Marketing (Canadian) 6th edition Grewal Test Bank

SKU: 9781265247270-TEST-BANK

Marketing Edition 6 by Grewal

CORRECT ANSWERS ARE LOCATED IN THE 2ND HALF OF THIS DOC.

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

1) Operational excellence is achieved mostly by producing high-quality products.
   - ◎ true
   - ◎ false

2) Product excellence occurs by having offerings with high perceived value and effective branding and positioning.
   - ◎ true
   - ◎ false

3) Nonprofit organizations don't need to state objectives and form mission statements.
   - ◎ true
   - ◎ false

4) A *sustainable competitive advantage* is an advantage over the competition that is easily copied and thus can be maintained over a long period of time.
   - ◎ true
   - ◎ false

5) There are four overarching strategies that focus on aspects of the marketing mix to create and deliver value and to develop sustainable competitive advantages, which includes: customer, operational, product and location excellence.
   - ◎ true
   - ◎ false

6) The four major phases of the marketing plan are planning, implementation, control, and organize.
   - ◎ true
   - ◎ false

7) The fourth phase in developing a marketing plan involves identifying opportunities which includes segmenting, targeting and positioning.
   - ◎ true
   - ◎ false

8) Lack of financial resources is an example of a threat that a company is facing.
   - ◎ true
   - ◎ false

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

9) A company has access to many proprietary technologies. This is an example of the company's strength.
- ◎ true
- ◎ false

10) A company sells its product through the Internet and hence is able to access a wide range of customers. This statement is indicative of the company's strength.
- ◎ true
- ◎ false

11) Targeting is the process of selecting a segment to pursue as a market.
- ◎ true
- ◎ false

12) Promotion is associated with value creation.
- ◎ true
- ◎ false

13) Actual strategic planning is a sequential process.
- ◎ true
- ◎ false

TBEXAM.COM

14) A product line consists of a group of dissimilar products.
- ◎ true
- ◎ false

15) A product with a low market share that competes in a high-growth market is called a dog.
- ◎ true
- ◎ false

16) Market penetration refers to introducing a new product in a new market.
- ◎ true
- ◎ false

17) Market development strategy employs the existing marketing mix and focuses the firm's efforts on existing customers.
- ◎ true
- ◎ false

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

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

18) Which of the followings is NOT an example of a firm's objective?
- A) Maximize shareholders' wealth
- B) Maximize revenue
- C) Avoid risks
- D) Prepare a marketing plan

19) Plan Canada, a nongovernmental organization that serves its customers but does not have profit as an organizational goal, is considered a
- A) business firm
- B) nonprofit organization
- C) government agency
- D) public university

20) Telus offers several mobile phone plans, which of the following best describes what constitutes their potential *offerings*?
- A) products and services.
- B) products, services, ideas and experiences.
- C) physical goods and services.
- D) products only.

TBEXAM.COM

21) The 'Alternative Energy Group' of GE likely has which focus:
- A) directs overall strategy for the organization.
- B) markets a set of related products to a clearly defined group of customers.
- C) has marketing and other specialized activities.
- D) also has a comparable non-business unit.

22) In a new marketing role, your manager says: "You will be responsible for five SBUs." You give a puzzled look before remembering that SBU stands for:
- A) strategic business unit.
- B) standard business unit.
- C) strategic benefit of usage.
- D) service business unit.

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

23) Business unit managers at Bell Canada decide on the direction for their residential products and markets every six months. This decision making occurs at which unit level in the organization.
A) strategic business unit
B) corporate level
C) board of directors
D) functional unit level

24) "To refresh the world/ To Inspire moments of optimism and happiness/ To create value and make a difference." This is an example of a(n):
A) benefit statement
B) business portfolio
C) functional philosophy
D) mission

25) "Holiday Inn Burlington is dedicated to providing quality hospitality product and service. Although we try to anticipate guest concerns before they arise, we understand that every customer is an individual who requires special attention." This is a part of their _____ statement.
A) benefit statement
B) business portfolio
C) functional philosophy
D) mission

TBEXAM.COM

26) All of the following are often contained in a company's mission statement except:
A) customers
B) markets
C) technology
D) beliefs

27) Pepsi-Co set out a task to earn $10 million (CDN) in sales on their new Odwalla beverage, which was accomplished by the date they set. This is an example of a(n):
A) plan.
B) procedure.
C) bureaucracy.
D) goal or objective.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

28) Kodak wanting to be the top seller of digital cameras by 2013 is an example of an organizational:
A) plan.
B) procedure.
C) bureaucracy.
D) goal or objective.

29) 92 percent of the Canadian population lives with 15 minutes of a Canadian Tire Store; this ability to stay close to the customer is an example of Canadian Tire's _____:
A) benchmarking.
B) customer management.
C) mission statement.
D) competitive advantage.

30) Subway restaurants have the most locations globally to serve their customers; this ability to stay close to the customer is an example of Subway's _____.
A) competitive advantage
B) customer management
C) mission statement
D) benchmarking

TBEXAM.COM

31) Netflix uses the internet to allow its customers to view movies and exclusive television shows. It jumped into an industry where there were no firm leaders but lots of competitors and established a loyal clientele by seizing the opportunity to provide a service that was simple to use and effective at delivering high-quality products to customers. The internet-delivery mechanism is an example of a(n) _____ for Netflix:
A) viable mission.
B) competitive advantage.
C) tactical innovation.
D) benchmarking-focus.

32) Toyota aggressively pushes their suppliers to follow strict delivery and production deadlines, corresponding to their Lean Manufacturing principles, allowing Toyota to have an efficient production line and offer high-value automobiles at cost-effective prices. This competence can give Toyota:
A) a competitive advantage.
B) benchmarking expertise.
C) a tactical innovation.
D) leapfrogging capabilities.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

33) As a new employee with medium-sized business in Toronto focusing on home outfitting, you analyze each of the different business areas: flooring, lighting, and furniture separately to understand the profit margins in each area. Which tool did you likely use?
A) target marketing
B) business portfolio analysis
C) marketing strategic planning
D) market segmentation

34) Which measure below is used when conducting a business portfolio analysis?
A) return on investment desired.
B) market growth rate.
C) market segment size.
D) relative market growth.

35) In the Boston Consulting Group (BCG) model for analysis of a firm's strategic business units, or SBUs, the horizontal axis reflects the:
A) national forecast.
B) business portfolio in dollars.
C) market segment size.
D) relative market share.

TBEXAM.COM

36) Gillette continues to manufacture Liquid Paper correction fluid for use with typewriters even though most of the world uses word processors. It is a small market that has little growth, but Liquid Paper has the largest market share, and Gillette invests no promotional monies in maintaining the declining product. Liquid Paper is an example of a:
A) star.
B) cash cow.
C) question mark.
D) exclamation mark.

37) Solarcom is a 25-year-old information technology company that owns several subsidiaries. One of its subsidiaries is Atlantix Global Systems, which is one of the leading wholesalers for refurbished computer equipment, an industry that is growing worldwide. According to the BCG portfolio matrix, Atlantix Global would most likely be classified as a:
A) dog.
B) cash cow.
C) question mark.
D) star.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

38) Several years ago, Black & Decker purchased General Electric's small appliances product line. General Electric did not know what to do with the line. Black & Decker purchased the line because it needed the cash infusion from a product line that had a dominant market share. Since people replace small appliances infrequently and because many are handed down from parent to child, the industry is a slow-growth one. From this information and your knowledge about the BCG portfolio analysis, you should know this small appliance line would be classified as a:

A) dog.
B) cash cow.
C) question mark.
D) star.

39) Apple's new watch is the most recent additional to their personal technology line, and requires an iPhone to fully function. According to the BCG portfolio analysis, Apple Watches are _____ and iPhones are _____.

A) stars; dogs
B) question marks; cash cows
C) question marks; stars
D) stars; cash cows

40) In late 1993, the Honda Motor Company unveiled the Honda Passport, announcing their entrance into the sport-utility vehicle market. Competing automakers-General Motors, Ford, and Jeep had vehicles firmly entrenched in this highly competitive market. For years Honda experienced tremendous success with their Accords, Preludes, Civics, and other passenger automobiles-in fact, Honda cars were repeatedly the top selling automobiles in the U.S. Where would the Honda Passport and the Honda Accords, Preludes, and Civics fall in the BCG product portfolio matrix?

A) The Passport would be a classified as a star, and the Accords, Preludes, and Civics would be classified as cash cows.
B) The Passport would be considered a cash cow, and the Accords, Preludes, and Civics would be classified as stars.
C) Due to the overwhelming success of Honda cars, the Passport, Accords, Preludes, and Civics would all be classified as cash cows.
D) The Passport would be a question mark, and the other Honda offerings would be cash cows.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

41) At an executive-level meeting, the Chief Marketing Officer (CMO) tells the Production Manager: "even if we double our marketing budget, there is no way it will sell! If we continue this way we will go bankrupt!" The CMO is likely referring to an SBU classified as a(n):
A) Cash cows
B) Stars
C) Question marks
D) Dogs

42) The market for the fast car with so much horsepower that handling becomes an issue is decreasing. People are more interested in buying SUVs and pickups. As a result, General Motors is stopping production of its Camaro, a car that has had limited sales recently. Since the Camaro can no longer generate enough cash to sustain its manufacture, the BCG portfolio would classify it as a:
A) dog.
B) cash cow.
C) question mark.
D) star.

43) The market for energy efficient cars is increasing, despite the price-tag often associated with these newer models. The GM Volt, an electric call, falls in this category. The car is considered to GM a:
A) cash cow
B) star
C) dog
D) question mark

44) One of the strengths inherent in the use of the BCG portfolio analysis is the fact that it:
A) is remarkably easy to locate an SBU on the BCG matrix.
B) considers all factors that might impact an SBU's value to an organization.
C) acts as a strong motivational tool for employees in SBUs that have been labeled dogs or problem children.
D) forces firms to assess their SBUs in terms of relative market share and industry growth rate.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

45) One of the weaknesses inherent in the use of the BCG portfolio analysis is that it:
A) acts as a strong motivational tool for employees in SBUs that have been labeled dogs or problem children.
B) it is often difficult to get needed information on market growth and market share.
C) considers so many SBU factors beyond market growth rate and relative market share.
D) does not require forecasts in order to be implemented.

46) When a firm decides to double their marketing budget for a product that sells consistently, they are using which strategy:
A) market development and market penetration
B) market development and diversification
C) market penetration and product development
D) diversification and market penetration

47) Kraft Foods decides to sell their Mac 'N Cheese product to India, without changing the product formulation or design. Kraft is following which strategy?
A) market penetration
B) market development
C) product development
D) diversification

TBEXAM.COM

48) Massachusetts-based BJ's Wholesale (third in sales among members-only retail chains) recently opened its first stores in Georgia in 2012. This is an example of:
A) market penetration.
B) market development.
C) product development.
D) diversification.

