Marketing The Core (Canadian) 6th edition Kerin Test Bank

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Marketing The Core 6ce Edition by Kerin Ch01

Correct answers are located in the second half of this document.

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) Marketing revolves primarily around promotion.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Topic : 01-03 The Role of Marketing
Bloom's : Remember
Difficulty : Easy

2) In most organizations, the Marketing function provides the connection to customers.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Topic : 01-03 The Role of Marketing
Bloom's : Remember
Difficulty : Easy

3) Creating products with added value is achieved only through pricing strategies.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Bloom's : Remember
Difficulty : Easy
Topic : 01-05 Creating Customer Value

4) Successful marketing is focused on customer needs and wants.

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◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Bloom's : Remember
Difficulty : Easy
Topic : 01-04 Focusing on Customer Needs and Wants

5) A target market is the specific group of existing and potential consumers to which marketers direct their marketing efforts.

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Bloom's : Remember
Difficulty : Easy
Topic : 01-06 Appealing to Target Markets

6) The marketing mix refers to the 4 Ps - product, price, promotion, and place.

◎ true
◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix

7) "Place" refers only to the physical store where consumers can purchase a product.

◎ true
◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix

8) The marketing process involves identifying consumer needs, managing the marketing mix to meet the identified needs, and reaching potential customers or the market.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-08 The Marketing Process

9) "Exchange" is the process of planning and managing goods, services, or ideas to meet consumer needs and organizational objectives.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-08 The Marketing Process

10) In marketing, a product is defined as something tangible that you can touch and own but not experience.

- ◎ true
- ◎ false

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-04 Differentiate between goods, services, and ideas.
Topic : 01-09 What Can Be Marketed?

11) An idea is a concept that typically looks for support.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-09 What Can Be Marketed?

12) The term "Market" describes the potential consumers who have both the willingness and ability to buy a product.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-04 Differentiate between goods, services, and ideas.
Topic : 01-10 What Is a Market?

13) In the production orientation stage, companies focused on selling products in order to make a profit.

- ◎ true
- ◎ false

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

14) The sales orientation stage focused on satisfying the needs of consumers while trying to achieve organizational goals.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

15) The marketing orientation stage arose when organizations started focusing on satisfying the needs of consumers while achieving organizational objectives.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

16) A marketing orientation includes organizations considering the lifetime value of their customers and striving to offer better products and services.

- ◎ true
- ◎ false

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

17) Relationship marketing involves an emphasis on customer retention and satisfaction, rather than short-term transactions.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

18) CRM, or Customer Relationship Management, was commonly used in the production orientation stage.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

19) Many large firms measure the effectiveness of purchase incentives through a measure called share of wallet.

- ◎ true
- ◎ false

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Bloom's : Understand
Difficulty : Medium

20) Customer relationship management is rooted in the knowledge that it is less expensive to service and maintain current customers than to constantly acquire new ones.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

21) Database technology is a tool that facilitates relationship marketing through a focus on corporate social responsibility (CSR) and is often facilitated using CSR software.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

22) Digital technology has changed the path-to-purchase and drives how consumers gather information, connect with each other and businesses, and purchase products.

- ◎ true
- ◎ false

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-13 Digital Marketing

23) Content marketing refers to brands or companies publishing blogs, investing in resources to produce unique content and paying for content-related ads.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-13 Digital Marketing

24) Mobile marketing refers to any form of advertising, such as those on trains, buses or cars, that are not fixed in location.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-13 Digital Marketing

25) Real time marketing is enabled by sophisticated CRM systems.

- ◎ true
- ◎ false

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-13 Digital Marketing

26) Social media marketing allows brands to connect with audiences on a personal level, humanizing the brand.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-13 Digital Marketing

27) Experiential marketing involves creating opportunities for consumers to directly interact with a brand.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-15 Experiential Marketing

28) Partnership marketing is an approach where marketers partner with consumers for mutual benefit.

- ◎ true
- ◎ false

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-17 Partnership Marketing

29) Strategic alliance involves long-term arrangements between companies with similar values and objectives that extend beyond short-term promotional offers into long-term business agreements.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-17 Partnership Marketing

30) Influencer marketing includes only movie, tv and sports celebrities with significant social media audiences.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-16 Influencer Marketing

31) Metrics are numeric data collected and grouped to monitor business performance.

- ◎ true
- ◎ false

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-18 Metrics and Analytics

32) Dashboards are business websites that help consumers navigate complex product choices.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-18 Metrics and Analytics

33) Digital technologies have reduced the need for consumer protections in marketing.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-19 Marketing Regulations and Ethical Considerations

34) New laws protecting consumers' rights to privacy and related strict guidelines are important issues for marketers.

- ◎ true
- ◎ false

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-19 Marketing Regulations and Ethical Considerations

35) Typical entry-level positions in marketing include: marketing coordinators, marketing analysts, marketing assistants, sales representatives, and account coordinators.

- ◎ true
- ◎ false

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Bloom's : Remember
Difficulty : Easy
Topic : 01-20 Marketing Careers

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

36) A common misconception is that marketing consists only of television commercial and advertising. For a company, however, the ultimate objective of marketing is to:

A) create a loyalty program.
B) drive profits.
C) add value for the customer.
D) retention plan.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Topic : 01-03 The Role of Marketing
Bloom's : Remember
Difficulty : Easy

37) Successful marketing is focused on customer needs and wants, and:

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A) generating the required business revenues to maximize profit.
B) developing marketing programs that engage consumers and inspire customer loyalty.
C) offering significant societal benefits in the locations in which a business operates.
D) gathering feedback about how customer needs and wants are changing over time.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Bloom's : Remember
Difficulty : Easy
Topic : 01-04 Focusing on Customer Needs and Wants

38) The unique combination of benefits received by targeted consumers is called a customer:

A) loyalty program.
B) value proposition.
C) convenience.
D) retention plan.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Bloom's : Remember
Difficulty : Easy
Topic : 01-05 Creating Customer Value

39) The best description of Walmart's customer value proposition, is:

A) "everyday low prices for a broad range of products that are always in stock in convenient locations."
B) "everyday low prices."
C) "fair prices" for a broad range of products."
D) "a broad range of products that are always in stock in convenient locations."

