Marketing Management

EBK 204

Spring 2021

HW 4

Chapters 14, 15, 16, 17 and 18

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

**Chapter 14 Designing and Managing Services**

1) Which of the following is a characteristic of a service?

A) The service is essentially tangible.

B) The service does not result in the ownership of anything.

C) The service's production is majorly tied to a physical product.

D) Services are typically produced and consumed at different times.

E) A client's presence is not required for rendering a service.

2) Which of the following is an example of a pure tangible good?

A) massage

B) shampoo

C) e-mail

D) restaurant meal

E) air travel

3) To which of the following categories of services does a cell phone belong?

A) major service with accompanying minor services

B) major service with accompanying minor goods

C) pure service

D) pure tangible good

E) tangible good with accompanying services

4) A computer falls into the \_\_\_\_\_\_\_\_ category of service mix.

A) pure tangible good

B) tangible good with accompanying services

C) hybrid

D) major service with accompanying minor goods

E) pure service

5) Which of the following is an example of a hybrid service?

A) teaching

B) car

C) restaurant meal

D) soap

E) air travel

6) A flight with complementary drinks is an example of a \_\_\_\_\_\_\_\_.

A) major service with accompanying minor goods and services

B) pure service

C) pure tangible good

D) tangible good with accompanying services

E) hybrid

7) Which of the following is an example of a pure service?

A) air travel

B) psychotherapy

C) baby oil

D) a laptop

E) a restaurant meal

8) Which of the following is true for services?

A) All services are people-based, while goods are equipment-based.

B) Service providers can be both for-profit or nonprofit.

C) All service companies follow the same process to deliver their services.

D) The client's presence is a hindrance during the service delivery process.

E) Service providers develop similar marketing programs for personal services and business services.

**Chapter 15 Introducing New Market Offerings**

1) Which of the following is most closely related with the organic growth of an organization?

A) acquiring a product or service brand

B) entering new marketplaces

C) increasing the operational profitability

D) increasing productivity of employees

E) developing new products from within

2) New-to-the-world products are \_\_\_\_\_\_\_\_.

A) low-cost products designed to obtain an edge in highly competitive markets

B) new product enhancements that supplement established products

C) new versions of an existing product that has been less successful

D) new products that create an entirely new market

E) existing products that are targeted to new geographical markets

3) Which of the following firms is most likely to seek radical innovation?

A) a traditional publishing company

B) a small scale FMCG company

C) a firm that procures and markets wheat

D) a high-tech firm in telecommunications

E) a firm that sells mineral water

4) Most new-product activities are devoted to \_\_\_\_\_\_\_\_.

A) changing the target markets

B) developing new-to-the-world products

C) introducing backward integration

D) improving existing products

E) changing the existing market dynamics

5) Which of the following is the best example of a new-to-the-world product?

A) Walmart, the retail giant, opens new stores in an underdeveloped African country.

B) Pestorica, a publishing company, decides to launch a new sports magazine.

C) Tata Motors, an Indian automobile company, acquires Jaguar to extend its business.

D) An Asian company licenses a US apparel brand name though the brand is not familiar in Asia.

E) Kids-Med, a company that produces childcare products, launches a non-contact thermometer.

6) Most established companies focus on \_\_\_\_\_\_\_\_ innovation when they aim to enter new markets by tweaking existing products, or they want to stay one step ahead in the market by using variations on a core product.

A) incremental

B) continuous

C) spontaneous

D) radical

E) competitive

7) Jordan's firm enters new markets by tweaking products for new customers, uses variations on a core product to stay one step ahead of the market, and creates interim solutions for industry-wide products. In other words, it uses \_\_\_\_\_\_\_\_.

A) disruptive technologies

B) incremental innovation

C) complex innovations

D) discontinuous innovations

E) radical innovations

8) It has been observed that most new products have shorter product life cycles. What is the reason for this?

A) Most new products do not use technology.

B) Most new products are not backed by a marketable idea.

C) New products do not get adequate management support.

D) Social and governmental constraints lead to this failure.

E) Rivals quickly copy products that are successful.

**Chapter 17 Designing and Managing Integrated Marketing Channels**

1) \_\_\_\_\_\_\_\_ are sets of interdependent organizations participating in the process of making a product or service available for use or consumption.

