Marketing Management

EBK 204

Spring 2021

HW 3

Chapters 10, 11, 12, 13

Following are 40 multiple choice questions, each worth 2.5 points. Highlight the answer you think most correct.

**Chapter 10 Crafting the Brand Positioning**

1) All marketing strategy is built on STP: segmentation, targeting, and \_\_\_\_\_\_\_\_.

A) positioning

B) product

C) planning

D) promotion

E) performance

2) \_\_\_\_\_\_\_\_ is the act of designing the company's offering and image to occupy a distinctive place in the minds of the target market.

A) Positioning

B) Valuation

C) Pricing

D) Commercialization

E) Launching

3) The goal of positioning is to \_\_\_\_\_\_\_\_.

A) locate the brand in the minds of consumers to maximize the potential benefit to the firm

B) discover the different needs and groups existing in the marketplace

C) target those customers marketers can satisfy in a superior way

D) collect information about competitors that will directly influence the firms' strategy

E) help the firm anticipate what the actions of its competitors will be

4) The result of positioning is the successful creation of \_\_\_\_\_\_\_\_, which provides a cogent reason why the target market should buy the product.

A) an award-winning promotional campaign

B) a customer-focused value proposition

C) a demand channel

D) everyday low pricing

E) employee value proposition

5) Which of the following best describes a car company's value proposition?

A) We charge a 20 percent premium on our cars.

B) We target safety-conscious upscale families.

C) We sell the safest, most durable wagon.

D) We are the market leader in the small car category.

E) We focus on expanding in faster-growing markets.

6) Perdue's cogent reason why a target market should buy its chicken is "More tender golden chicken at a moderate premium price," also known as its \_\_\_\_\_\_\_\_.

A) customer-focused value proposition

B) competitive frame of reference

C) points-of-parity

D) straddle positioning

E) perceptual map

7) Which of the following best describes BR Chicken's value proposition?

A) We sell chicken at most major malls.

B) We undertake home delivery services.

C) We target quality-conscious consumers of chicken.

D) We sell tender golden chicken at a moderate price.

E) We charge a 10 percent premium on our chicken.

8) The \_\_\_\_\_\_\_\_ defines which other brands a brand competes with and therefore which brands should be the focus of competitive analysis.

A) consumer profitability analysis

B) competitor indexing

C) service blueprint

D) competitive frame of reference

E) cluster analysis

9) \_\_\_\_\_\_\_\_ are defined as companies that satisfy the same customer need.

A) Communities

B) Competitors

C) Trendsetters

D) Industries

E) Task groups

10) A(n) \_\_\_\_\_\_\_\_ is a group of firms offering a product or class of products that are close substitutes for one another.

A) community

B) task force

C) industry

D) focus group

E) umbrella brand

**Chapter 11 Creating Brand Equity**

1) The first step in the strategic brand management process is \_\_\_\_\_\_\_\_.

A) measuring consumer brand loyalty

B) identifying and establishing brand positioning

C) planning and implementing brand marketing

D) measuring and interpreting brand performance

E) growing and sustaining brand value

2) The American Marketing Association defines a \_\_\_\_\_\_\_\_ as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors."

A) copyright

B) trademark

C) slogan

D) brand

E) logo

3) Branding is \_\_\_\_\_\_\_\_.

A) all about creating unanimity between products

B) the process of performing market research and selling products or services to customers

C) endowing products and services with the power of a brand

D) the process of comparing competing brands available in the market

E) use of online interactive media to promote products and brands

4) Adam wants to buy a washing machine and is looking for something that is not too expensive. When he goes to make the purchase, he finds there are two options that meet his requirements. One is a Maytag product, while the other is a newly imported South Korean brand. Adam is not very familiar with the latter and does not hesitate in choosing Maytag. This example implies that \_\_\_\_\_\_\_\_.

A) the imported brand will not survive the competition from Maytag

B) Maytag has a positive customer brand equity

C) the South Korean company has a low advertising budget

D) the imported brand is unreliable

E) the Maytag washing machine has better features than the imported brand

5) When a consumer expresses thoughts, feelings, images, experiences, and beliefs associated with the brand, the consumer is expressing \_\_\_\_\_\_\_\_.

A) brand knowledge

B) ethnocentric bias

C) self-serving bias

D) cognitive dissonance

E) brand identity

6) The challenge for marketers in building a strong brand is \_\_\_\_\_\_\_\_.

A) ensuring that customers have the right type of experiences with their products and marketing programs to create the desired brand knowledge

B) pricing the product at a point that maximizes sales volume

C) minimizing the number of people to whom the product is targeted in order to provide consumers with a personalized experience

D) minimizing the impact of customer brand equity

E) avoiding the usage of an established brand to introduce a new product in the market

7) Which of the following is a marketing advantage of strong brands?

A) no vulnerability to marketing crises

B) more elastic consumer response to price increases

C) guaranteed profits

D) additional brand extension opportunities

E) more inelastic consumer response to price decreases

8) When a marketer expresses his or her vision of what a brand must be and do for consumers, he or she is expressing what is called a brand \_\_\_\_\_\_\_\_.

A) promise

B) personality

C) identity

D) position

E) revitalization

9) Brand \_\_\_\_\_\_\_\_ is the added value endowed to products and services.

A) loyalty

B) equity

C) preference

D) identity

E) licensing

10) \_\_\_\_\_\_\_\_ brand equity is the differential effect that brand knowledge has on consumer response to the marketing of that brand.