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Topic : 01-05 Creating Customer Value
Bloom's : Understand
Difficulty : Medium

40) Chang, the marketing manager of Urban Companies, has identified a specific group of existing and potential customers for a new product launch. The population Chang identified is, a:

A) marketing mix.
B) promotional program.
C) target market.
D) marketing process.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Topic : 01-06 Appealing to Target Markets
Bloom's : Understand
Difficulty : Medium

41) The specific group(s) of existing and potential consumers to which marketers direct their marketing efforts is referred to, as a:

A) mass market.
B) tangent market.
C) market aggregation.
D) target market.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Bloom's : Remember
Difficulty : Easy
Topic : 01-06 Appealing to Target Markets

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42) A target market is:

A) one or more specific groups of existing and potential consumers toward which a marketer directs its marketing efforts.
B) a specific group of potential consumers on which an organization concentrates its marketing efforts.
C) the distribution chain by which products reach consumers.
D) a means of communication between buyers and sellers.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Bloom's : Remember
Topic : 01-06 Appealing to Target Markets
Difficulty : Medium

43) Sound and Cinema is a 10-year-old company that installs high quality home theatres. The company advertises in publications mailed to communities in which the least expensive home is valued at $475,000. These homeowners are the _____ market for Sound and Cinema.

A) mass
B) tangent
C) experiential
D) target

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Topic : 01-06 Appealing to Target Markets
Difficulty : Medium
Bloom's : Apply

44) An educational software company develops a software to teach preschooler children letter and number recognition. What is the primary target market for this new product?

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A) Only preschoolers
B) Only adults
C) Adults with preschool-aged children
D) Adults who have an interest in educational toys

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Topic : 01-06 Appealing to Target Markets
Difficulty : Medium
Bloom's : Apply

45) Which of the following is not an element of the marketing mix?

A) Product
B) Price
C) Politics
D) Promotion

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix

46) Jack Farms Gourmet Bread Mix produces a variety of popular bread mixes for home baking. Sold in one-kilogram packages for $14.99 (+postage), the mixes are only available by mail. People learn about the products through bread baking demonstrations by the company's founder hosted near her home. This is a description of the company's:

Marketing The Core (Canadian) 6th edition Kerin Test Bank

A) growth plan.
B) market segmentation strategy.
C) mission statement.
D) marketing mix.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Apply
Difficulty : Hard

47) Product design, pricing strategies, and service elements create:

A) a product with added value.
B) sales orientation.
C) a marketing concept.
D) relationship marketing.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Bloom's : Remember
Difficulty : Easy
Topic : 01-05 Creating Customer Value

48) Roxta Confectioners launched two new products—Big Bear Candy for children and Dark Coffee Sticks for adults —using different approaches for each product. Big Bear Candy is sold at a variety of retail stores for $0.99, at the cash counter. Dark Coffee Sticks are sold for $4.99 and merchandised on the shelves of major grocery stores. Advertising for Big Bear Candy is through television ads, and events and games to "Meet Big Bear." Dark Coffee Sticks are promoted through newspaper ads and social media. Roxta developed these products for two specific groups of potential customers. What are these groups called?

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A) Consumers
B) Target markets
C) Strategic markets
D) Loyalty program members

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Topic : 01-06 Appealing to Target Markets
Bloom's : Apply
Difficulty : Hard

49) Roxta Confectioners launched two new products—Big Bear Candy for children and Dark Coffee Sticks for adults —using different approaches for each product. Big Bear Candy is sold at a variety of retail stores for $0.99 at the cash counter. Dark Coffee Sticks are sold for $4.99 and merchandised on the shelves of major grocery stores. Advertising for Big Bear Candy is through television ads, and events and games to "Meet Big Bear." Dark Coffee Sticks are promoted through newspaper ads and social media. Which of the following marketing mix elements explains Roxta's activity to sell Big Bear Candy at the cash counters and Dark Coffee Sticks on the shelves?

A) Place
B) Promotion
C) Price
D) Packaging

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Understand
Difficulty : Hard

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50) Roxta Confectioners launched two new products—Big Bear Candy for children and Dark Coffee Sticks for adults —using different approaches for each product. Advertising for Big Bear Candy is through television ads, and events and games to "Meet Big Bear." Dark Coffee Sticks are promoted through newspaper ads and social media. Which element of the marketing mix is described?

A) Price
B) Place
C) Packaging
D) Promotion

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Apply
Difficulty : Hard

51) To be effective, the marketing mix elements must be coordinated to appeal to:

A) material preference of the marketplace.
B) the distinct characteristics of the target market.
C) a brand's most loyal customer ambassadors.
D) a marketer's keen intuition and experience.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Apply
Difficulty : Hard

52) Within the *Product* classification, tangible attributes such as weight, size colour, and packaging, are most likely associated with:

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A) a good.
B) a service.
C) pricing.
D) a product.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-04 Differentiate between goods, services, and ideas.
Topic : 01-09 What Can Be Marketed?

53) Event marketing is an example of:

A) distribution.
B) a product.
C) promotion.
D) pricing strategy.

Question Details
Accessibility : Keyboard Navigation
Difficulty : Easy
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Understand

54) Helga is responsible for identifying communication tools used to inform consumers about her company's product. Which of the following aspects of the marketing mix does Helga deal with?