49) When Gulfstream Aerospace Corp. (GAC) sold 3 Gulfstream V business jet aircraft to the Israeli Ministry of Defense for use as Special Electronic Mission Aircraft, the first sale to a Middle Eastern country, GAC followed which strategy?
A) market penetration
B) market development
C) product development
D) diversification

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

50) Assume McDonald's is engaging in a market development strategy. Which of the following actions best illustrates a market development strategy?
A) opening the first McDonald's in China
B) developing a line of McDonald's toys to be sold through Toys R Us stores
C) adding a line of new deli sandwiches to the menu of existing McDonald's stores
D) running a promotion based on the Monopoly game, whereby customers have a chance to win prizes with each purchase

51) Yorkdale Mall hopes to increase traffic in the shopping center by offering free lunches to children in mall restaurants on Tuesdays. This promotion is directed to families who currently do not shop at the mall. This is an example of the implementation of a _____ strategy.
A) market penetration
B) market development
C) product development
D) diversification

52) The World Wrestling Federation (WWF) manages professional wrestling matches. In addition, the WWF owns and operates a successful club in NYC; it is partnered with Microsoft to manufacture Xbox video game consoles; it produced its own reality-based television show; and it has licensed and marketed a number of WWF-related toys and collectibles. All of these efforts have been targeted to fans of professional wrestling. From this description, you could say that the WWF has adopted a _____ strategy.
A) market penetration
B) market development
C) product development
D) diversification

53) Which of the following actions would best illustrate a diversification strategy for McDonald's (the fast food restaurant)?
A) opening the first McDonald's in China
B) developing a line of McDonald's toys to be sold through Toys R Us stores
C) adding a line of new deli sandwiches to the menu of existing McDonald's stores
D) running a promotion based on the Monopoly game, whereby customers have a chance to win prizes with each purchase

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

54) Nike offers a new version of a running shoe to an established shoe market; this product strategy is known as:
A) market penetration
B) market development
C) product development
D) diversification

55) Matsura Industries distributes candy and coffee through its vending machines in Tokyo. The addition of sandwich vending machines to the same market is an example of a _____ strategy.
A) market penetration
B) market development
C) product development
D) diversification

56) In its inception, Transportation Safety Technologies, Inc. produced and sold safety devices to make the trucking industry safer especially on long hauls across North America. It soon realized that transporting goods across U.S. borders by truck was expensive and time-consuming for the truckers. Dozens of government agency approvals and costly downtime hamper the process. Transportation Safety Technologies, Inc., has recently begun providing its trucking companies with International Trade Data Systems (ITDS). This system stores information about each shipment in a centralized database, which can be accessed at border checkpoints and eliminate the need for costly manual inspections. This is an example of the implementation of a _____ strategy.
A) market penetration
B) market development
C) product development
D) diversification

57) Which of the following actions best illustrates a product development strategy for McDonald's?
A) opening the first McDonald's in China
B) developing a line of McDonald's toys to be sold through Toys R Us stores
C) adding a line of new deli sandwiches to the menu of existing McDonald's stores
D) running a promotion based on the Monopoly game, whereby customers have a chance to win prizes with each purchase

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

58) Assume McDonald's is engaging in a market penetration strategy. Which of the following actions best illustrates a market penetration strategy?
A) opening the first McDonald's in China
B) developing a line of McDonald's toys to be sold through Toys R Us stores
C) adding a line of new deli sandwiches to the menu of existing McDonald's stores
D) running a promotion based on the Monopoly game, whereby customers have a chance to win prizes with each purchase

59) For several years, advertisements for Arm & Hammer baking soda have prompted consumers to place an opened box of the product in the refrigerator to lessen food odour and to replace that box monthly. The same ads advise customers to pour the used box down their kitchen sinks to freshen drains. Arm & Hammer employed a _____ strategy in its attempt to sell more baking soda.
A) market penetration
B) market development
C) product development
D) diversification

60) Loyal consumers have found numerous uses for WD-40 lubricating spray beyond what its manufacturer intended. A few years ago, its manufacturer ran a contest asking people to send in ways that they used the product. For example, some respondents said they were using the product as an insect killing spray (and some people really were. By capitalizing on the unforeseen ways its product gets used, the WD-40 manufacturer could implement a _____ strategy.
A) market penetration
B) market development
C) product development
D) diversification

61) NDCHealth Corp. is a U.S.-based company that provides pharmaceutical manufacturers with market research on prescription drug sales. It recently started distributing commonly-used prescription drugs in the United Kingdom. Since it was new to the wholesaling end of the pharmaceutical business, NDCHealth was implementing a _____ strategy.
A) market penetration
B) market development
C) product development
D) diversification

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

62) Zippo, which traditionally manufactures lighters, is considering offering motorcycle helmets. This is an example of which strategy"?
A) market penetration
B) market development
C) product development
D) diversification

63) Visiting Rollerblade's website shows that the company recently launched a new extendible children's skate. This is an example of which market-product strategy for Rollerblade?
A) market penetration.
B) market development.
C) product development.
D) diversification.

64) If McDonald's Canada decided to diversify its business offerings into a new area like financial services, their marketing strategy would be:
A) market penetration.
B) market development.
C) related diversification.
D) unrelated diversification.

TBEXAM.COM

65) If McDonald's Canada decided to diversify its business offerings by buying out and operating a company like Red Lobster, their marketing strategy would be.
A) market penetration.
B) market development.
C) related diversification.
D) product development.

66) Coca-Cola introducing a new line of chai tea is an example of which market-product strategy?
A) market penetration.
B) market development.
C) product development.
D) diversification.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

67) An approach whereby an organization identifies the firm's target markets, related marketing mix, and competitive advantages is known as:
A) the marketing plan
B) the marketing strategy
C) the situational analysis
D) the customer segmentation process

68) The Marketing Manager at Pepsi describes to a new employee that her first major task is to develop a road map for Pepsi One. The new employee is confused, until he realizes that the Manager is referring to a(n) _____ for Pepsi One.
A) marketing plan.
B) 4Ps assessment.
C) social media plan.
D) SWOT analysis

69) When Samsung considers launching a new smartphone, the first step the marketing department engages in is:
A) establishing the budget.
B) developing advertising appeals.
C) goal setting.
D) situation analysis.

TBEXAM.COM

70) Taking stock of where an organization has been recently, where it is now, and where it is headed in light of the organization's plans and the external factors and trends affecting it is called the:
A) systems analysis.
B) strategic market planning.
C) goal setting.
D) situation analysis.

71) The components of strengths and weaknesses are often considered as which part of the situational analysis:
A) internal to the organization
B) external to the organization
C) both internal and external to the organization
D) not part of the situational analysis

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

72) Myers Apple Farm discovers the trend that consumers are more focused about buying locally produced and heirloom varieties of apples. Which aspect of the situational analysis is this considered:
A) SWOT analysis.
B) opportunity
C) strength
D) market trend

73) In the 1980s, poor quality and Japanese imports drove the Harley-Davidson motorcycle company to brink of bankruptcy. The company's share of the U.S. super-heavy-weight market - motorcycles with engine capacity of 850 cubic centimeters or more - collapsed from more than 40 percent in the mid-1970s to 23 percent in 1983. However, by 1989, Harley-Davidson controlled some 65 percent of the U.S. market; and both in the U.S. and overseas markets, the company won't be able to meet demand for years. From a marketing perspective, what was the likely first step in Harley-Davidson's resurgence?
A) development of a new mission statement and subsequent marketing strategy
B) repositioning their product in the minds of motorcycle buyers
C) performing a SWOT analysis
D) seeking new markets for the motorcycles both in the U.S. and in foreign markets

74) A television production company was looking for an idea for a new show and approached Emeril Lagasse, a charismatic chef that frequently appears on the Food Channel. It was decided the production company would build a show based around Lagasse's life. While the casting of the popular Lagasse insured people would watch the first couple shows, poor scripts led to the cancellation of the show. In terms of the SWOT analysis, the casting of Lagasse was a _____, and the poor scripts were a _____.
A) strength; weakness
B) weakness; threat
C) threat; opportunity
D) opportunity; threat

75) In the early months of 2002, strikes throughout Nigeria almost led to the country's financial ruin. For a company trying to do business in Nigeria during those months, the strikes would be an example of a(n):
A) strength.
B) weakness.
C) threat.
D) opportunity.

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

76) The terrorists' attack on the World Trade Center and the Pentagon led to many changes in the way people conducted their everyday lives. One outgrowth of this attack was a need to reconnect with old friends through the sending of greeting cards. American Greetings announced a significant increase in sales that it directly relates to events on September 11. For American Greetings the terrorists' attacks was an example of a(n):
A) strength.
B) weakness.
C) threat.
D) opportunity.

77) The goal of a SWOT analysis is to:
A) identify those critical factors that can have a major effect on the firm.
B) keep top management placated.
C) discover areas for diversified investment outside the firm's marketing areas.
D) develop new products for new market segments.

78) A June 1998 Congressional initiative mandated that the U.S. Department of Transportation (USDOT) establish a national traffic information collection system. The marketing manager of a company that provided traffic reports for local radio stations would most likely incorporate which aspect of this knowledge into its SWOT analysis as:
A) a strength if the company has an existing working relationship with the USDOT.
B) a weakness if the USDOT will give this information directly to the radio stations.
C) a threat if the company that provides local traffic information has no employees technologically capable of using the USDOT system.
D) a threat if the USDOT is creating a network of local traffic-information providers to address the mandate.

79) Ford Motor Company of Canada lumps together prospective buyers that share common needs for purchasing a new vehicle. What is Ford engaged in:
A) aggregation marketing
B) market segmentation
C) market clustering
D) profiling

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

80) Categorizing a group of consumers for soda on the basis of whether they wanted sugar-free and caffeine-free, caffeine-free but with sugar, or regular with sugar and caffeine is an example of:
A) Aggregation marketing
B) Market segmentation
C) Market clustering
D) Profiling

81) A toothbrush manufacturer sells several lines of toothbrushes. One line is for small children, one line is for people with gum problems, and one is for people who wear dentures. This product differentiation is the result of:
A) organizational strengths.
B) market programming.
C) market segmentation.
D) distinctive competencies.

82) Goal setting as used in the text requires that the marketing manager set measurable _____ to be achieved.
A) financial limits
B) marketing objectives
C) quality standards
D) production quotas

TBEXAM.COM

TBEXAM.COM

83) There are many perfumes on the market, but only one that breaks down fragrances into elements so people can wear the particular scents with which they have emotional ties. The perfume's name is Demeter, and it makes over 150 different fragrances with names like Dirt, Lobster, Dandelion, Sugar Cookie, Brownie, Woodsmoke, Leather, and Turpentine. According to people who use Demeter perfume, its memorable scents would be what makes it superior to other perfumes. What element of the marketing program is being considered when the company's owner decides initially to market the perfumes in a limited number of very exclusive specialty department stores?
A) product
B) price
C) promotion
D) place

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

84) There are many perfumes on the market, but only one that breaks down fragrances into elements so people can wear the particular scents with which they have emotional ties. The perfume's name is Demeter, and it makes over 150 different fragrances with names like Dirt, Lobster, Dandelion, Sugar Cookie, Brownie, Woodsmoke, Leather, and Turpentine. According to people who use Demeter perfume, its memorable scents would be what makes it superior to other perfumes. Which element of the marketing program is being considered when the company's owner decides to add scents that evoke colors?

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

85) There are many perfumes on the market, but only one that breaks down fragrances into elements so people can wear the particular scents with which they have emotional ties. The perfume's name is Demeter, and it makes over 150 different fragrances with names like Dirt, Lobster, Dandelion, Sugar Cookie, Brownie, Woodsmoke, Leather, and Turpentine. According to people who use Demeter perfume, its memorable scents would be what makes it superior to other perfumes. Which elements of the marketing program were being considered when the company's owner decided initially to market the perfume in 1-ounce coloured glass bottles that would not always be sold at list price?

A) price and place
TBEXAM.COM
B) place and promotion
C) price and product
D) promotion and price

86) Xbox video game consoles were developed through a joint venture between Microsoft and the WWF (World Wrestling Federation). Plans were made to rush the product to market to counter new Playstation and Nintendo consoles that were also being released about the same time. Complaints about the video game began immediately after its introduction. These complaints ranged from missing parts to incorrect programming.
In which phase of the strategic marketing process did the Xbox strategy fail?

A) the goal-setting phase
B) the implementation phase
C) the control phase
D) the strategic development phase

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

87) A marketing strategy is the means by which a marketing goal is to be achieved. Two factors that usually characterizing a marketing strategy are:
A) specific goals and organizational objectives.
B) a detailed marketing plan and marketing budget.
C) marketing strategies and marketing tactics.
D) a specified target market and a marketing mix to reach it.

