

NAT II Management Science Marketing

Sr	Questions	Answers Choice
1	AMF Research group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?	A. Contacting respondents B. Respondent who refuse to cooperate or give biased answer C. Interviewers who make mistakes or take shortcuts D. Interpreting and reporting the findings
2	When amusement parks and movie theaters charge admission plus fees for food and other attractions, they are following a (n) _____ pricing strategy.	A. by-product B. optional-product C. captive-product D. skimming
3	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
4	Which is not true of mature consumers?	A. The best strategy is to appeal to their active, multidimensional lives B. They are an ideal market for exotic travel C. High-tech home entertainment products appeal to them D. They place more importance on brand names and are more brand loyal
5	In selecting media vehicles, the planner must balance media cost measures against several media impact factors. First, the planner should balance costs against the media vehicle's _____.	A. audience quality B. audience attention C. editorial quality D. D or C
6	Desirable qualities for a brand name include all of the following except _____.	A. It should suggest something about the product's benefits and qualities B. It should be easy to pronounce, recognize, and remember C. The brand should almost always be a long word to get attention D. The name should translate easily into foreign languages
7	A company sets not a single price, but rather a _____ that covers different items in its line that change over time as products move through their life cycles.	A. pricing range B. pricing structure C. pricing loop D. pricing cycle
8	Who are the echo boomers?	A. Generation X B. Generation Y C. Generation Z D. Baby boomers
9	Management sets standards that state the amount each salesperson should sell and how sales should be divided among the company's products with _____.	A. sales goals B. company quotas C. sales quotas D. sales incentives
10	Firms gain this type of advantage through the way they design their distribution coverage, expertise, and performance. Which differentiation is it?	A. Services differentiation B. Channel differentiation C. People differentiation D. Product differentiation
11	McDonald's has traditionally been preoccupied with its current businesses and how to keep them it going. It has been accused of being complacent when it comes to opportunities in its constantly changing environment _____ involves adapting McDonald's to capitalize upon opportunities in its constantly changing environment.	A. Long-range planning B. Annual planning C. Strategic planning D. Operational planning
12	_____ becomes more important as competition increases. The company's objective is to build selective demand.	A. Persuasive advertising B. Informative advertising C. POP promotion advertising D. Patronage advertising

13	_____ 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
14	The art and science of choosing target markets and building profitable relationship with them is called _____	A. Marketing management B. Positioning C. Segmentation D. Selling E. Managing the marketing effort
15	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
16	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
17	All of the statements below reflect the definition of customer-perceived value, except which one?	A. Alex brought home his Lexus for \$45,000; he luxuriated in the handling and smell of the leather interior B. FedEx offers reliable package delivery at a reasonable price C. The benefits of undergraduate tuition at state schools are judged to be reasonable and fair in comparison to competing private schools D. The benefits of diet soft drinks are judged to be reasonable and fair in comparison to other types of soft drinks E. All of the above are correct
18	When a firm attempts to increase sales during the maturity stage of the PLC by changing one or more marketing mix elements, it is _____	A. modifying the marketing mix B. changing promotion C. improving advertising D. increasing promotion budget
19	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
20	Canada Dry and Colgate-Palmolive have appointed _____ managers to maintain and protect their brand's images, associations, and quality, and to prevent short-term actions by overeager brand managers from hurting the brand.	A. product line B. service C. brand equity D. brand extension