A) Pricing
B) Packaging
C) Product
D) Promotion

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Understand
Difficulty : Medium

55) The Whirlpool Corporation creates home appliances with convenience and modern design features built-in. This statement concerns the _____ element of the marketing mix.

A) product
B) process
C) price
D) place

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Understand
Difficulty : Medium

56) Which element of the marketing mix is demonstrated when a company manufactures a low-calorie chocolate chip cookie?

A) Product
B) Price
C) Promotion
D) Place

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Understand
Difficulty : Medium

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57) The owners of Old School Brand Authentic Antique Foods researched cookbooks to come up with recipes for the old-fashioned products they market. Concern about the _____ element of the marketing mix would make them eager to be featured in an upcoming edition of *Taste of Home* magazine.

A) product
B) price
C) promotion
D) place

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Understand
Difficulty : Hard

58) The element of the marketing mix demonstrated when a company places an ad on Google:

A) product.
B) price.
C) promotion.
D) place.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Understand
Difficulty : Medium

59) Which element of the marketing mix is demonstrated when an art gallery suggests a $2.00 donation at the door?

Marketing The Core (Canadian) 6th edition Kerin Test Bank

A) Product
B) Price
C) Promotion
D) Place

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Understand
Difficulty : Medium

60) To attend a community chorus event, every attendee is asked to donate a unwrapped toy at the door. This statement is most aligned with the marketing mix element, of:

A) product.
B) process.
C) production.
D) price.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Understand
Difficulty : Medium

61) The element of the marketing mix demonstrated when a newspaper carrier throws a paper on the front porch is:

A) product.
B) price.
C) place.
D) promo.

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Understand
Difficulty : Medium

62) The ability to buy a can of pop from a vending machine demonstrates the _____ element of the marketing mix.

A) product
B) price
C) promotion
D) place

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Bloom's : Understand
Difficulty : Medium

63) The marketing process is best summarized by which statement?

A) An analysis of the attributes that make up a good, a service, or an idea, such as product design, features, colour, packaging, warranty, and service levels.
B) A review of distribution channels, retail formats, and merchandising used to sell the product.
C) Defining the specific group of existing customers to which marketers direct their marketing efforts.
D) A process of identifying consumer needs, managing the marketing mix for these needs, and realizing profits and revenues.

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-08 The Marketing Process
Difficulty : Medium

64) _____ is the trade of things of value between buyers and sellers so that each benefits.

A) Exchange
B) Promotion
C) Marketing
D) Production

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-08 The Marketing Process

65) After identifying consumer needs, a market must:

A) develop a marketing strategy.
B) manage the marketing mix.
C) create a macromarketing program.
D) design a micromarketing program.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-08 The Marketing Process
Bloom's : Understand
Difficulty : Medium

Marketing The Core (Canadian) 6th edition Kerin Test Bank

66) _____ is described as the process through which goods, and services move from concept to the consumer.

A) Creative planning
B) Advertising
C) Selling
D) Marketing

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-08 The Marketing Process

67) Which idea is true of marketing?

A) It seeks to fulfill the objectives of the buyers.
B) It seeks to generate revenue and profits for the sellers.
C) It refers to the activity of communicating the product to the target market.
D) It includes co-ordination of the four elements called the 4 Ps of marketing.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-08 The Marketing Process

68) Marketers are ultimately responsible for:

Marketing The Core (Canadian) 6th edition Kerin Test Bank

A) increasing market share and customer satisfaction.
B) promotion and sales.
C) generating company profits through designing and implementing effective marketing programs.
D) maximizing organizational and brand awareness.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-08 The Marketing Process
Difficulty : Medium

69) Which of the following is an example of a good?

A) An airline flight.
B) a pair of shoes.
C) A blood donation to the red cross.
D) Participation in a walk to raise funds to fight multiple sclerosis.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 Differentiate between goods, services, and ideas.
Topic : 01-09 What Can Be Marketed?
Bloom's : Understand
Difficulty : Medium

70) Intangibility is a unique quality of:

A) a basketball.
B) legal advice.
C) a fast food meal.
D) a recyclable bottle.

Marketing The Core (Canadian) 6th edition Kerin Test Bank

Question Details
Accessibility : Keyboard Navigation
Difficulty : Easy
Learning Objective : 01-04 Differentiate between goods, services, and ideas.
Topic : 01-09 What Can Be Marketed?
Bloom's : Understand

71) Which of the following is an example of a service?

A) A new minivan.
B) A donation to a church.
C) Wearing a ribbon for breast cancer awareness.
D) Professional landscaping of a front yard.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 Differentiate between goods, services, and ideas.
Topic : 01-09 What Can Be Marketed?
Bloom's : Understand
Difficulty : Medium

72) Which of the following is an example of an idea?

A) A political campaign.
B) New kitchen appliances.
C) Income tax return preparation.
D) Chocolate chip cookies.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 Differentiate between goods, services, and ideas.
Topic : 01-09 What Can Be Marketed?
Bloom's : Understand
Difficulty : Medium

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73) The term market is best defined as:

A) people with a need and a want for a product.
B) organizations with the need and desire for a product.
C) organizations with products that satisfy people's needs and wants.
D) potential consumers with both the willingness and ability to buy a product.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Learning Objective : 01-04 Differentiate between goods, services, and ideas.
Topic : 01-10 What Is a Market?
Difficulty : Medium

74) The stage, prevalent into the 1930's, in which organizations focused efforts on manufacturing goods, is known as:

A) relationship orientation.
B) production orientation.
C) marketing concept.
D) sales.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

75) In the early 1900s, goods tended to sell, regardless of their quality, because they were in short supply, while consumer needs were not a priority. This is true of the _____ stage.