88) McCain is the largest French Fries provider to the food service and institutional market segment. When McCain decides to have a presence in over 100 countries, even if they are not profitable, their growth strategy is:
A) market penetration
B) product development
C) diversification
D) market development

89) McCain is the largest French Fries provider to the food service and institutional market segment. When McCain decides to branch out from the frozen foods category into the ready-to-serve beverage market, their growth strategy is:
A) market penetration
B) product development
C) diversification
D) market development

TBEXAM.COM

90) Mars Incorporated targets health-conscious females by advertising its 3 MUSKETEERS→ Bar which has "45 percent less fat than average of the leading chocolate brands." It uses clever television ads to promote this product benefit and is achieving good sales results using this strategy. What phase of the Strategic Marketing Process is Mars at?
A) the advertising phase
B) the implementation phase
C) the control phase
D) the planning phase

91) If a firm wants to develop a sustainable competitive advantage, it should:
A) begin an aggressive campaign to buy up competitors.
B) copy the innovative features of other firms that are attractive to customers.
C) examine its operations and customer relations to identify significant things competitors cannot easily copy.
D) increase its marketing budget so that it outspends its competitors.
E) arrange to meet with competitors to discuss how to avoid direct competition.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

92) The four overarching strategies to create and deliver value and to develop sustainable competitive advantages include locational, customer, operational and _____ excellence.
A) packaging
B) pricing
C) promotion
D) planning
E) product

93) Which of the following actions would be the *most likely* to support and enhance an operational excellence macro strategy?
A) Singapore Airlines installing more comfortable seats in the economy-class cabins of its airplanes
B) 3M Corporation implementing new software to improve communication with its suppliers
C) Adidas inviting customer suggestions to guide the design of the next generation of shoes
D) Nike opening hundreds of new company stores in high-traffic shopping areas
E) McDonald's lowering prices on its coffee drinks

94) Disney's My Magic system, which enables visitors to swipe their Magic Band wristbands to get on rides, make purchases, and open their hotel room door, is an example of _____ excellence.
A) operational
B) locational
C) customer
D) product
E) service

95) Avery's, an upscale department store, has a well-known reputation for going the extra mile to serve its customers. This reputation for excellent customer service will most likely result in:
A) product design excellence.
B) mission statement satisfaction.
C) sustainable price decreases.
D) a sustainable competitive advantage.
E) producer excellence.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

96) Firms achieve _____ through efficient procedures and excellent supply chain management.
A) customer excellence
B) locational excellence
C) customer loyalty
D) value-based pricing
E) operational excellence

97) Which of the following is likely to provide a *sustainable* competitive advantage?
A) creating an efficient supply chain that lowers your costs
B) lowering prices
C) developing a strong mission statement
D) using standard technology
E) temporarily laying off staff

98) Even when large discount retailers enter a market, a few small, local retailers survive and prosper. These small retailers have probably developed a(n) _____ that allows them to survive.
A) advertising campaign
B) plan to evaluate results
C) sustainable competitive advantage
D) set of performance metrics
E) SWOT analysis

TBEXAM.COM

99) Over the last few months, Fredo and his colleagues have analyzed the current business situation and identified target markets for his firm′s personal care products. Finally, they developed the products, prices, distribution, and promotion that should appeal to each of those target markets. In doing so, Fredo has also identified what he believes is an advantage his competitors cannot match. Fredo and his colleagues have been developing:
A) a business mission statement.
B) a strategic vision.
C) team-building exercises.
D) a marketing strategy.
E) competitive assessments.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

100) Marketers want their firms to develop excellent supply chain management and strong supplier relations so they can:
A) persuade stores to refuse to carry competitors' products.
B) use their power within the supply chain to force weaker firms to accept less favorable pricing.
C) control prices and lock in margins.
D) create a sustainable competitive advantage.
E) justify charging higher prices than competitors do.

101) For many years, Southwest Airlines distinguished itself as the low-cost airline. Now, many other low-cost competitors have entered the market. Similarly, Southwest was one of the first airlines to offer online ticketing. Now, all airlines have online ticketing. These examples suggest that:
A) No single strategy is likely to be sufficient to build a sustainable competitive advantage.
B) A situation analysis does not accurately predict a firm's strengths.
C) Customer excellence cannot be achieved.
D) Product excellence is the only true source of a sustainable competitive advantage.
E) Innovation is pointless because competitors will develop copycat offerings.

TBEXAM.COM

102) When Maria, the keynote speaker at a major business leaders' conference, arrived in the middle of the night at the Ritz-Carlton, she was exhausted, and her suit was wrinkled from her 10-hour plane trip. The night clerk found someone to dry clean Maria's suit and have it ready for her morning presentation. She has been a loyal Ritz-Carlton customer ever since. In this example, Ritz-Carlton demonstrated the macro strategy of:
A) Customer excellence.
B) Operational excellence.
C) Product excellence.
D) Promotional excellence.
E) Global excellence.

103) Generally, to build a sustainable competitive advantage, companies should:
A) Solely focus on lean manufacturing operations.
B) Only be concerned about supply chain issues.
C) Focus on a single strategy.
D) Only address pricing issues.
E) Use multiple approaches to solidify their position.

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

104) Singapore Airlines seeks to differentiate itself from competing airlines, in part through innovative design of its airplane seats and in-flight entertainment systems. Through continuous innovation in these areas, Singapore Airlines is pursuing a(n) _____ macro strategy.

A) customer excellence
B) global excellence
C) locational excellence
D) operational excellence
E) product excellence

105) Zara is a women's clothing retailer headquartered in Spain, with stores located in many countries. Zara has developed a "quick response" system that allows store merchandise to be adjusted rapidly to fit changing customer preferences. Every aspect of Zara's operation is optimized for this system, making it difficult for competitors like The Gap to duplicate. Zara has established:

A) Customer loyalty.
B) Locational excellence.
C) A diversification growth strategy.
D) A sustainable competitive advantage.
E) A related diversification opportunity.

TBEXAM.COM

106) Town Bank prides itself on offering better service than any of its competitors. If this is accurate, and if customers recognize and value Town Bank's superior service, the bank creates and delivers value through:

A) Promotional excellence.
B) Product excellence.
C) Operational excellence.
D) Global excellence.
E) Customer excellence.

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

107) Sharon has gone to the same hair salon for the past ten years. She believes that her stylist, the salon owner, does a better job of cutting and styling her hair than anyone else could. Other salons have opened closer to Sharon's home, some offering more plush facilities or lower prices, but she isn't tempted to switch. Sharon's attitude toward the salon is an example of:

A) A sustainable competitive advantage.
B) A customer retention program.
C) An opportunity, in SWOT analysis.
D) Customer loyalty.
E) The benefits of a locational excellence strategy.

108) Customer retention programs are based on what concept?

A) Customer excellence is the easiest macro strategy to follow.
B) Customer relationships should be viewed from a lifetime value perspective rather than on a transaction-by-transaction basis.
C) It is important to maximize profits in the first few months of a customer relationship.
D) Segmentation, targeting, and positioning analysis should not be rushed.
E) Firms must spend large amounts of money to retain customers.

109) Most banks implement customer retention programs aimed at their best customers. They do this because they know that retaining customers usually results in:

A) A product development growth strategy.
B) An operational advantage.
C) Opportunities for diversification.
D) Increased long-term profits.
E) More clearly defined market segments.

110) Some universities offer online degree programs, competing with traditional colleges based on the convenience of taking online courses. These online programs are *most likely* pursuing which macro strategy?

A) customer excellence
B) locational excellence
C) operational excellence
D) product excellence
E) purchase excellence

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

111) When a pharmaceutical company develops a new medication, it typically applies for a patent in order to prevent competitors from developing copycat products for several years. Pharmaceutical companies apply for patents to establish:
A) an operational excellence macro strategy.
B) a market penetration growth strategy.
C) a sustainable competitive advantage.
D) an efficient supply chain.
E) product efficiency.

112) One example of a customer loyalty program is:
A) a "frequent diner" card at a restaurant, offering a free appetizer for every $100 in food purchases.
B) a quantity discount offered for large purchases at an office supply store.
C) seasonal sales on top-selling items.
D) an "everyday low price" policy on all products at a grocery store.
E) an extensive customer service training program for new employees at a hair salon.

113) Miner's Oil Change Service Center sets itself apart from competitors by the extra attention it pays to retaining loyal customers by providing fast, courteous service in a clean, professional-looking environment. Miner's has used this strategy for over 40 years, expanding to 15 outlets. Miner's Oil Change Service Center has created a _____ macro strategy to create and deliver value and to develop a sustainable competitive advantage.
A) supply chain excellence
B) locational excellence
C) product excellence
D) diversification excellence
E) customer excellence

114) Which of the following is the *best* way to build a sustainable competitive advantage using product excellence?
A) Being the first to offer customers desired features, even if competitors can copy them easily
B) positioning the product using a clear, distinctive, desirable brand image
C) having the most features on each model
D) focusing on being cutting edge and continually eliminating older features that are still in use by customers
E) copying the market leader's features, but at a lower cost

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

115) A competitive advantage based on location is often sustainable because
A) mobile marketing has not yet proven its value for most customers.
B) real estate prices have been dropping.
C) few marketers are aware of its importance yet.
D) it is not easily duplicated.
E) the Internet has diminished the importance of brick-and-mortar stores.

116) Four companies dominate the cereal industry. These firms produce in large volumes, promote heavily, and control access to the supermarket shelves through "slotting allowances," which are payments to retailers in return for shelf space. Combined, these four firms have
A) identical marketing mixes.
B) customer excellence.
C) a sustainable competitive advantage.
D) achieved product excellence.
E) violated laws governing competition.

117) The wine industry closely watches consumer satisfaction feedback. For years, French wineries consistently had the highest levels of customer satisfaction, creating a(n) _____ for these companies.
A) strategic marketing plan
TBEXAM.COM
B) clear mission statement
C) operational advantage
D) sustainable competitive advantage
E) diversification strategy

118) Because it was able to deliver merchandise overnight, in the required quantities and at a lower delivered cost than its competitors, Tim's Sports Shack was given exclusive rights to sell clothing with school logos for the school district. Tim's demonstrates _____ excellence.
A) product
B) place
C) customer
D) operational
E) locational

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

119) During which step of the marketing planning process does a firm engage in segmentation, targeting, and positioning?
A) conduct a situation analysis
B) implement marketing mix
C) identify and evaluate opportunities phase
D) evaluate performance using marketing metrics
E) define business mission and objectives

120) Customers around the world know Pepsi and consider it a primary "go-to" brand if they want a refreshing drink. This positioning reflects Pepsi's
A) locational excellence.
B) operational excellence.
C) product excellence.
D) strategic business unit control.
E) supply chain management.

121) Which of the following is the third step in the marketing planning process?
A) define the business mission
B) identify and evaluate opportunities
C) evaluate using a matrix
D) implement marketing mix and allocate resources
E) perform situation analysis

TBEXAM.COM

122) After defining the business mission, what should a firm do next to develop a marketing plan?
A) conduct an STP analysis
B) perform a situation analysis
C) develop a positioning strategy
D) select a target market
E) implement the four Ps

123) Hunter Corporation's mission statement
A) evaluates the performance of its Board of Directors.
B) identifies its various market segments and the advertising approaches to each.
C) explains how the company plans to change to a just-in-time manufacturing process.
D) is a broad description of a firm's objectives and the scope of activities it plans to undertake.
E) describes the specific actions Hunter Corporation will take to achieve its goal.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

124) When conducting a SWOT analysis, in what phase of the strategic marketing process is an organization presently engaged?
A) planning
B) implementation
C) control
D) segmentation
E) metrics

125) As part of her company's SWOT analysis, Selima is assessing the company's internal environment, including
A) competition.
B) the economy.
C) strengths and weaknesses.
D) demographics.
E) opportunities and threats.

126) Roderick is charged with assessing his company's external environment as part of a SWOT analysis. Roderick will study her company's
A) strengths and weaknesses.
B) sales history.
C) pension plan.
D) product specifications.
E) opportunities and threats.

TBEXAM.COM

127) Manufacturers that use just-in-time manufacturing systems coordinate closely with suppliers to ensure that materials and supplies arrive just before they are needed in the manufacturing process. While just-in-time systems can offer major advantages in terms of inventory costs, they must be carefully managed. If a firm found that its just-in-time system was badly managed, leading to frequent manufacturing delays due to missing parts, this system mismanagement would represent a(n) _____ in a SWOT analysis.
A) weakness
B) opportunity
C) threat
D) strength
E) metric

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

128) Ford Motor Company may be thinking of announcing that it will severely cut back its automobile production. For parts companies supplying Ford its parts, this cut back in production represents a(n)
A) weakness.
B) opportunity.
C) strength
D) threat.
E) strategic plan.

