C. 7.5 D. 8.1
9	This type of stores carries a wide variety of product lines. They have been squeezed between more focused and flexible specialty stores on the one hand and more efficient, lower-priced discounters on the other. Service remains the key differentiating factor. What type is it?	A. Chain stores B. Department stores C. Factory outlet stores D. Merchant wholesaler stores
10	The marketing information system can serve _____ .	A. the company's marketing managers B. suppliers C. resellers D. marketing services agencies E. all of the above
11	A _____ is the basis of all discount operations and is typically used by sellers of convenience goods. These retailers serve customers who perform their own "locate-compare-select" process to save money.	A. limited-service retailer B. self-service retailer C. full-service retailer D. specialty-service retailer
12	These employees are well-educated, well-trained professionals who work to build and maintain long-term customer relationships by listening to their customers, assessing customer needs, and organizing the company's' efforts to solve customer problems.Who are these employees?	A. Managers B. Missionary salespeople C. Salespeople D. All of the above
13	A _____ is a smaller mall with upscale stores, convenient locations, and expensive atmosphere. Think of it as part of Main Street and part Fifth Avenue.	A. regional shopping center B. lifestyle center C. community shopping center D. franchise

14	All of the following are problems with matrix approaches. except which one?	A. Formal planning approaches can place too much emphasis on market-share growth or growth through entry into new markets B. Many companies can plunge into unrelated and new high-growth businesses that they did not know how to manage--with bad results C. Many companies often too quickly abandon. sell, or milk to death their healthy mature businesses D. Many Firms have dropped formal matrix methods in favor of more customized approaches that are better suited to their specific situations
15	Advertising campaigns can help to create name recognition, brand knowledge, and maybe even some brand preference. However, the fact is that brands are not maintained by advertising but by the _____ .	A. marketing experience B. line extensions brand experience C. product mix D. word-of-mouth elements
16	A general practice when using captive-product pricing is to set the price of the main product _____ and set _____ on the associate's supplies	A. low; low markups B. high; low markups C. low; high markups D. high; high markups
17	Which is NOT a part of the buyer's black box?	A. Observable buyer responses B. Product choice C. Need recognition D. Dealer choice
18	The flip side of e-marketing is _____ the buying side of e-commerce.	A. e-purchasing B. e-commerce C. e-supply D. e-business
19	Dummy Questions	A. 1 B. 2 C. 3 D. 4
20	Sales force compensation should direct the sales force toward activities that are consistent with _____ .	A. overall company strategies B. overall marketing objectives C. overall company objectives D. overall department objectives E. all of the above