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A) production orientation
B) sales
C) marketing concept
D) societal marketing concept

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

76) In the 1930s, the increasingly competitive marketplace and efficient production caused an abundance of products. These factors led to the _____ stage.

A) product orientation
B) production orientation
C) sales orientation
D) marketing concept orientation

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

77) In the _____ stage, manufacturers focused on selling as many products as possible and even used hard-sell technique to return a profit.

A) Great Depression
B) production orientation
C) marketing concept
D) sales orientation

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

78) Which of the following statements explains why businesses moved from the production orientation stage to the sales orientation stage?

A) The population was moving away from urban areas.
B) There were too many customers to serve.
C) Competition grew as the production of goods increased.
D) Advertising was becoming a major marketing force.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Difficulty : Medium

79) The _____ stage focused on the idea that an organizations should satisfy the needs of consumers while also achieving a organizational goals.

A) marketing orientation
B) production orientation
C) sales orientation
D) societal marketing

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

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80) The _____ orientation stage focuses organizational efforts to collect and use information about customer needs to create customer value.

A) production
B) marketing
C) advertising
D) sales

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

81) Which of the following statements about the marketing orientation stage is true?

A) Companies tried to satisfy the needs of consumers while also achieving the organization's goals.
B) Companies tried to satisfy the wants of the consumer at all costs.
C) Companies believed that if you produced as much as possible, at the highest quality level, for the lowest price, the product will sell itself.
D) All companies are currently operating with a marketing orientation.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

82) An organization that focuses its efforts on continuously collecting information about customers' needs, sharing this information across departments, and using it to create customer value is said to:

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A) focus on the societal marketing concept.
B) have a focus on macromarketing.
C) have a non-profit orientation.
D) have a marketing orientation.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Difficulty : Medium

83) Which business is least likely to engage in relationship marketing?

A) A beach shop that sells tourist mementos
B) A local restaurant that specializes in home-style food
C) A neighbourhood convenience store
D) A movie theatre

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Bloom's : Understand
Difficulty : Medium

84) Stagistics and v3 Technologies, two top vendors of supply chain management software, have recently launched their own online trading exchange aimed at increasing the ease with which their customers can distribute products and ideas. Both of these organizations provide exceptional, ongoing service to their business customers. These two organizations hope to benefit from:

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A) customer relationship management.
B) societal marketing concept.
C) customer orientation.
D) product valuation.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Difficulty : Medium
Bloom's : Apply

85) Happy Traveler Ltd. has designed a program that rewards with points each time they hire the company to book their holidays. It has also introduced discounted Christmas and New Year holiday vacation packages exclusive to members and long-time customers. Happy Traveler Ltd. has also expressed its support for a cancer foundation, donating a substantial sum of money to the foundation. The cancer foundation has announced Happy Traveler Ltd. as one of its patrons. Which stage of business is Happy Traveler Ltd. most likely at?

A) Production orientation
B) Sales orientation
C) Relationship marketing orientation
D) Promotional orientation

Question Details
Accessibility : Keyboard Navigation
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Bloom's : Apply

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86) Happy Traveler Ltd. has designed a program that rewards with points each time they hire the company to book their holidays. It has also introduced discounted Christmas and New Year holiday vacation packages exclusive to members and long-time customers. Happy Traveler Ltd. has also expressed its support for a cancer foundation, donating a substantial sum of money to the foundation. The cancer foundation has announced Happy Traveler Ltd. as one of its patrons. Happy Traveler's reward points program for its members is an example of:

A) customer relationship management.
B) sales orientation.
C) corporate social responsibility.
D) promotional partnership.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Difficulty : Medium
Bloom's : Apply

87) Happy Traveler Ltd. has designed a program that rewards with points each time they hire the company to book their holidays. It has also introduced discounted Christmas and New Year holiday vacation packages exclusive to members and long-time customers. Happy Traveler Ltd. has also expressed its support for a cancer foundation, donating a substantial sum of money to the foundation. The cancer foundation has announced Happy Traveler Ltd. as one of its patrons. Which of the following is true of Happy Traveler's support of the cancer foundation?

A) The company aims to deliver superior customer value and satisfaction through improvised products and services.
B) The company is striving to satisfy the needs of consumers and achieve organizational goals.
C) The company aims to identify consumer needs and manage the marketing mix to meet these needs.
D) The company aims to establish a socially responsible image and express that it shares its customers' values and interests.

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Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Bloom's : Apply
Difficulty : Hard

88) _____ is an approach rooted in the knowledge that it is less expensive to service and maintain current customers than to obtain new ones.

A) Relationship marketing
B) A customer-oriented marketing mix
C) Market orientating
D) Customer relationship management

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

89) _____ is the process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction.

A) Chain marketing
B) Viral marketing
C) Hard-sell strategy
D) Customer relationship management

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

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90) In the non-profit world of the performing arts, box office technology has essentially remained the same since the 1980s. Intellitex is trying to change that with its innovative system that tracks every transaction with patrons on one database—from tickets and fundraising to volunteering and gift shop purchases. This technology will allow arts groups to develop detailed customer profiles, to tailor their funding pitches to individuals. In other words, Intellitex is going to allow arts groups to engage in:

A) market aggregation.
B) customer relationship management.
C) industry reciprocity.
D) customer aesthetics.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Bloom's : Apply
Difficulty : Hard

91) A business traveler joins the Starwood Preferred Guest Program to earn points each time he stays at Westin or Sheraton hotel. Once he accumulates enough points, he can trade them for a free night's stay. As a member of this program, the traveler receives periodic updates on new hotels and learns of ways to earn additional points. This is an example of:

A) customer relationship management.
B) societal marketing.
C) partnership marketing.
D) customer valuation.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Bloom's : Understand
Difficulty : Hard

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92) Which of the following statements about customer relationship management is true?