129) In a SWOT analysis, increasing gasoline prices would represent a potential _____ for manufacturers of electric cars.
A) weakness
B) threat
C) opportunity
D) operational advantage
E) locational advantage

130) During a SWOT analysis, a company should assess the opportunities and uncertainties of the marketplace due to changes in several factors, given the acronym CDSTEP. Which of the following is *not* one of these factors?
A) ethical
B) cultural
C) political
D) technological
E) demographic

TBEXAM.COM

131) The process of dividing the market into groups of customers with different needs, wants, or characteristics is called
A) target marketing.
B) market segmentation.
C) positioning.
D) allocation.
E) value capture.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

132) A former advertising campaign for GEICO Insurance used the slogan "So easy, even a caveman could do it" to emphasize the ease of buying insurance on GEICO's website. This campaign was part of GEICO's

A) mission statement.
B) market segmentation plan.
C) product strategy.
D) customer excellence strategy.
E) positioning strategy.

133) Cheng is asked to conduct an STP analysis for his firm. The first step he should perform in this analysis is to

A) develop a business mission statement.
B) choose the best target markets.
C) reposition existing segments.
D) divide the marketplace into subgroups.
E) conduct a SWOT analysis.

134) No Frills has announced that it would begin selling organic food products. In doing so, No Frills is most likely trying to:

A) Gain government subsidies.
B) Attract a different market segment.
C) Reduce its costs.
D) Save the environment.
E) Offset cost-based pricing pressure.

TBEXAM.COM

135) For years, when considering new products, marketers at Bennett's Coffee and Tea asked themselves, "What would Kelsey think?" Kelsey was a fictional character representing 25- to 50-year-old educated, upper-income women who rarely watched television but did a lot of reading. "Kelsey" represented Bennett's primary

A) mission statement.
B) positioning.
C) SBU.
D) target market segment.
E) sustainable competitive advantage.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

136) After identifying various market segments that her company could pursue, Shannon evaluated each segment's attractiveness based on size, income, and accessibility. Shannon was involved in
A) target marketing.
B) situation analysis.
C) diversification.
D) positioning.
E) market penetration estimation.

137) Michael Jordan and Oprah Winfrey are paid huge sums of money by companies for celebrity endorsements. If endorsements by these personalities create a clear understanding among consumers of the companies' products in comparison to competing products, they can help with the firm's _____ strategy.
A) product excellence
B) targeting
C) positioning
D) segmentation
E) customer excellence

138) _____ involves the process of defining the marketing mix variables so that target customers have a clear, distinctive, desirable understanding of what a product does or represents in comparison with competing products.
A) Targeting
B) Market segmentation
C) A sustainable competitive advantage
D) Positioning
E) A customer excellence strategy

139) Starbucks carefully crafts its offerings and advertising message, and it strategically sets prices and selects locations to appeal to its target market. These efforts represent Starbucks':
A) Value-based promotions.
B) Market segmentation.
C) Positioning strategy.
D) Customer excellence strategy.
E) Target marketing.

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

140) When positioning products relative to competitors' offerings, firms typically are most successful when they focus on opportunities:
A) That build on their strengths relative to those of their competition.
B) For diversification.
C) In international markets.
D) Where value-based pricing can be ignored.
E) Where customer excellence can be substituted for product excellence.

141) Many small businesses whose competitors are national franchises advertise "we are locally owned" or "we have been serving the community since 1951." These claims are part of these firms':
A) Business mission.
B) Market segmentation strategy.
C) Positioning strategy.
D) Customer excellence strategy.
E) Target market.

142) Among Internet users, some do research online, some shop, some look for entertainment, and many do all three. Each of these groups would be called a:
A) Strategic group.
B) Strategic business unit.
C) Market segment.
D) Cash cow.
E) Marketing metric.

TBEXAM.COM

143) STP refers to:
A) Segmentation, tendency, and preference.
B) Strategy, tenacity, and place.
C) Segmentation, targeting, and positioning.
D) Substance, traffic, and pattern.
E) Sustainability, targeting, and product.

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

144) Coca-Cola sells two different zero-calorie versions of Coke: Diet Coke and Coke Zero. It has chosen to attempt to appeal to men with Coke Zero. In addition to launching an ad campaign featuring men enjoying Coke Zero, Coca-Cola also designed a masculine-looking can for Coke Zero, with bold red lettering on a black background. This specially designed can is an example of:

A) Positioning.
B) Targeting.
C) Segmentation.
D) A market segment.
E) Market penetration.

145) Delta Airlines is among the companies experimenting with selling products and services on their Facebook pages. The idea is to make purchasing even easier for customers who may spend large portions of the day with Facebook active on their computers or mobile devices. There is no need even to navigate to Delta's website—users can book a trip in Delta's "Ticket Agent" application without ever leaving Facebook. Which element of the marketing mix does this represent?

A) product and value creation
B) price and value capture
C) place and value delivery
D) promotion and value communication
E) positioning and value promotion

TBEXAM.COM

TBEXAM.COM

146) Suppose your university made a sizable investment in its career services—additional counselors, increased efforts to bring in recruiters, and other services aimed at helping students find jobs. This investment would enhance the university's _____ in an attempt to create value for students and recent graduates.

A) segmentation strategy
B) place strategy
C) locational excellence strategy
D) diversification strategy
E) product value

147) The idea of value-based marketing requires firms to charge a price that:

A) Covers costs and generates a modest profit.
B) Includes the value of the effort the firm put into the product or service.
C) Captures the value customers perceive that they are receiving.
D) Prioritizes customer excellence above operational excellence.
E) Matches competitors' prices.

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

148) What type of analysis does management use to evaluate the firm's various products and businesses and allocate resources according to which products are expected to be the most profitable for the firm in the future?
A) portfolio analysis
B) SWOT analysis
C) situation analysis
D) initial analysis
E) positioning analysis

149) Value creation through place decisions for a consumer product involves:
A) Putting the product in the front of the store.
B) Designing creative displays to capture consumers' attention.
C) Pricing products differently at different stores.
D) Making sure the product is available in the stores where customers will want to find it, and that it is always in stock so they can buy it when they want to.
E) Focusing exclusively on Internet sales to reduce supply chain costs.

150) In recent years, cellular (mobile) service providers have worked hard to eliminate "dead zones," providing customers with service wherever they traveled. By working to make the network available in more locations, cellular service companies were focusing on _____ value creation.
TBEXAM.COM
A) product
B) price
C) promotion
D) place
E) financial

151) When firms successfully implement poor strategies (perhaps due to good luck) or do a poor job of implementing good strategies, it can be difficult to:
A) Generate cost-based performance ratios.
B) Evaluate performance and make adjustments.
C) Increase product excellence without reducing customer excellence.
D) Develop segmentation strategies.
E) Choose a business mission.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

152) Rashid has been directed by his regional marketing manager to cut prices on seasonal items, place an ad in the local paper, and tell distributors to reduce deliveries for the next month. Rashid is engaged in:
A) Evaluating performance.
B) Defining the business mission.
C) Performing situation analysis.
D) Implementing marketing mix and resources.
E) Identifying and evaluating opportunities.

153) E-books, in addition to being an alternative product form, provide _____ value creation since they can be downloaded via the Internet immediately when and where they are needed.
A) product
B) place
C) promotion
D) price
E) primary

154) In value-based marketing, the promotion element of the four Ps communicates the _____ to customers through a variety of media.
A) mission statement
TBEXAM.COM
B) operational excellence strategy
C) value proposition
D) relative market value
E) target market definition

155) Google and other search engines allow marketers to bid to have their ads shown when consumers search keywords related to the firm's products. These marketers are attempting to create value through:
A) Product.
B) Price.
C) Promotion.
D) Place.
E) Cost-based measures.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

156) Giorgio sees that his company's quarterly sales and profits are significantly above projections and says, "That's great. Let's keep doing what we've been doing." Giorgio is ignoring the _____ step of the marketing planning process.
A) evaluate performance
B) define the business mission
C) perform situation analysis
D) implement marketing mix and resources
E) identify and evaluate opportunities

157) The first objective in the evaluate performance phase of the marketing planning process is to:
A) Determine whether to raise or lower prices.
B) Adjust advertising allocations.
C) Find ways to cut costs.
D) Review implementation programs and results using metrics.
E) Consider changing the target market.

158) As it pertains to the marketing plan, understanding the causes of performance, regardless of whether that performance exceeded, met, or fell below the firm's goals:
A) Enables firms to make appropriate adjustments.
B) Allows managers to demonstrate their effectiveness.
C) Offers insights into crafting an appropriate mission statement.
D) Should always be followed by eliminating underperforming SBUs.
E) Allows firms to better assess customer loyalty.

159) A regional manager at Sally's Beauty Supply, a chain of retail stores selling hair and beauty products, is reviewing sales data after a recent in-store promotion. The data show success in some stores and limited response in others. To understand the differences between stores, the manager will probably next review the company's:
A) Financial statements, to investigate current and past profits.
B) Brand awareness study, to assess national levels of awareness.
C) Implementation programs, to see if the promotion was handled consistently in the different stores.
D) Mission statement, to see if it needs adjusting.
E) Analysis of national trends in vitamins and herbal supplements, to help predict future sales.

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

160) After conducting STP analysis for her health food store and developing strategies for each of the four Ps, Nicki now has to make _____ decisions.
A) competitive response
B) resource allocation
C) market growth
D) product line
E) mission statement

161) Lamar owns four delis in the suburbs of Chicago, Illinois. He recently updated his STP analysis and has just finished adjusting his marketing mix based on the STP results. His next strategic marketing decision will *most likely* involve determining:
A) How a new housing development will impact his business.
B) Which employees to promote or fire.
C) How to allocate resources among his four stores.
D) What new government regulations might create opportunities or threats.
E) When to shift from a customer excellence to an operational excellence strategy.

162) Which of the following statements about marketing metrics is true?
A) They can only be used at one level in an organization.
B) They assist in comparing results among SBUs.
C) They are only useful for marketing promotions.
D) They never quantify trends or characteristics.
E) They cannot help a firm adjust its marketing plan.

163) A product that is in a high-growth market but has a low market share would be classified as a _____ on the BCG matrix.
A) ladder
B) dog
C) cash cow
D) star
E) question mark

164) In most companies, portfolio management is typically done at the SBU or _____ level of the firm.
A) corporate
B) product line
C) customer care
D) sales representative
E) accounting

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

165) Nike, the global athletic footwear market is expected to experience only very slow growth over the next several years. Nike is the market leader. According to Boston Consulting Group portfolio analysis, how should Nike treat its athletic shoe business?

A) Nike will probably have to invest heavily in the athletic shoe business, including extensive promotions and new production facilities.
B) Nike should consider exiting the athletic shoe market.
C) Nike should stop investing in its athletic shoe business; it has already reaped all the benefits it is likely to receive.
D) Nike's athletic shoe business still requires some investment, but it is likely to produce excess resources that can be invested in other divisions of the company.
E) Nike should invest in the athletic shoe market only if it helps boost the sales of other products in fast-growing markets.

166) Subway is a large chain of franchise sandwich shops. Elgin owns three Subway stores in a large city. At the end of the year, he notes that sales rose from 2 to 5 percent over last year's sales at Stores 1 and 2 but fell 2 percent at Store 3. Based on this information, which of the following is the *best* course of action as to how Elgin should reward (or punish) his store managers?

A) He should give bonuses to the managers of Stores 1 and 2 and put the Store 3 manager on probation.
B) He should ignore the sales data; they are not an appropriate marketing metric.
C) He should give each manager a raise, tied to the store results.
D) He should review at least 10 years of sales data about her stores' performance before making a decision.
E) He should seek more information about why the stores had different results before making a decision.