A) Mission-driven

B) Customer-based

C) Product-driven

D) Service-driven

E) Function-based

**Chapter 12 Addressing Competition and Driving Growth**

1) WD40 offers a Smart Straw version of its popular multipurpose lubricant with a built-in straw that pops up for use. This is an example of which of the following main strategies for growing the core of the business?

A) Make the core of the brand as distinctive as possible.

B) Drive distribution through both existing and new channels.

C) Offer the core product in new formats or versions.

D) Increase costs and revenue.

E) Expand to another geographic region.

2) Galaxy chocolate has successfully competed with Cadbury by positioning itself as "your partner in chocolate indulgence" and featuring smoother product shapes, more refined taste, and sleeker packaging, which represents which of the following main strategies for growing the core of the business?

A) Make the core of the brand as distinctive as possible.

B) Drive distribution through both existing and new channels.

C) Offer the core product in new formats or versions.

D) Increase costs and revenue.

E) Expand to another geographic region.

3) When a firm looks for new users in groups that might use a product but do not already use the product, the firm is using the \_\_\_\_\_\_\_\_ strategy.

A) new-market segment

B) market-penetration

C) geographical-expansion

D) product development

E) diversification

4) As the marketing manager for a floor tile manufacturer, Evans Smith is given a target to achieve 500 new customers by the end of summer. He decides to search the market for probable customers who might use the product but currently do not. Which of the following strategies is Evans pursuing to increase the market demand for his product?

A) market-penetration strategy

B) new-market segment strategy

C) geographical-expansion strategy

D) needs-assessment strategy

E) consolidation strategy

5) When firms look for new users in groups that have never used the product before, the firm is using the \_\_\_\_\_\_\_\_ strategy.

A) new-market segment

B) market-penetration

C) geographical-expansion

D) product development

E) diversification

6) When Starbucks introduced its Tazo Tea line to bring in new customers who had never gone to Starbucks because they don't drink coffee, Starbucks was employing a \_\_\_\_\_\_\_\_ strategy.

A) market-penetration

B) new-market segment

C) geographical-expansion

D) niche identification

E) blue-ocean

7) Trendz Inc. is a leading brand of fashion clothing and accessories based in Houston. After gaining a strong foothold in the US, the company wants to foray into foreign markets. The management at Trendz knows that people residing in other countries are likely to have different tastes and preferences, so they may have to redesign some of their offerings. Which of the following strategies is Trendz using?

A) market-penetration strategy

B) outsourcing strategy

C) geographic-expansion strategy

D) product differentiation strategy

E) ethnocentric strategy

8) A market leader on the look out for more usage from existing customers should focus on increasing the frequency of consumption and **\_\_\_\_\_\_\_\_.**

A) decreasing the product price

B) the product line

C) the amount of consumption

D) decreasing production turnover time

E) diversifying into unrelated markets

9) The market \_\_\_\_\_\_\_\_ has the largest market share and usually shows the way to other firms in price changes, new-product introductions, distribution coverage, and promotional intensity.

A) challenger

B) entrant

C) follower

D) nicher

E) leader

10) When the total market expands, the market \_\_\_\_\_\_\_\_ usually gains the most.

A) challenger

B) leader

C) follower

D) nicher

E) entrant

**Chapter 13 Setting Product Strategy**

1) A **\_\_\_\_\_\_\_\_** is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

A) function

B) product

C) benefit

D) process

E) structure

2) A customer judges a product offering by three basic elements: product features and quality, services mix and quality, and \_\_\_\_\_\_\_\_.

A) performance

B) utility

C) tangibility

D) price

E) availability

3) The five product levels constitute a \_\_\_\_\_\_\_\_. At each level more customer value is added.

A) product line

B) business model

C) customer value-hierarchy

D) value grid

E) demand chain

4) When companies search for new ways to satisfy customers and distinguish their offering from others, they look at the \_\_\_\_\_\_\_\_ product, which encompasses all the possible augmentations and transformations of the product.

A) consumption

B) expected

C) potential

D) augmented

E) basic

5) The way the user performs the tasks of getting and using products and related services is the user's total \_\_\_\_\_\_\_\_.

A) consumption system

B) consumable system

C) consistent use system

D) augmented system

E) potential system

6) Marketers must see themselves as benefit providers. For example, when a shopper purchases new shoes, he or she expects the shoes to cover his or her feet and allow him or her to walk unobstructed. This is an example of what level in the consumer-value hierarchy?

A) pure tangible good

B) basic product

C) augmented product

D) potential product

E) generic product

7) How a consumer shops for organic foods and how he or she uses and disposes of the product is part of the consumers' \_\_\_\_\_\_\_\_ that is important for marketers to consider.

A) value proposition

B) consumption system

C) value system

D) quality perception

E) value chain

8) The sellers of \_\_\_\_\_\_\_\_ goods carry a wide assortment to satisfy individual tastes. They must have well-trained salespeople to inform and advise customers.

A) unsought

B) specialty

C) convenience

D) heterogeneous shopping

E) generic

9) Marketers have traditionally classified products on the basis of three characteristics: \_\_\_\_\_\_\_\_, tangibility, and use.

A) availability

B) affordability

C) aesthetics

D) durability

E) necessity

10) Which of the following are tangible goods that normally survive many uses?

A) generic goods

B) durable goods

C) core benefits

D) convenience goods

E) unsought goods