A) Relationship management has a short-term focus on increasing profits.
B) Relationship management is easy to implement.
C) In an ideal setting, relationship management is a personal, ongoing, long-term relationship.
D) Very few companies today are engaged in relationship management.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Bloom's : Understand
Difficulty : Medium

93) Corporate social responsibility (CSR) is:

A) the moral principles and values that govern the actions and decisions of an entire group.
B) the view that an organization should discover and satisfy the needs of its consumers in a way that also provides for society's well-being.
C) the process of actively trying to understand customer needs and satisfying them as well as the firm's goals.
D) a concept where organizations voluntarily consider the well-being of the larger society.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

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94) Which of the following most directly explains why pharmaceutical giant Pfizer offered low-income senior citizens many of its most widely used prescriptions for $15 each a month?

A) The profit motive.
B) The regulatory environment.
C) Its internal environment.
D) The corporate social responsibility concept.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Bloom's : Understand
Difficulty : Medium

95) In the past, Burger King, Wendy's, and McDonald's used to market their burgers in non-biodegradable Styrofoam containers. In response to calls from the public to use more environmentally friendly materials, most fast-food marketers use paper containers for their burgers. Indeed, many such containers are made from recycled materials. This is an example of:

A) macromarketing by the fast-food chains.
B) corporate social responsibility marketing.
C) reverse marketing.
D) consumer valuation.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Difficulty : Medium
Bloom's : Apply

96) Myworld Ltd. voluntarily considers the well-being of society by taking responsibility for how its businesses impact society in general. By doing so, Myworld is engaging in:

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A) corporate social responsibility.
B) customer relationship management.
C) the essence of marketing.
D) a marketing mix.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Bloom's : Understand
Difficulty : Medium

97) A cosmetics company sells a range of products under the label "environment friendly", promising that the products are not animal-tested, and are made with natural ingredients. This is an example of:

A) customer relationship management.
B) production orientation stage.
C) marketing orientation stage.
D) societal marketing.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Bloom's : Understand
Difficulty : Medium

98) The societal marketing concept:

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A) includes the moral principles and values that govern the actions and decisions of an entire group.

B) believes in the idea that organizations are a part of a larger society and organizations should develop a relationship with them to be able to sell their products.

C) aims to actively try to understand customer needs and satisfy them as well as the firm's goals.

D) refers to the view that an organization should focus on the consumer and the well-being of society and the environment.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

99) Some businesses believe an organization should assess and satisfy the needs of customers in a way that also provides for society's well-being. This view is referred to as:

A) the societal marketing concept.
B) experiential marketing.
C) consumerism.
D) customer relationship management.

Question Details
Accessibility : Keyboard Navigation
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Bloom's : Understand

100) Starbucks interacts with customers using Facebook, Twitter and Instagram. It also encourage customers to use mobile payments and submit suggestions through the Starbucks app. These approaches, exemplify:

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A) content marketing
B) societal marketing
C) digital marketing
D) partnership marketing

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-13 Digital Marketing

101) Attracting customers through publishing blogs, investing in resources to produce unique content and paying for content-related ads is known, as:

A) real time marketing.
B) content marketing.
C) partnership marketing.
D) social media marketing.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-13 Digital Marketing

102) An important development in digital marketing that continues to gain interest, is:

A) content marketing.
B) societal marketing.
C) mobile marketing.
D) real-time marketing.

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Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-13 Digital Marketing

103) Which two sectors are leaders in the innovative use of mobile marketing?

A) Retail and B2B
B) Entertainment and Services
C) Retail and Entertainment
D) Apparel and Fast food

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-13 Digital Marketing

104) Experiential marketing is an approach where marketers:

A) create a loyalty card system where customers redeem gifts in exchange for points.
B) apply social marketing techniques.
C) create opportunities for consumers to interact directly with brands.
D) track radio media results.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Medium
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-15 Experiential Marketing

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105) _____ have recently become a force in the area of influencer marketing.

A) Celebrity influencers
B) Micro-influencers
C) Sports stars
D) Politicians

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Medium
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-16 Influencer Marketing

106) When Absolut vodka launched its CUT brand, it created spots for people to try the product for free in nightclubs. This is an example of:

A) pricing strategies.
B) direct marketing.
C) customer relationship marketing.
D) experiential marketing.

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-15 Experiential Marketing
Bloom's : Apply

107) Instead of using mass media, Mycoffee Ltd. creates an occasion for a few consumers to interact personally with the brand, taste its coffees, and spread the word to their friends. This is referred to as:

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A) experiential marketing.
B) sales orientation stage.
C) marketing mix.
D) corporate social responsibility.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Difficulty : Medium
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-15 Experiential Marketing

108) Seven Eleven Convenience stores are giving discounted movieonline.com coupons to customers spending $75 or more and hosting "Have Fun Fair" events with scavenger hunts, a jumping castle, and bingo games. The winners receive $100 coupons for in-store use. Which marketing practice has Seven Eleven adopted when hosting fairs at all its stores and giving out prizes to winners at the fair?

A) Digital marketing
B) Strategic marketing
C) Strategic alliance
D) Experiential marketing

Question Details
Accessibility : Keyboard Navigation
Difficulty : Medium
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-15 Experiential Marketing
Bloom's : Apply

109) Seven Eleven Convenience stores are giving discounted movieonline.com coupons to customers spending $75 or more and hosting "Have Fun Fair" events with scavenger hunts, a jumping castle, and bingo games. The winners receive $100 coupons for in-store use. Which of the following strategies of marketing has Seven Eleven Shopping Mart adopted when giving out discounted movieonline.com coupons to its customers?