TBEXAM.COM

TBEXAM.COM

167) Heidi has been assessing several of her firm's products using the Boston Consulting Group (BCG) approach to portfolio analysis. She has been trying to assess the strength in a particular market and is looking at the sales of the product and the overall market as well as the sales of competitors. Heidi is trying to determine:

A) The product's relative market share.
B) The market growth rate.
C) A source of competitive advantage.
D) The impact of population shifts on future demand.
E) Cash equivalent values for each product.

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

168) To determine how attractive a particular market is using the BCG portfolio analysis, _____ is(are) established as the vertical axis.
A) competitive intensity
B) sales dollars
C) market size
D) market growth rate
E) market profit potential

169) In BCG portfolio analysis, products in low-growth markets that have received heavy investment and now have excess funds available to support other products are called:
A) Stars.
B) Cash cows.
C) Question marks.
D) Dogs.
E) Anchors.

170) Jacob was thrilled to find out that his company had just decided to invest a great deal of money in the product he was managing. He knows that even with its recent high rate of growth and the fact that it dominates its market, he would need more money to establish it firmly. Using the BCG portfolio analysis, his product would be classified as a(n):
A) Star.
TBEXAM.COM
B) Cash cow.
C) Question mark.
D) Dog.
E) Anchor.

171) Using the BCG portfolio analysis, a "dog" should be phased out unless:
A) Its marketing manager is a champion of the product.
B) Additional resources could increase its relative market share slightly.
C) It complements or boosts the sales of another product.
D) The market has a small chance of rebounding.
E) None of these. Dogs should be phased out.

172) The strategic marketing planning process:
A) Is a five-step process that should always be completed in order.
B) Is frequently used in reverse.
C) Begins with establishing specific, measurable outcomes.
D) Is not always sequential.
E) Forces marketing managers to think rationally.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

173) Which of the following is one of the four major growth strategies marketers typically utilize?
A) market penetration
B) segment evaluation
C) segment development
D) pattern and process
E) sustainability emphasis

174) Andy decides to add new sales representatives and increase advertising to increase sales in her existing market for her current line of security systems. Andy is pursuing a _____ growth strategy.
A) segment development
B) market development
C) market penetration
D) diversification
E) product development

175) A _____ growth strategy employs the existing marketing offering to reach new market segments.
A) product proliferation
B) market development
C) market penetration
D) diversification
E) product development

TBEXAM.COM

176) Which of the following growth strategies employs the existing marketing mix and focuses the firm's efforts on existing customers?
A) product penetration
B) diversification
C) market development
D) product development
E) market penetration

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

177) Learn to Go sells its foreign language dictionaries to college students throughout the United States. Samuel Marcus, the owner, wants to start selling these products to international students abroad. Marcus wants to pursue a _____ growth strategy.
A) product proliferation
B) market development
C) market penetration
D) diversification
E) product development

178) When Marvel launched several successful series on Netflix, including *Jessica Jones*, *The Defenders*, *Iron Fist*, and *Luke Cage*, it employed a _____ strategy.
A) product development
B) customer development
C) market penetration
D) market development
E) diversification

179) Woods, Inc. is a small, local heating and air conditioning business. The local military base is a potential source of growth, and Woods already installs and services the type of equipment the military would require, but it is difficult to get established as a certified government contractor. Woods is considering a _____ growth strategy.
A) product proliferation
B) market development
C) market penetration
D) diversification
E) product development

180) Many states create licensing requirements for a variety of professionals (such as lawyers and accountants) designed to restrict entry into their market by professionals from other states. This strategy limits _____ growth strategies.
A) product proliferation
B) market development
C) market penetration
D) diversification
E) product development

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

181) Marketers who design and offer new products and services to their existing customers are pursuing a _____ growth strategy.
A) product proliferation
B) market development
C) market penetration
D) diversification
E) product development

182) Most banks now have customer relationship software that, when a customer contacts the bank, tells the service representative what types of accounts, loans, and credit cards the customer currently has. Service representatives use this information to sell some of the other services the bank currently offers to these customers. This is a _____ growth strategy.
A) product proliferation
B) market development
C) market penetration
D) diversification
E) product development

183) Grace phoned her auto insurance agent to renew her policy. The agent told her about new types of insurance now available—to cover her apartment, or even the engagement ring she just got from her fiancé. The agent was pursuing a _____ growth strategy.
A) product development
B) market development
C) market penetration
D) diversification
E) product proliferation

184) Introducing newly developed products or services to a market segment the company is not currently serving is called:
A) Product development.
B) Market development.
C) Market penetration.
D) Diversification.
E) Product proliferation.

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

185) To increase its sales, Marvel has expanded the distribution of its films. Marvel movies can be seen in theaters, accessed on Xfinity, and viewed on DVDs available in discount stores, grocery stores, and a host of other stores, including book and comic stores. This is an example of a _____ growth strategy.
A) product proliferation
B) market development
C) market penetration
D) diversification
E) product development

186) Sodexo is a corporation that manages school cafeterias, university dining halls, mess halls at military bases, concession stands at sports arenas, and other large-scale food service facilities. If Sodexo were to begin to sell individual frozen meals in supermarkets, it would be pursuing a _____ growth strategy.
A) product development
B) market development
C) market penetration
D) diversification
E) product proliferation

187) Marvel was among the first content providers to launch dedicated series on Netflix, such as *Jessica Jones*, *The Defenders*, *Iron Fist*, and *Luke Cage*. It then decided to create a new channel for getting new offerings to consumers. The company was pursuing a(n) _____ strategy.
A) market development
B) market penetration
C) operational excellence
D) customer excellence
E) product development

188) The wine industry is a very competitive market. Some wineries invest in corporate social responsibility programs knowing that competitors cannot easily copy the programs. This is a good example of _____
A) defining the target market.
B) reducing the cost.
C) gaining a sustainable competitive advantage.
D) increasing promotion.
E) providing outstanding customer services.

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

189) A _____ acts like a wall, or barrier, that the firm has built around its position in a market. This wall makes it hard for competitors to contact customers inside.
A) unsustainable competitive advantage
B) sustainable competitive advantage
C) overarching competitive advantage
D) nonstrategic competitive advantage
E) strategic competitive advantage

190) Something the firm can persistently do better than its competitors that is not easily copied and thus can be maintained over a long period of time.
A) Unsustainable competitive advantage
B) Sustainable competitive advantage
C) Overarching competitive advantage
D) Competitive advantage
E) Strategic competitive advantage

191) A _____ competitive advantage is an advantage over the competition that is not easily copied and thus can be maintained over a long period of time.
A) unsustainable
B) sustainable
C) overarching
D) competitive
E) strategic

TBEXAM.COM

TBEXAM.COM

192) A _____ identifies (1) a firm's target market(s), (2) a related marketing mix—the four Ps, and (3) the bases upon which the firm plans to build a sustainable competitive advantage.
A) Marketing strategy
B) Marketing campaign
C) Marketing ploy
D) Guerrilla marketing action
E) Integrated Marketing Campaign

193) There are four overarching strategies that focus on aspects of the marketing mix to create and deliver value and to develop sustainable competitive advantages, which of the following is NOT one of these strategies?
A) Customer Excellence
B) Operational Excellence
C) Product Excellence
D) Location Excellence
E) Managerial Excellence

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

194) The characteristics of this overarching strategy which helps create and deliver a sustainable competitive advantage includes a focus on retaining loyal customers and excellent customer service.
A) Customer Excellence
B) Operational Excellence
C) Product Excellence
D) Location Excellence
E) Managerial Excellence

195) The characteristics of this overarching strategy which helps create and deliver a sustainable competitive advantage are achieved through efficient operations and excellent supply chain and human resource management.
A) Customer Excellence
B) Operational Excellence
C) Product Excellence
D) Location Excellence
E) Managerial Excellence

196) The characteristics of this overarching strategy which helps create and deliver a sustainable competitive advantage having products with high perceived value and effective branding and positioning.
TBEXAM.COM
A) Customer Excellence
B) Operational Excellence
C) Product Excellence
D) Location Excellence
E) Managerial Excellence

197) The characteristics of this overarching strategy which helps create and deliver a sustainable competitive advantage having a good physical location and Internet presence.
A) Customer Excellence
B) Operational Excellence
C) Product Excellence
D) Location Excellence
E) Managerial Excellence

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

198) Customer excellence focuses on:
A) having a good physical location and Internet presence.
B) carrying out effective branding and positioning.
C) having products with high perceived value.
D) retaining loyal buyers and providing excellent service.
E) maintaining efficient operations and an excellent supply chain.

199) When Pepsi creates a product for customers who buy a variety package of products to keep in their homes all the time, including Mountain Dew for the kids, Diet Pepsi for the adults, and Pepsi for guests, the company is engaged in providing _____ for its customers.
A) customer excellence
B) operational excellence
C) product excellence
D) location excellence
E) managerial excellence

200) Emily regularly chooses Argo Airlines for her travels. The company values her preference and rewards her with loyalty points. It would entitle Emily for reduced ticket rates for certain flights. Through this offer, the company succeeds in retaining a regular user. In this scenario, which of the following is used by Argo Airlines to achieve sustainable competitive advantage?
A) Operational excellence
B) Product excellence
C) Diversification excellence
D) Locational excellence
E) Customer excellence

201) Operational excellence is achieved by:
A) ensuring an excellent supply chain management and strong relationships with suppliers.
B) maintaining excellent customer service and excellent relationships with suppliers.
C) strong relationships with suppliers and retailing loyal buyers.
D) maintain efficient operations with the best location selection.
E) excellent supply chain management and differentiate the product offerings.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

202) Tectron Computers Inc., a manufacturer of desktop computers and peripherals, focuses on efficient coordination in every stage of production and delivery and ensures that customers' demands are met within the target time. This precision makes Tectron a favourite choice among customers. Given this information, which of the following does the company use to achieve sustainable competitive advantage?

A) Product excellence
B) Customer excellence
C) Operational excellence
D) Diversification excellence
E) Locational excellence

203) Which of the following is **NOT** considered a way to achieve a sustainable competitive advantage via operational excellence?

A) efficient operations
B) excellent supply chain
C) strong relationships with their suppliers
D) joining a chamber of commerce

204) The supply chain for Amazon is innovative. Through its high-tech distribution centres, it can get products to customers quickly. This type of excellence is required for Amazon to execute this program effectively.

TBEXAM.COM

A) Product excellence
B) Customer excellence
C) Operational excellence
D) Diversification excellence
E) Locational excellence

205) Davison Associates Inc. manufactures office furniture. The management of the company believes that developing a strong brand name is the primary strategy to compete in the market. Hence, it invests a significant share of its resources to position its brands through promotions and service. Which of the following does the company use to achieve sustainable competitive advantage?

A) Diversification excellence
B) Product excellence
C) Customer excellence
D) Locational excellence
E) Operational excellence

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

206) This type of sustainable advantage occurs by having products with high perceived value and effective branding and positioning.
A) Customer excellence
B) Operational excellence
C) Diversification excellence
D) Locational excellence
E) Product excellence

207) Which of the following strategies involves focusing on having an Internet presence?
A) Diversification excellence
B) Product excellence
C) Locational excellence
D) Operational excellence
E) Customer excellence

208) Many in retailing say that the three most important things in retailing are:
A) employees, suppliers, customers.
B) employers, bankers, customers.
C) location, location, location
D) suppliers, employees, lawyers.

