

# INTRODUCTION TO MARKETING

This exam tests introductory-level knowledge of marketing as it relates to contemporary living and society's changing needs. Topics include: strategic planning, global marketing, e-commerce, customer relationship marketing, marketing research, B2B marketing, category and brand management, new-product planning, sales forecasting, channels and logistics, retailers and wholesalers, integrated marketing communications, and advertising and selling. 3 s.h. MAR-301-TE

This is a two-hour examination in which you must answer 100 multiple-choice questions worth 1 point each. A passing score is **60** out of 100 points.

## Here are the topics covered and their approximate importance on the test:

- I. CUSTOMER-ORIENTED MARKETING STRATEGIES (20%)
- II. MANAGING TECHNOLOGY AND INFORMATION (20%)
- III. MARKET SEGMENTATION & CONSUMER BEHAVIOR (15%)
- IV. PRODUCT STRATEGY (10%)
- V. PRICING STRATEGY (10%)
- VI. DISTRIBUTION STRATEGY (10%)
- VII. PROMOTIONAL STRATEGY (15%)

## A textbook to help you prepare:

Boone, Louis E. and David L. Kurtz. *Contemporary Marketing*  
Current edition. South-Western/Cengage Learning

## SAMPLE QUESTIONS

1. An ad for "Boys' and Girls' Clubs of America—A Positive Place for Kids to Grow" is an example of
  - a. charitable marketing
  - b. incremental marketing
  - c. ideational marketing
  - d. concept marketing
  - e. organization marketing
  
2. Products with a low market share of a low rate-of-growth market are described by the Boston Consulting Group matrix as
  - a. falling stars
  - b. question marks
  - c. dogs
  - d. strivers
  - e. bears

3. Cars and SUVs that are less than 10 years old are equipped with up to four security restraint systems using airbags. The technology for these devices came from
  - a. research and development efforts funded by private industry
  - b. the work of Alan Buchet, who made the basic technological breakthrough as an individual
  - c. engineering experimentation done at Purdue University
  - d. research done by the Air Force for military purposes
  - e. the retooling and subsequent reintroduction of an old product
4. In addition to agricultural products and manufactured goods, the U.S. is also the world's largest exporter of
  - a. processed and packaged foods
  - b. services and retailing
  - c. low technology trade goods
  - d. medical and surgical supplies
  - e. melons and other wet fruits
5. A basic measure of Web site effectiveness is the conversion rate, which is the percentage of visitors who
  - a. make purchases
  - b. return to the site after their initial visit
  - c. mark the site as a "favorite"
  - d. click on a banner ad on the Web site
  - e. stay on the site more than 15 minutes
6. Which of the following is an example of a typical first-level relationship marketing program?
  - a. A fan club for a well-known movie star
  - b. A Big Ten university alumni association
  - c. A club for owners of a particular make of truck
  - d. A two-for-one deal on airline tickets from an airline
  - e. An agreement between two firms to develop a product together
7. What is the basic characteristic of a probability sample?
  - a. It cannot be used in stratified samples.
  - b. Every individual in the relevant universe has an equal chance of being selected.
  - c. All possible members of a population have provided information.
  - d. 100 percent of all subgroups have been selected on an individual basis.
  - e. A probability sample is required to perform exploratory research.
8. Todd owns a large jewelry business. He uses an MIS to provide him with statistics reflecting the previous week's sales. He can use marketing decision support system software (MDSS) to
  - a. determine sales volume and required sales levels
  - b. make appropriate decisions for him about what direction to take
  - c. transform his data into a format that can help him make better decisions
  - d. connect him to other data related to his business
  - e. provide him with data that projects what consumers will buy in the near future

9. The concept that a large percentage of a product's sales revenues come from a relatively small group of purchasers is called the
- 80/20 principle
  - purchase aggregate basis
  - front-loaded expenditure effect
  - concentration attribute
  - cohort syndrome
10. Cognitive dissonance regarding a purchase is likely to increase as the
- dollar value of the purchase decreases
  - amount of information about the purchase increases
  - number of features of rejected alternatives are fewer than those of the purchased item
  - time since the decision to purchase was made lengthens
  - purchase decision has a greater effect on the buyer
11. In the business market, segmentation on the basis of the precise way in which the business purchaser is going to use the product is called
- segmentation by purchasing situation
  - segmentation by customer type
  - end-use segmentation
  - demographic segmentation
  - distribution segmentation
12. What is the most expensive category of industrial products?
- Component parts and materials
  - Accessory equipment
  - Raw materials
  - Installations
  - Industrial supplies
13. Which of the following is a market penetration strategy for new product development?
- Morton Salt advertises a way to use salt and vinegar to make a homemade metal polish.
  - Ford Motor Company introduces an electric car.
  - Black & Decker begins to sell different kinds of small home appliances.
  - Procter & Gamble sells its traditional products in the former Soviet Union.
  - PepsiCo introduces a vegetable-blend based health beverage that is sold in natural food stores.
14. What is the most popular method of pricing?
- Full-cost pricing
  - Incremental-cost pricing
  - Value-added pricing
  - Breakeven pricing
  - Cost-plus pricing

15. The pricing strategy that permits marketers to control demand in the introductory stages of a product's life cycle and then adjust productive capacity to match changing demand is known as
- monopolistic pricing
  - skimming pricing
  - standard pricing
  - functional pricing
  - penetration pricing
16. Intensive distribution
- involves the use of a small number of retailers in a market area
  - requires that the manufacturer and retailer cooperate closely and directly
  - is usually used for the distribution of soft drinks, candy and gum
  - bypasses intermediaries entirely
  - requires very little use of wholesalers
17. Which of the following is an example of an agent or broker?
- Drop shipper
  - Public storage warehouser
  - Cash-and-carry wholesaler
  - Merchandise mart
  - Commission merchant
18. An integrated marketing communications approach begins with
- effective promotional budgeting
  - recognition of customer wants and needs
  - consideration of the firm's viewpoint
  - feedback to ensure customer understanding
  - employee training and teamwork
19. Though difficult and costly, it is essential that a marketing plan include an assessment strategy for
- creating advertising
  - pretesting advertisements
  - analyzing selective perception
  - measuring advertising effectiveness
  - determining pre-evaluation techniques
20. What personal selling method requires that the salesperson convince the customer that they need the product and the brand that he or she represents?
- Field selling
  - Telemarketing
  - Sales teaming
  - Indirect selling
  - Interpersonal selling

## ANSWERS TO SAMPLE QUESTIONS

1. (e) 2. (c) 3. (d) 4. (b) 5. (a) 6. (d) 7. (b) 8. (c) 9. (a) 10. (e)  
11. (c) 12. (d) 13. (a) 14. (e) 15. (b) 16. (c) 17. (e) 18. (b) 19. (d) 20. (a)