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A) Partnership marketing
B) Digital marketing
C) Experiential marketing
D) Strategic alliance

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-15 Experiential Marketing
Bloom's : Apply
Difficulty : Hard

110) Seven Eleven Convenience stores are giving discounted movieonline.com coupons to customers spending $75 or more and hosting "Have Fun Fair" events with scavenger hunts, a jumping castle, and bingo games. The winners receive $100 coupons for in-store use. What is true of the following is most true of Seven Eleven's partnership with movieonline.com?

A) Seven Eleven and movieonline.com are focused on engaging more current customers.
B) Seven Eleven and movieonline.com believe that their similar customer populations can help build awareness and grow the customer base for both organizations.
C) The partnership is an example of traditional marketing.
D) Seven Eleven and movieonline.com are practicing the societal marketing concept.

Question Details
Accessibility : Keyboard Navigation
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-15 Experiential Marketing
Bloom's : Apply

111) Measuring the impact and effectiveness of a promotional campaign is critical for companies. Digital marketing offers marketers detailed measures of impact through:

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A) sales reports.
B) metrics and analytics.
C) partnership marketing.
D) marketing audits.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-18 Metrics and Analytics

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

112) What is the customer value proposition?

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Bloom's : Remember
Difficulty : Easy
Topic : 01-05 Creating Customer Value

113) What is a target market? Give an example.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Topic : 01-06 Appealing to Target Markets
Difficulty : Medium
Bloom's : Apply

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114) The marketing process is a continuous one that requires marketers to pay attention to detail and apply their strategic, analytical, and creative-thinking skills. List the three steps of the marketing process cycle.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-08 The Marketing Process

115) Marketing is NOT simply advertising or selling. Explain.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Topic : 01-03 The Role of Marketing
Bloom's : Understand
Difficulty : Hard

116) What is exchange? Give an example of consumer exchange without money.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-08 The Marketing Process
Difficulty : Medium
Bloom's : Apply

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117) In marketing, the term "product" encompasses goods, services, and ideas. Explain each with an example.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-04 Differentiate between goods, services, and ideas.
Topic : 01-09 What Can Be Marketed?
Bloom's : Apply
Difficulty : Hard

118) What is marketing?

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-03 Outline the steps in the marketing process.
Topic : 01-08 The Marketing Process

119) What did the production orientation stage focus on?

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

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120) What does the marketing orientation stage focus on?

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Difficulty : Easy
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies

121) Explain the concept of corporate social responsibility (CSR). Give an example of an organization that includes CSR in its business plans.

Question Details
Accessibility : Keyboard Navigation
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Difficulty : Medium
Bloom's : Apply

122) How have digital technologies like social media and mobile applications changed the world for marketers?

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-13 Digital Marketing
Difficulty : Hard

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Marketing The Core 6ce Edition by Kerin Ch01

Answer Key

Test name: 001

1) FALSE
2) TRUE
3) FALSE
4) TRUE
5) TRUE
6) TRUE
7) FALSE
8) TRUE
9) FALSE
10) FALSE
11) TRUE
12) TRUE
13) FALSE
14) FALSE
15) TRUE
16) FALSE
17) TRUE
18) FALSE
19) TRUE
20) TRUE
21) FALSE
22) TRUE
23) TRUE
24) FALSE
25) FALSE
26) TRUE

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27) TRUE
28) FALSE
29) TRUE
30) FALSE
31) TRUE
32) FALSE
33) FALSE
34) TRUE
35) TRUE
36) B
The marketers' ultimate objective in a company is to drive profits.

37) B
Successful marketing is focused on customer needs and wants and on developing programs that engage consumers and inspire customer loyalty.

38) B
Marketers must be able to communicate a clear,customervalueproposition, which conveys the unique combination of benefits received by targeted consumers that will satisfy their needs.

39) A
Walmart's customer value proposition can be clearly described as "everyday low prices for a broad range of products that are always in stock in convenient locations.

40) C
A target market can be formally defined as the specific group of existing and potential consumers to which marketers direct their marketing efforts.

41) D

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A target market can be formally defined as the specific group of existing and potential consumers to which marketers direct their marketing efforts.

42) B
A target market can be formally defined as the specific group of existing and potential consumers to which marketers direct their marketing efforts.

43) D
A target market can be formally defined as the specific group of existing and potential consumers to which marketers direct their marketing efforts.

44) C
The target must be a potential or current purchaser, and not necessarily a user.

45) C
The elements of themarketingmix—known as the 4 Ps: product, price, place, and promotion—are all controllable factors that need to be carefully managed.

46) D
The elements of themarketingmix—known as the 4 Ps: product, price, place, and promotion—are all controllable factors that need to be carefully managed.

47) A
Creating products with added value is often achieved through a combination of (1) product design, (2) pricing strategies, and (3) service elements.

48) B

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A target market can be formally defined as the specific group of existing and potential consumers to which marketers direct their marketing efforts. In this case, children and adults are Roxta's target market.

49) A
Place: The way in which your product gets to the consumer, including the distribution channels, retail formats, and merchandising used to sell a product. In this scenario, place reflects Roxta's decision to sell Big Bear Candy at the cash counters and Dark Coffee Sticks on the shelves.

50) D
Promotion: The tools needed to communicate with consumers about a product, including advertising, public relations, sales promotion, direct response, event marketing, sponsorship, online approaches, and personal selling.

51) B
The elements of themarketingmix—known as the 4 Ps: product, price, place, and promotion—are all controllable factors that need to be carefully managed by marketers to ensure that they are well-coordinated and that each appeals to the distinct characteristics of the target market.

52) A
Agood is a product that is tangible—you can touch it and hold it.