TBEXAM.COM

209) Foodstar Corp., a chain of restaurants, has outlets in the major residential areas of a town. It ensures that its outlets are well placed and easily accessible. It also maintains a strong Internet presence by updating the details of each day's menu on its website. Given this information, which of the following strategies is used by Foodstar to achieve sustainable competitive advantage?
A) Locational excellence
B) Operational excellence
C) Product excellence
D) Customer excellence
E) Diversification excellence

210) McDonald's looks for sites with maximum market reach, preferably at the corner of two intersections, since convenience to customers is a major component in the potential success of new franchises. This sustainable advantage is know as:
A) Diversification excellence
B) Product excellence
C) Locational excellence
D) Operational excellence
E) Customer excellence

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

211) Apple achieved success by providing customers with products that meet/exceed expectations, good customer service, convenient locations, and an online presence. Which of the following strategies is used by Apple to achieve sustainable competitive advantage?
A) Service excellence
B) Marketing excellence
C) Product excellence
D) Multiple sources of advantage
E) Operational excellence

212) WestJet has achieved success by providing customers with good value that meets their expectations, offering good customer service, maintaining good customer relations, and offering great prices. Which of the following strategies is used by WestJet to achieve sustainable competitive advantage?
A) Service excellence
B) Multiple sources of advantage
C) Product excellence
D) Marketing excellence
E) Operational excellence

213) Which of the following is NOT one of the major phases of the marketing plan?
A) Planning
TBEXAM.COM
B) Implementing
C) Control
D) Leading

214) The top managers of a firm prepare a marketing plan. They define the mission and objectives of the business and evaluate the present situation of the firm. Which of the following phases of the marketing plan includes these activities performed by the top managers?
A) Planning
B) Implementation
C) Control
D) Initiation
E) Design

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

215) Which of the following is NOT an activity in the planning phase of a marketing plan?
A) Developing a marketing mix
B) Setting business objectives
C) Defining the mission
D) Situation analysis
E) Observe consumer behaviour.

216) The board of directors of an organization meets to redefine the mission and objectives of the business. They set long-term objectives and form a new mission statement. Which of the following phases of developing a marketing plan do the actions by the board of directors constitute?
A) Initiation
B) Planning
C) Design
D) Control
E) Implementation

217) When marketing managers identify and evaluate different opportunities by engaging in a process known as segmentation, targeting, and positioning (STP) are working within which of the following steps?
A) Step One
TBEXAM.COM
B) Step Two
C) Step Three
D) Step Four
E) Step Five

218) The _____ statement is a broad description of a firm's objectives and the scope of activities it plans to undertake.
A) mission
B) quality
C) employee
D) HR
E) vision

219) Which of the following is true of a SWOT analysis?
A) It is typically performed by lower-level managers.
B) It is used to design a firm's mission and objectives.
C) It is independent of social and political factors.
D) It is designed to help a firm determine its own strengths.
E) It is usually conducted in the control phase of a market plan.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

220) Tech Niche Corp., a provider of IT services, has recorded a decrease in sales and profit over the past few months. The managers of the firm review the situation and conduct a SWOT analysis of the firm. This provides new insights into the ways to improve sales. In the context of developing a marketing plan, the organization is in the phase of:

A) Implementation.
B) Control.
C) Planning.
D) Design.
E) Initiation.

221) After developing its mission, a firm next must perform a _____, using a *SWOT* analysis that assesses both the internal environment with regard to its **s**trengths and **w**eaknesses (internal analysis) and the external environment in terms of its **o**pportunities and **t**hreats (external analysis).

A) situational insight
B) situational analysis
C) organizational review
D) situational audit
E) Organizational analysis

222) Availability of new technology in the market can always be categorized as:

A) Strength or Weakness
B) Opportunity or Threat
C) Weakness or Threat
D) Threat
E) Opportunity

223) Which of the following is true of situation analysis?

A) It is performed using a SWOT analysis
B) It is independent of political and demographic factors.
C) It overlooks the opportunities and threats to an organization.
D) It categorizes strengths and weaknesses as outside the control of a firm.
E) It is executed before creating the mission statement of an organization.

224) In a SWOT analysis, which of the following is**NOT** considered a company's strength?

A) Superior resources and capabilities
B) Superior management, marketing, technical talent
C) Limited loyalty
D) Strong brand
E) Superior product offerings

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

225) In a SWOT analysis, which of the following is**NOT** considered a company's strength?
A) Extensive marketing reach
B) Wide distribution networks (national/global)
C) Strong financial resources
D) Lack of marketing, management, and technical talent
E) Proprietary technologies/intellectual property

226) In a SWOT analysis, which of the following is considered a company's strength?
A) Presence of wide distribution networks
B) Attractiveness of the industry
C) Market exit of a competitor
D) Favourable political changes
E) Acquiring another firm and gaining market access

227) In the context of a SWOT analysis, which of the following is**NOT** considered a company's weakness?
A) Little or no brand recognition
B) Strong base of loyal customers
C) Lack of financial resources
D) Lack of other resources and capabilities
E) Lack of marketing, management, and technical talent

228) In the context of a SWOT analysis, which of the following is**NOT** considered a company's weakness?
A) Strong financial resources
B) Limited market reach or distribution network
C) No proprietary technology
D) Poor location
E) Limited customer base or loyalty

229) In the context of a SWOT analysis, which of the following is considered a company's weakness?
A) Changes in consumer behaviour
B) Lack of financial resources
C) Unfavourable political changes
D) Natural disasters that affect the company
E) Entry of new players into the industry

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

230) In a SWOT analysis, which of the following is**NOT** considered a threat to businesses?
A) Political or regulatory changes (e.g., new laws affecting business or products)
B) Strong brand
C) New entrants into the industry or market
D) New technology that could render existing technology or business practices obsolete
E) Natural or human-made disasters

231) In a SWOT analysis, which of the following is considered a threat to businesses?
A) Lack of credibility in the market
B) Limited consumer base
C) Lack of adequate financial resources
D) Poor location of service outlets
E) New entrants into the industry or market

232) In the context of a SWOT analysis, which of the following is**NOT** considered an opportunity for the business?
A) Existing firms exit the market because of financial difficulties.
B) Existing firms exit the market because of reduced competition.
C) Acquiring another firm and gaining market access to new customers.
D) Acquiring another firm and gaining market access to new technology.
E) Political or regulatory changes

TBEXAM.COM

233) In the context of a SWOT analysis, which of the following is considered an opportunity to businesses?
A) Presence of wide distribution networks
B) Availability of strong financial resources
C) Existing firms exit the market because of financial or other difficulties
D) Superior product offerings
E) Presence of a strong base of loyal customers

234) What is the next step that a business organization has to perform after completing situation analysis?
A) Identifying the organization's objectives
B) Evaluating the effectiveness of the marketing plan
C) Evaluating market performance
D) Conducting segmentation, targeting, and positioning
E) Setting marketing objectives for the organization

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

235) Which of the following terms refers to a group of consumers who respond similarly to a firm's marketing efforts?
A) Market segment
B) Targeting
C) Product line
D) Market penetration
E) Market positioning

236) Rockslide Inc., a manufacturer of sports equipment, classifies its customers into different age groups. Each of these groups is unique in terms of its preference for the company's products. Given this information, this classification is an example of:
A) downsizing.
B) positioning.
C) segmentation.
D) diversification.
E) locational excellence.

237) Which of the following refers to the process of classifying a market into distinct groups of customers where each individual group has similar needs, wants, or characteristics?
A) Downsizing
B) Positioning
C) Locational excellence
D) Market Segmentation
E) Diversification

TBEXAM.COM

238) After a firm has identified the various market segments it might pursue, it evaluates each segment′s attractiveness and decides which to pursue by using a process known as:
A) Targeting
B) Solicitation
C) Searching
D) Hunting
E) Trailing

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

239) Alchemistro Inc. is a firm that manufactures chemical detergents and associated products. The company decides to manufacture detergent products that cater to the needs of the high-income consumers. Which of the following best describes Alchemistro's decision to specifically cater to the high-income segment?

A) Locational excellence
B) Downsizing
C) Targeting
D) Diversification
E) Operational excellence

240) SleakTouch Inc., a manufacturer of mobile phones, conducts market research to understand the market situation. The research suggests that its customers are mostly young people between the ages of 30 and 40. The company decides to focus its resources on this market segment. Given this information, the company's decision is a part of:

A) locational excellence.
B) operational excellence.
C) diversification.
D) downsizing.
E) targeting.

241) Market positioning is the process of:

TBEXAM.COM

A) attempting to change the identity of competing products in the collective minds of the target market.
B) defining the marketing mix variables to give target customers a distinct and desirable understanding of what a product represents.
C) evaluating the attractiveness of various segments and then deciding which to pursue as a market.
D) dividing the market into distinct groups of customers where each individual group has similar needs, wants, or characteristics.
E) attempting to engage customers with one another or with a company or a brand.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

242) Lego Inc., a manufacturer of computers, has developed a brand image by delivering high-quality products at affordable prices. This image results in customers choosing Lego's products over competing products. In this case, which of the following refers to Lego's strategy of creating a distinct and desirable understanding in the minds of consumers of what its product represents?

A) Locational excellence
B) Market segmentation
C) Target marketing
D) Market positioning
E) Downsizing

243) Hertz portrays itself as a quality car (and truck) rental company that is the first choice for each of its target segments. In its marketing communications, it stresses that customers will get peace of mind when they rent from Hertz, the market leader in the car rental business, and will be able to enjoy their journey (e.g., leisure consumers) and reduce travel time (e.g., business consumers). This is an example of:

A) Locational excellence
B) Market segmentation
C) Target marketing
D) Market positioning
E) Downsizing

TBEXAM.COM

244) After completing the situation analysis, the next step is to identify and evaluate opportunities for increasing sales and profits by using of the following EXCEPT:

A) segmentation
B) targeting
C) positioning
D) leveraging

245) The process of dividing the market into distinct groups of customers where each individual group has similar needs, wants, or characteristics—who therefore might appreciate products or services geared especially for them in similar ways—is called:

A) market segmentation
B) targeting
C) positioning
D) leveraging

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

246) After a firm has identified the various market segments it might pursue, it evaluates each segment's attractiveness and decides which to pursue by using a process known as:
A) positioning
B) sorting
C) targeting
D) matching

247) Lincoln introduced the new Lincoln Navigator, a large luxury SUV, to appeal to higher income families who do not want to buy a minivan. The Navigator is a luxury 8-seat car, which has more power, and offers many more luxury features than traditional minivans. This is an example of:
A) A. Market development
B) Market positioning
C) Situation analysis
D) Market segmentation
E) A strategic business unit

248) Which of the following is NOT correct about segmentation:
A) A market can consists of several segments.
B) There are more than one way of segmenting a market
C) A market segment is a group of consumers who respond to a firm's marketing efforts in the same way.
D) A company should understand and satisfy the needs of all the segments in the market.
E) Segmentation is a process of dividing the market into distinct groups of customers.

249) The implementation phase of a marketing plan involves:
A) Identifying a business's mission and objectives.
B) Evaluating the performance of a marketing strategy.
C) Analyzing a market by using marketing metrics.
D) Identifying and evaluating different opportunities.
E) Evaluating the present situation of a business.

250) This step in the development of a marketing plan, the marketer is involved in making important decisions about how the company will allocate its scarce resources to its various products and services.
A) Identify and Evaluate Opportunities by Using STP
B) Conduct a Situation Analysis
C) Implement Marketing Mix and Allocate Resources
D) Evaluate Performance by Using Marketing Metrics
E) Define the Business Mission and Objectives

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

251) In the context of marketing mix, which of the following aspects of customer value is closely associated with products?
A) Value creation
B) Value delivery
C) Value for money
D) Value communication
E) Value exchange

252) TravelSmart Inc. offers a range of travel packages to tourist destinations across the world. The customers are charged according to the services provided during the tour. This allows the customers to choose a package proportionate to their income and requirements. Given this information, which of the following elements of a marketing mix is stressed upon by the company?
A) Promotion
B) Product
C) Price
D) Place
E) Power

253) Which of the following Ps of marketing is associated with the delivery of value to customers?
TBEXAM.COM
A) Process
B) Place
C) Price
D) Promotion
E) Product

254) Paralegal Consulting Inc., a firm that offers legal services, decides to open new branches in rural areas. The new branches would help the firm reach out to people who cannot travel to cities and avail legal help. In this case, this decision reflects the firm's strategy regarding:
A) product.
B) process.
C) price.
D) place.
E) promotion.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

255) Uncle Steve Inc., a chain of restaurants, opens a new outlet near an industrial complex. This helps it to attract many customers as there is no other restaurant in the vicinity. In this case, the decision to open a new outlet in this area is a part of the firm's strategy on:

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

256) Balter Technologies Inc. is a firm that manufactures innovative computer accessories. The company organizes a media campaign to increase the public awareness about its products. Which of the following elements of a marketing mix is used by Balter Technologies in this case to communicate the value of its offerings?