A) Marketing channels

B) Interstitials

C) Communication channels

D) Sales territories

E) Marketing terrains

2) A merchant is a(n) \_\_\_\_\_\_\_\_ in the marketing channel.

A) wholesaler

B) broker

C) sales agent

D) warehouse

E) advertising agency

3) A manufacturer uses the company's sales force and trade promotions to carry, promote, and sell products to end users. Which of the following strategies is this manufacturer using?

A) personalization strategy

B) tailoring strategy

C) push strategy

D) pull strategy

E) consumer promotion strategy

4) Total Beverages, a maker of fruit juices and health drinks, recently launched a new brand of packaged drinking water called AquaPure. In order to induce distributors to carry the product, Total offers all its intermediaries a free refrigerator to store bottles of AquaPure. This is an example of a \_\_\_\_\_\_\_\_.

A) consumer promotion

B) push strategy

C) backward flow

D) reverse flow

E) pull strategy

5) Spike Inc. is a sportswear manufacturer that recently launched its new line of customizable running shoes. The shoes come with a digital component that allows them to adapt to the runner's biomechanics. To promote this new product, Spike launches an advertising campaign and entices a famous athlete to endorse the product. This is an example of a \_\_\_\_\_\_\_\_.

A) trade promotion

B) reverse flow

C) push strategy

D) pull strategy

E) backward flow

6) When is a pull strategy appropriate?

A) when there is low brand loyalty

B) when consumers are able to perceive differences between brands

C) when brand choice is made in the store

D) when it is a low involvement purchase

E) when the product is an impulse item

7) Using the push strategy is most appropriate when \_\_\_\_\_\_\_\_.

A) consumers are able to perceive differences between brands

B) the product being sold is an impulse item

C) there is high brand loyalty for the product

D) the product is a high involvement purchase

E) consumers choose the brand before they go to the store

8) A firm uses its sales force to sell to large accounts and outbound telemarketing to sell to medium-sized accounts. The firm is using \_\_\_\_\_\_\_\_ marketing.

A) hybrid

B) pull

C) personalized

D) vertical

E) internal

**Chapter 18 Managing Retailing, Wholesaling, and Logistics**

1) \_\_\_\_\_\_\_\_ includes all the activities in selling goods or services directly to final consumers for personal, non-business use.

A) Wholesaling

B) Retailing

C) Procurement

D) Promoting

E) Warehousing

2) Which of the following is true for retailing?

A) Manufacturers are not considered to be retailers as they are engaged in producing the product.

B) Vending machines are considered to be retailing only if they are located within stores.

C) Retailing deals only with goods; it does not include services.

D) Selling from a consumer's home is direct selling, but not retailing.

E) Wholesalers are only considered to be retailers if they are selling to final consumers.

3) Which of the following is an example of retailing?

A) Dylan's sends catalogs to retail, industrial, and institutional customers.

B) SEZ U Inc. sells a limited line of fast-moving goods to small retailers for cash.

C) BEL Inc. sells FMCG goods to merchant wholesalers and distributors.

D) Praxis International sells products to consumers directly through the Internet.

E) Hub Styles procures its raw materials directly from farmers in the region.

4) Discount stores that try to keep prices as low as possible are more likely to function using \_\_\_\_\_\_\_\_ operations.

A) limited service

B) self-selection

C) full-service

D) self-service

E) limited-selection

5) Reynold's is a grocery chain that has always catered to mid-market customers. However, the owner, Mal, has noticed that an influx of new residents are buying mostly the lower-cost and discounted products. To attract customers, Mal decides to make a gradual switch to the discount store format, but to do this, he will have to cut costs wherever possible. Which of the following types of services should Mal avoid in order to lower costs?

A) limited service

B) self-selection

C) full-service

D) self-service

E) limited-selection

6) A large staff, along with a higher proportion of specialty goods and slower-moving items and many services, are usually features of \_\_\_\_\_\_\_\_ retailing.

A) self-service

B) self-selection

C) limited service

D) full-service

E) limited-selection

7) In \_\_\_\_\_\_\_\_ retailing, salespeople are ready to assist in every phase of the "locate-compare-select" process.

A) self-service

B) self-selection

C) full-service

D) limited service

E) limited-selection

8) In the \_\_\_\_\_\_\_\_ type of retailing, customers usually find their own goods, although they can ask salespeople for assistance.

A) self-service

B) self-selection

C) full-service

D) limited service

E) limited-selection