53) C
Promotion: The tools needed to communicate with consumers about a product, including advertising, public relations, sales promotion, direct response, event marketing, sponsorship, online approaches, and personal selling.

54) D

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Promotion: The tools needed to communicate with consumers about a product, including advertising, public relations, sales promotion, direct response, event marketing, sponsorship, online approaches, and personal selling.

55) A
Product: All the attributes that make up a good, a service, or an idea to satisfy the customer need, including product design, features, colour, packaging, warranty, and service levels.

56) A
Product: All the attributes that make up a good, a service, or an idea to satisfy the customer need, including product design, features, colour, packaging, warranty, and service levels.

57) C
Promotion: The tools needed to communicate with consumers about a product, including advertising, public relations, sales promotion, direct response, event marketing, sponsorship, online approaches, and personal selling.

58) C
Promotion: The tools needed to communicate with consumers about a product, including advertising, public relations, sales promotion, direct response, event marketing, sponsorship, online approaches, and personal selling.

59) B
Price: What is exchanged for a product, including the expected regular retail or sale price; which in this case is the viewer's donation to the art gallery.

60) D

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Price: What is exchanged for a product, including the expected regular retail or sale price. In this case, the unwrapped toy is the price of the winter concert.

61) C
Place: The way in which your product gets to the consumer, including the distribution channels, retail formats, and merchandising used to sell a product. In this case, the newspaper carrier throwing the paper on the front porch refers to the place element of the marketing mix.

62) D
Place: The way in which your product gets to the consumer, including the distribution channels, retail formats, and merchandising used to sell a product. In this case, the vending machine is the place element of the marketing mix.

63) D
Themarketingprocess involves (1) identifying consumer needs, (2) managing the marketing mix to meet these needs, and (3) reaching potential consumers or the market.

64) A
Exchange is the trade of things of value between buyers and sellers so that each benefits.

65) B
Themarketingprocess involves (1) identifying consumer needs, (2) managing the marketing mix to meet these needs, and (3) reaching potential consumers or the market.

66) D
Formally,marketing is described as the process through which goods and services move from concept to the customer'.

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67) D
It includes the coordination of four elements called the 4 Ps of marketing, to identify, select, and develop a product; determine its price; select a distribution channel to reach a customer's place; and develop and implement a promotional strategy.

68) C
Marketers are ultimately responsible for generating company profits (or revenues and support for nonprofit organizations), and marketing programs are designed with this end in mind.

69) B
Agood is a product that is tangible—you can touch it.

70) B
Aservice is an intangible product you cannot touch. In this case, legal advice is intangible.

71) D
A service is an intangible product you cannot touch. In this case, professional landscaping a front yard.

72) A
An idea is a concept that typically looks for support.

73) D
The termmarket is used in marketing to describe potential consumers who have both the willingness and the ability to buy a product.

74) B
Up until the 1930s, businesses were in the production orientation stage. This stage focused on manufacturing, which until the Industrial Revolution, was not a widespread phenomenon.

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75) A
The production orientation stage focused on manufacturing, which until the industrial revolution was not a widespread phenomenon. Manufactured goods tended to sell, regardless of their quality, because they were in short supply. Consumer needs were not a priority.

76) C
The market had become more competitive, production had become more efficient, and products were in abundance. Companies started to hard-sell to make a profit, and consumer needs were still not a major consideration.

77) D
Thesalesorientation stage focused on selling as many products as possible. Companies started to hard-sell to make a profit.

78) C
The second stage, from the 1930s to the 1960s, was the sales orientation stage. This stage focused on selling as many products as possible. The market had become more competitive, production had become more efficient, and products were in abundance.

79) A
The marketing orientation stage focuses on the idea that an organization should strive to satisfy the needs of consumers while also trying to achieve an organization's goals.

80) B
The marketing orientation stage focuses on the idea that an organization should strive to satisfy the needs of consumers while also trying to achieve an organization's goals.

81) A

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The marketing concept stage focuses on the idea that an organization should strive to satisfy the needs of consumers while also trying to achieve an organization's goals. The marketing orientation stage follows this idea.

82) D
An organization that has a marketing orientation focuses its efforts on continuously collecting information about customers' needs, sharing this information across departments, and using it to create customer value.

83) A
These approaches emphasize customer retention and ongoing customer satisfaction rather than short-term transaction.

84) A
Formally, CRM is defined as the process of building and developing long-term customer relationships by delivering customer value and satisfaction.

85) C
Therelationshipmarketing stage sees organizations considering the lifetime value of their customers and striving to offer better services, along with higher-quality products to encourage long-term relationships with customers.

86) A
Formally, CRM is defined as the process of building and developing long-term customer relationships by delivering customer value and satisfaction. Traveler Ltd. carefully uses information on customer interests to develop relationships with customers and retain their loyalty.

87) D

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CSR is a concept where organizations voluntarily consider the well-being of society and the environment by taking responsibility for how their businesses impact consumers, customers, suppliers, employees, shareholders, communities, the environment, and society in general.

88) D
customerrelationshipmanagementis rooted in the knowledge that it is less expensive to service and maintain current customers than to constantly acquire new ones.

89) D
Formally, CRM is defined as the process of building and developing long-term customer relationships by delivering customer value and satisfaction.

90) B
Formally, CRM is defined as the process of building and developing long-term customer relationships by delivering customer value and satisfaction.

91) A
Formally, CRM is defined as the process of building and developing long-term customer relationships by delivering customer value and satisfaction.

92) C
Formally, CRM is defined as the process of building and developing long-term customer relationships by delivering customer value and satisfaction.

93) D

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CSR is a concept where organizations voluntarily consider the well-being of society and the environment by taking responsibility for how their businesses impact consumers, customers, suppliers, employees, shareholders, communities, the environment, and society in general.