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

257) Because the key to the success of any marketing program is the creation of value, firms attempt to develop products and services that customers perceive as valuable enough to buy. This is considered:

A) promotion and value communication.
B) place and value delivery.
C) price and value for money.
D) product and value creation.
E) process and value systems.

258) As part of the exchange process, a firm provides a product or a service, or some combination thereof, and in return it receives money. This is considered:

A) promotion and value communication.
B) place and value delivery.
C) price and value for money.
D) product and value creation.
E) process and value systems.

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

259) The firm must be able to make the product or service readily accessible when and where the customer wants it. This is considered:
A) Promotion and value communication.
B) Place and value delivery.
C) Price and value for money.
D) Product and value creation.
E) Process and value systems.

260) When marketers communicate the value of their offering, or the value proposition, to their customers through a variety of media they are engaged in:
A) Promotion and value communication.
B) Place and value delivery.
C) Price and value for money.
D) Product and value creation.
E) Process and value systems.

261) Promotion, the fourth P of a marketing mix, is essentially used by marketers to:
A) Communicate the value of their offering.
B) Create value for their offering.
C) Make their product or service readily accessible when and where the customer wants it.
TBEXAM.COM
D) Create value for customers' money.
E) Deliver the services associated with their offering.

262) A _____ is a measuring system that quantifies a trend, dynamic, or characteristic.
A) meter
B) metric
C) magnifier
D) ruler
E) gauge

263) _____ are used to explain why things happened and to project the future. They make it possible to compare results across regions, business units, product lines, and time periods.
A) Meters
B) Metrics
C) Magnifiers
D) Rulers
E) Gauges

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

264) Which of the following is the final step in the marketing planning process of an organization?
A) Performing a situational analysis of an organization
B) Identifying the opportunities present in a market
C) Evaluating the business objectives of an organization
D) Evaluating the performance by using marketing metrics
E) Implementing the marketing mix within an organization

265) A small non-profit organization ran a campaign on Facebook and Instagram to increase customers' donations. The ad briefly showcased the cause and invited customers to donate through the non-profit's website. Which metrics would be the best to assess the effectiveness of this campaign?
A) Ad exposure.
B) Click through rate.
C) Website traffic before and after the campaign.
D) Number of donors before and after the campaign.
E) Ad engagement.

266) Which of the following would**NOT** be considered an example of corporate social responsibility metrics?
A) Impact on the environment. TBEXAM.COM
B) Ability to diversify their workforce.
C) Energy conservation initiatives
D) Profit performance.
E) Policies on protecting the human rights of their employees

267) Which of the following are considered financial metrics?
A) Profits
B) Products offered
C) Comparing performance to other firms
D) Services offered
E) Having a diversified workforce

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

268) Which of the following refers to a division of a company that can be managed somewhat independently from other divisions of the company since it markets a specific set of products to a clearly defined group of customers?
A) Business branch
B) Executive department
C) Executive business segment
D) Subsidiary firm
E) Strategic business unit

269) Zorbo Furniture Inc. is a firm that manufactures and markets wooden furniture. One of the departments in the firm is devoted to the production and marketing of office furniture. The department is managed independently from other departments and is held accountable for its profitability. In this case, the office furniture department is an example of a(n):
A) joint venture.
B) executive department.
C) product line.
D) subsidiary firm.
E) strategic business unit.

270) Which of the following terms refers to a group of products that consumers are likely to use together or perceive as similar in some way?
TBEXAM.COM
A) Product mix
B) Product line
C) Product portfolio
D) Niche market
E) Market mix

271) Denthrill Inc. is a firm that manufacturers dental products. Denthrill produces a range of products such as toothbrushes, toothpastes, and breath fresheners. These products form a:
A) premium offering.
B) market mix.
C) promotion mix.
D) product line.
E) niche portfolio.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

272) Which of the following is a measure of a product's strength in a particular market?
A) Wholesale index
B) Industry index
C) Market value
D) Relative market share
E) Market growth rate

273) Which of the following terms is used in the Boston Consulting Group (BCG) product portfolio analysis to refer to a product that has a high market share in a high-growth market?
A) Cash cow
B) Star
C) Dog
D) Question mark
E) Neutral factor

274) The telecom sector in Slakavia has been growing at a fast pace in the last few years. Rex Telecom is the market leader in the Slakavian telecom market. In the context of the Boston Consulting Group (BCG) matrix, this firm is a:
A) star.
B) cash cow.
C) dog.
D) question mark.
E) neutral factor.

TBEXAM.COM

TBEXAM.COM

275) In the context of the Boston Consulting Group (BCG) analysis, a firm whose offering is a star in an industry should:
A) consider resource investments to fuel rapid growth.
B) disinvest partly from the business.
C) stop doing business in the industry.
D) refrain from allocating excess funds to existing services.
E) transfer its resources to other strategic business units.

276) In the Boston Consulting Group (BCG) portfolio analysis, a product that serves a low-growth market but has a high market share in the industry is a:
A) star.
B) dog.
C) question mark.
D) champion.
E) cash cow.

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

277) The growth rate of the soft-drink industry in the country of Norborg has been low for a few years now. Which of the following terms, according to the Boston Consulting Group (BCG) portfolio analysis, can be used to refer to Cranco Inc., the brand that has the highest market share in this industry?

A) Question mark
B) Star
C) Dog
D) Champion
E) Cash cow

278) MM Manufacturing is a small-scale firm that manufactures optical cables. The firm's market share is significantly lower than most other players in the market. However, optical cable manufacturing is a high-growth market. Hence, the management of the company has decided to allocate more resources for the production of cables. According to the Boston Consulting Group (BCG) matrix, the company's offering is a:

A) star.
B) dog.
C) cash cow.
D) question mark.
E) champion.

TBEXAM.COM

279) Which of the following terms is used in the Boston Consulting Group (BCG) product portfolio analysis to refer to a product that has low market share in a market characterized by high growth?

A) Champion
B) Star
C) Question mark
D) Dog
E) Cash cow

280) In the Boston Consulting Group (BCG) portfolio analysis, products that are in low-growth markets could be called:

A) Stars or question marks
B) Question marks or dogs
C) Cash cows or dogs
D) Stars or cash cows
E) Cash cows or question marks

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

281) In the context of the Boston Consulting Group (BCG) analysis, a firm whose product is a dog should:
A) invest significant resources to improve production.
B) launch an intense media campaign to promote the product.
C) phase out the product and concentrate on other strategic business units.
D) start a new production facility for the product.
E) use its extra resources to sustain the product.

282) Happy Puppy Inc., a manufacturer of toys, makes a wide variety of toys including board games, action figures, stuffed toys, and model airplanes. Since the market for board games is a low-growth market, the company decides to draw back its products in this market. In the context of the Boston Consulting Group (BCG) analysis, the company's offering of board games is a:
A) star.
B) dog.
C) cash cow.
D) question mark.
E) slacker.

283) In the context of the Boston Consulting Group (BCG) portfolio analysis, which of the following is a similarity between the products represented by a star and a question mark?
A) Both serve high growth-rate markets.
B) Both have a significant market share in their respective markets.
C) Both generate considerable revenue for their respective firms.
D) Both have surplus resources remaining after production.
E) Both are used to boost the sales of other products.

284) Firms consider pursuing various market segments as part of their overall growth strategies, which may include the four major strategies, which of the following is**NOT** one of these growth strategies?
A) Market Penetration
B) Product Penetration
C) Product Development
D) Market Development
E) Diversification

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

285) Which of the following is the marketing strategy that employs an existing marketing mix and focuses a firm's efforts on existing customers?
A) Product diversification
B) Market diversification
C) Market development
D) Market penetration
E) Product development

286) A market penetration strategy requires:
A) development of a highly innovative product offering.
B) entry to a new geographic market.
C) lesser marketing efforts.
D) reduced spending on advertising.
E) intensified distribution efforts in existing markets.

287) QuSoft Inc., a manufacturer of apparels, introduces bonus points for regular customers. With this offer, regular customers are entitled to faster delivery and exclusive discounts on the company's existing products. In this scenario, the strategy applied by the company is:
A) market diversification.
B) product development.
C) market development.
D) market penetration.
E) product diversification.

TBEXAM.COM

288) Marvel has helped bring the X-Men, Spiderman, Iron Man, and other popular characters together to the to the big screen, where these superheroes confront some relevant, modern-day topics such as discrimination, environmental destruction, and international wars—before ultimately kicking tail and saving the city. Which market growth strategy is Marvel leveraging?
A) Product diversification
B) Market diversification
C) Market penetration
D) Market development
E) Product development

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

289) Which of the following is the growth strategy that employs an existing marketing offering to reach new market segments?
A) Market development
B) Product development
C) Diversification strategy
D) Market penetration
E) Product intensification

290) Adams Industries Inc. is a firm that manufactures and markets kitchen appliances in the northern part of Belvier. As part of its expansion program, the company decides to introduce its existing range of products in the southern parts of Belvier. In this scenario, the strategy applied by the company is:
A) product diversification.
B) market development.
C) market penetration.
D) product development.
E) product intensification.

291) Which of the following is the best example of applying a market development strategy?
A) G&T Leather Inc. introduces its existing offering in a different market.
B) Robert Technologies Inc. introduces a new product based on a modern technology.
C) Apparo Retail Inc. announces a discount sale to increase its revenue.
D) RSB Bank intensifies its advertising campaign to attract customers.
E) Morko Chemicals Inc. invents a new vaccine and sells it around the globe.

292) Which of the following statements is true of the market development strategy?
A) It requires the creation of a new product.
B) It focuses on segments that are not currently served by a firm.
C) It primarily focuses on developing innovative offerings.
D) It requires products to be maintained at high prices.
E) It employs rewards programs and improved store atmospherics.

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

293) Roltech Limited is a telecom company that operates GSM networks in six countries. Roltech's top managers identify that the company's growth has been idle for a few years and decide to take these steps to promote growth: (1) Increase the spending on advertising and intensify promotional activities. (2) Open telecom companies in more countries. (3) Introduce special tariffs to attract more customers from existing markets. Which of the following strategies have Roltech's top managers decided to adopt?

A) Intensification and diversification
B) Product development and diversification
C) Market penetration and market development
D) Product intensification and product development
E) Segmentation and market diversification

294) Which of the following statements is the definition for market development strategy?

A) Employs the existing marketing offering to reach new market segments, whether domestic or international.
B) Offers a new product or service to a firm's current target market.
C) Employs the existing marketing mix and focuses the firm's efforts on existing customers.
D) Introduces a new product or service to a market segment that is currently not served.

295) Which of the following statements is the definition for market penetration strategy?

A) Employs the existing marketing offering to reach new market segments, whether domestic or international.
B) Offers a new product or service to a firm's current target market.
C) Employs the existing marketing mix and focuses the firm's efforts on existing customers.
D) Introduces a new product or service to a market segment that is currently not served.

296) Which of the following statements is the definition for product development strategy?

A) Employs the existing marketing offering to reach new market segments, whether domestic or international.
B) Offers a new product or service to a firm's current target market.
C) Employs the existing marketing mix and focuses the firm's efforts on existing customers.
D) Introduces a new product or service to a market segment that is currently not served.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

297) Which of the following statements is the definition for diversification strategy?
A) Employs the existing marketing offering to reach new market segments, whether domestic or international.
B) Offers a new product or service to a firm's current target market.
C) Employs the existing marketing mix and focuses the firm's efforts on existing customers.
D) Introduces a new product or service to a market segment that is currently not served.