94) D
Corporate social responsibility (CSR) explains Pfizer's actions. CSR is a concept where organizations voluntarily consider the well-being of society and the environment by taking responsibility for how their businesses impact consumers, customers, suppliers, employees, shareholders, communities, the environment, and society in general.

95) B
CSR is a concept where organizations voluntarily consider the well-being of society and the environment by taking responsibility for how their businesses impact consumers, customers, suppliers, employees, shareholders, communities, the environment, and society in general.

96) A
CSR is a concept where organizations voluntarily consider the well-being of society by taking responsibility for how their businesses impact consumers, customers, suppliers, employees, shareholders, communities, the environment, and society in general.

97) D
It is commonplace to now see marketing initiatives that focus on the consumer and the well-being of society and the environment, an approach described as thesocietalmarketingconcept.

98) D

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The marketing community is also putting an increased focus on the well-being of society and the environment. It is commonplace to now see marketing programs include a component that addresses these needs, an approach described as the societal marketing concept.

99) A
The marketing community is also putting an increased focus on the well-being of society and the environment. It is commonplace to now see marketing programs include a component that addresses these needs, an approach described as the societal marketing concept.

100) C
Digital marketing is an approach that uses electronic means to reach consumers, whether this be through computers, gaming devices, out-of-home electronic screens, or mobile devices such as smartphones and tablets.

101) B
The concept ofcontentmarketingis when brands or companies publish blogs, investing in resources to produce unique content and paying for content-related ads.

102) C
Mobilemarketing is a major disruption that continues to intensify.

103) C
Retail and entertainment lead the way in innovative use of mobile.

104) C
Experientialmarketing is an approach where marketers create fun and memorable opportunities for consumers to directly interact with a brand.

105) B

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Micro-influencers have found their niche in social media marketing to convert leads, connect with audience members, and boost brand awareness.

106) D
Experiential marketing is an approach where marketers create fun and memorable opportunities for consumers to directly interact with a brand.

107) A
Experientialmarketing is an approach where marketers create fun and memorable opportunities for consumers to directly interact with a brand.

108) D
Seven Eleven has adopted experiential marketing. Experiential marketing is an approach where marketers create fun and memorable opportunities for consumers to directly interact with a brand.

109) A
The intent of partnership marketing is to create formal associations between brands that will result in incremental business for both brands that could not have been achieved separately. In this scenario, Seven Eleven has adopted partnership marketing with movieonline.com.

110) B
Partnership marketing, also referred to as affinity marketing, is rooted in the idea that brands with similar customers can combine marketing expertise and use each other's strengths to build brand awareness and incremental revenue streams among a larger audience.

111) B
Metrics and analytics software can measure and track online sales activity and drill down into the origin of each sale.

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112) The customer value proposition conveys the unique combination of benefits received by targeted consumers that will satisfy their needs. Customer value is the unique combination of benefits received by targeted consumers that includes quality, price, convenience, delivery, and both before-sale and after-sale service.

113) Students' examples may vary.

A target market can be formally defined as the specific group of existing and potential consumers to which marketers direct their marketing efforts. Marketing efforts are geared to appeal to a product's specific target market, ensuring that each element of the marketing mix appeals to the characteristics of the target group. For example, the target market for candies will most likely be children.

114) 1) Identify consumer needs

2) Manage the marketing mix to meet these needs

3) reaching potential consumers or the market
Throughout the cycle, marketers constantly evaluate program success, recommending and implementing changes to strengthen efforts.

115) Often students believe marketing only consists of television commercials and advertising. In fact, marketers' ultimate objectives are to drive profits for a company, or if working in the nonprofit sector, to generate revenue and support to fund programs and run operations. Only one aspect of marketing revolves around promotion, with all other elements—including product, price, and place—required to maximize profitability or generate revenue.

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116) Students' examples may vary.

Exchange is the trade of things of value between buyers and sellers so that each benefits. In simple terms, the trade is money for a product or service. However, there is more to exchange than just money—customers may provide referrals to a tutoring service or to a fitness club in return for discounts or additional services. A consumer may volunteer time with a nonprofit organization such as the Heart and Stroke Foundation, which in return may satisfy the consumer's need to support the cause.

117) Students' examples may vary.

A good is a product you can touch and own. Example: a pair of running shoes. A service is an intangible product you cannot touch. It does not result in something you can take home. Example: a physiotherapy session. An idea is a concept that typically looks for your support. Example: Earth Hour encouraging Canadians to turn off their lights for one hour.

118) Formally, marketing is described as the process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 Ps of marketing, to identify, select, and develop a product; determine its price; select a distribution channel to reach a customer's place; and develop and implement a promotional strategy

119) The production orientation stage focused on manufacturing, which until the industrial revolution was not a widespread phenomenon. Manufactured goods tended to sell, regardless of their quality, because they were in short supply. Consumer needs were not a priority.

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120) The marketing orientation stage focuses on the idea that an organization should strive to satisfy the needs of consumers while also trying to achieve an organization's goals. An organization that has a marketing orientation focuses its efforts on continuously collecting information about customers' needs, sharing this information across departments, and using it to create customer value.

121) Students' examples may vary.

Corporate social responsibility is a concept where organizations voluntarily consider the well-being of society by taking responsibility for how their business impact consumers, customers, suppliers, employees, shareholders, communities, the environment, and society in general.
Marketing programs are beginning to include a component that addresses these needs, an approach described as the societal marketing concept. An example is when Maxwell House coffee instituted its "Brew Some Good" marketing program, raising awareness for Habitat for Humanity.

122) Students should identify how much easier it has become to engage potential customers through social media. It is important that they also recognize the increased ability of marketers to target specific groups and measure results quickly.

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