298) Paramount Electronics Inc. manufactures electronic measuring tools. The company invents a new type of multimeter, an electronic measuring instrument, and introduces the product to its current customers. Which of the following strategies does Paramount employ in this scenario?
A) Product development
B) Market development
C) Diversification
D) Market penetration
E) Product intensification

299) Lava Scooters Inc. manufactures electric scooters with young women as its target customers. The company manufactures vehicles that have engine displacement ranging from 50 to 100 cubic centimetres. Of late, many customers have been preferring scooters that are more powerful. To satisfy such customers, the company introduces a powerful bike that has 200-cubic centimetres engine displacement. In this scenario, Lava Scooters uses the strategy of:
A) market development.
B) product development.
C) market penetration.
D) diversification.
E) market intensification.

300) Dorbo Inc. a manufacturer of microprocessors, is known for innovation and holds more than 300 patents. The company invents a microprocessor based on nanotechnology and introduces it to its current customers. Which strategy does Dorbo use in this scenario?
A) Customer intensification
B) Diversification
C) Product development
D) Market penetration
E) Market development

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

301) The growth strategy whereby a firm introduces a new product or service to a market segment that it does not currently serve is called:
A) diversification.
B) market development.
C) market penetration.
D) intensification.
E) product development.

302) Which of the following is a key difference between a market development strategy and a diversification strategy?
A) Diversification offers products in a new market, whereas market development involves offering a product in the existing market.
B) Diversification occurs when a new product is offered in an existing market, whereas market development takes place when an existing product is offered in a new market.
C) Diversification involves the development of a new product, whereas market development uses an existing product.
D) Diversification involves low levels of risk, whereas market development is characterized by high levels of risk.
E) Diversification involves offering a product in the existing market, whereas market development offers products in a new market.

TBEXAM.COM

303) Which of the following is an example of a diversification strategy?
A) A firm introduces its current products to a new set of customers.
B) A company markets an innovative product by using its existing network.
C) A firm introduces a new product to a segment that is currently not served.
D) A company exports its products to a new geographical location.
E) A firm intensifies its marketing activities to increase the sale of its current offerings.

304) RON Inc. is a company that manufactures home appliances. The company has established a wide retail network to sell its products. As part of its growth strategy, the company launches a new subsidiary that manufactures office furniture. This division is expected to attract a new range of customers. In this scenario, the company applies the strategy of:
A) market development.
B) diversification.
C) market penetration.
D) intensification.
E) product development.

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

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

305) There is a General Motors plant in Spring Hill, Tennessee, that is devoted solely to the production of Saturn cars. At which phase of the marketing plan is Saturn at? Explain your answer.

306) What is a corporate mission? How can it be used as a motivational tool?

TBEXAM.COM

307) One of the most recognized approaches to business portfolio analysis is the Boston Consulting Group's growth-share matrix. By dividing each dimension into high and low categories, the matrix contains four cells. Briefly describe the four quadrants of the matrix. BCG has given specific names and descriptions to the four quadrants in its growth-share matrix. They are as follows:

TBEXAM.COM

308) The Boston Consulting Group's business portfolio analysis model can be used to guide a firm as it tries to change its relative market share (the factor on the horizontal axis). What conscious decisions can management make on the role each SBU should have in the future and how money should be budgeted for its operations?

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

309) Identify and describe the four market-product strategies an organization uses to identify alternative market opportunities.
The four market-product strategies an organization uses to identify alternative market opportunities are:

310) Identify the three phases of developing a marketing plan and briefly describe what happens during each phase.

TBEXAM.COM

311) Identify and describe the four critical factors in a SWOT analysis that help an organization identify the critical strategy-related factors that could have major effects on it.

TBEXAM.COM

312) What are the marketing mix elements that compose a cohesive marketing plan?

313) A campus service organization annually raises money through the sale of t-shirts. What are the major components of the marketing mix it should use? Give one example of each.

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

314) What is the purpose of the control phase of the marketing plan? How is control accomplished?

315) A SWOT analysis can be useful in helping your university/college identify new program s that will contribute to its mission. What elements might their SWOT analysis contain?

316) Garmin Ltd. specializes in GPS technology. The company offers several products, including GPS Navigator and GPS Running Watches. The GPS Navigator industry is declining as most customers use their smartphones; however, Garmin GPS Navigator is the market leader in this industry. In contrast, the wearable and sports watch industry is growing, but Garmin has a small market share and faces competition from strong players such as Apple, Google, and Samsung. How do you recommend Garmin invest in these two products? Use BCG′s Portfolio Analysis to classify Garmin GPS Navigator and GPS Running Watches products to support your recommendations.A SWOT analysis can be useful in helping your university/college identify new program s that will contribute to its mission. What elements might their SWOT analysis contain?

317) Discuss two performance metrics your university can use to evaluate its marketing department's performance.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

318) Describe the four overarching strategies that focus on aspects of a marketing mix to create and deliver value and to develop sustainable competitive advantages.

319) Explain how Costco has used the four overarching strategies to build a sustainable competitive advantage.

320) Why do firms use a Multiple source advantage strategy when developing their strategic plans?

TBEXAM.COM

321) Explain situation analysis.

322) Compare and contrast strengths and opportunities that apply to businesses.

323) Conduct a SWOT analysis of your university.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

324) What is a market segment? Describe two market segments for the social media platform Facebook.

325) Explain target marketing and provide an example of it.

326) What is market positioning? Compare market positioning of Starbucks and Tim Horton's.

TBEXAM.COM

327) Briefly explain the final step in the marketing planning process.

TBEXAM.COM

328) List a few financial performance metrics that an organization commonly uses.

329) Explain Boston's Consulting Group's concept known as portfolio analysis.

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

330) Why is the Cash Cow such an important element in the Boston Consulting Group's Portfolio Analysis Theory?

331) What is the hope that a star in the BCG's portfolio Analysis will turn into? Why would this be so?

332) Differentiate between relative market share and market growth rate.

TBEXAM.COM

333) Explain the various steps involved in developing a marketing plan.

334) As part of a study project, Rachel has to choose a firm and conduct a detailed SWOT analysis. Explain how Rachel will conduct the analysis.

335) Explain the processes of segmentation, targeting, and positioning that firms use to identify and evaluate opportunities for increasing sales and profits.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

336) Briefly explain the four Ps of marketing, aka the marketing mix.

337) Discuss the four Ps of marketing for your favourite restaurant.

338) Explain social responsibility performance metrics and provide one example. Why is it important?

TBEXAM.COM

339) Explain the four major growth strategies that organizations adopt. Provide on example for each strategy.

TBEXAM.COM

340) Describe how your university can use the four major growth strategies.

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

341) Of what use is a sustainable competitive advantage to a firm?

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

342) The text states, "Viewing customers with a lifetime value perspective rather than on a transaction-by-transaction basis is key to modern customer retention programs." Create an example demonstrating a lifetime value perspective. Why is customer retention almost always a profitable marketing strategy?

343) Although most people do not have a personal marketing plan, when would one be appropriate?

344) One of the benefits of taking marketing courses is the opportunity to apply marketing concepts to marketing yourself. When selling yourself, you are a product including all the skills, aptitudes, and attitudes you bring to the market. What is a sustainable competitive advantage? What can you do to give yourself a sustainable competitive advantage in the marketplace?

TBEXAM.COM

345) Suppose that you and a friend decide to turn your favorite sports activity—inline skating—into a business. You plan to design a line of fashionable clothing that integrates elbow and kneepads. For each of the four macro strategies, briefly describe the most important thing your company should do if you intend to focus on that strategy. Your answers should be specific to the inline skating business.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

346) Air Transat Airlines is known for being the low-cost provider in the Canadian airline industry. What type of macro strategy has Southwest pursued?

347) Every summer, university administrators attempt to estimate how many students will show up in the fall. When August arrives, they hire part-time instructors and reassign faculty to teach the courses students want. In the spring, administrators often go on a retreat to consider how to do things differently next year. What phase of the strategic planning process do they engage in during each of the three seasons (summer, fall, and spring)?

TBEXAM.COM

348) Your marketing professor, Dr. Somody, has been asked to participate in the university's strategic marketing planning process. During the planning phase of the process, what questions will Dr. Somody likely ask? Be specific to the university's strategic marketing planning process.

TBEXAM.COM

349) Conduct a brief SWOT analysis of your prospects of finding a good job related to your major when you graduate (if you already have such a job, think about finding a job with more responsibility). Be sure to include at least one factor representing each of the four major sections of a SWOT analysis, and be sure to label each factor to indicate which of those four sections it belongs in.

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

350) Nike, the prominent athletic shoe manufacturer, relies heavily on athlete sponsorships to build demand for its products. Spectators at major sporting events—both those attending in person and those watching at home—frequently see the Nike "swoosh" logo worn by elite athletes. Given the vast worldwide audience for Olympics broadcasts, an Olympic year gives Nike increased exposure. On a Nike situation analysis in an Olympic year, would you consider this exposure to be a strength or an opportunity? Explain your reasoning; be specific.

351) Your marketing professor, Dr. Allred, has been asked to participate in the university's strategic marketing planning process. After completing the planning phase of the process, Dr. Allred has been asked to assist with the STP analysis. What questions will Dr. Allred ask during the STP analysis? Be specific to the university's strategic marketing planning process.

TBEXAM.COM

TBEXAM.COM

352) Your marketing professor, Dr. Garvey, has been asked to participate in the university's strategic marketing planning process. After completing the first three steps of the process, Dr. Garvey has been asked to assist with implementing the marketing mix and allocating resources. What questions will Dr. Garvey ask? Be specific to the university's strategic marketing planning process.

353) Ilya, a sales manager for an industrial materials company, reviews each sales representative's performance quarterly. Ilya knows business has been good but is surprised to see some reps are selling much more than their goals while others are not meeting their goals. What should Ilya do?

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

354) You and your friend Maxine work in different parts of a large firm. In a recent analysis, your area was labeled a "cash cow" and hers was labeled a "question mark." What things would you do differently in your area than Maxine would do in hers?

355) Boston Consulting Group's portfolio analysis classifies a company's products or product lines into a two-by-two matrix. What are the bases of classification and what are the products or product lines in each of the four quadrants called? What marketing strategies are usually considered for each of the four classifications?

TBEXAM.COM

356) In 2010, Microsoft discontinued the Kin, its social networking phone, after just six weeks of disappointing sales. During what step of the strategic marketing planning process would Microsoft have made the decision to stop offering the product?

TBEXAM.COM

357) Your new sales manager, who previously worked for Boston Consulting Group, directs each sales rep to "toss out the dogs," "exploit the stars," and "milk the cows." Translate this into everyday English: What is the sales manager asking the sales reps to do?

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

358) After finishing her marketing degree, Brianna inherited the family Coffee Break snack shop. The shop is a small, local institution that residents have been coming to for decades. Brianna wants to make her business grow and is considering either a market penetration or market development strategy. Describe what Brianna will likely do if she pursues either strategy.

359) Explain how Marvel, the superhero entertainment giant, employed a market penetration strategy using its existing marketing mix and focusing its efforts on existing customers.

TBEXAM.COM

360) Belmont Blues is a one-location nursery business, selling plants and flowers for home gardeners. The new owners want to grow through either a product development or diversification strategy. What will the owners likely do if they pursue either strategy?

TBEXAM.COM

361) When catalog companies send sale catalogs to their current customers, which type of growth strategy are they pursuing?

362) When musicians and their concert promoters began offering CDs of a live concert immediately after the concert ended, what type of growth strategy were they pursuing?

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

363) Several years ago, the Florida Orange Juice Growers Association ran a promotional campaign with the slogan "Orange juice. It isn't just for breakfast anymore." Based on this slogan, which of the four growth strategies was the association pursuing? Briefly explain your reasoning.

SECTION BREAK. Answer all the part questions.

364) Surge Manufacturing Inc. is a firm that manufactures surgical equipment. The firm sells its products to various hospitals and health centres. The firm has adopted lean manufacturing techniques to minimize wastage in its production process. The company is known for the quality of its products and its efficient supply chain activities.

364.1) Which of the following overarching strategies are evident from the available description of Surge Manufacturing?

A) Operational excellence and product excellence
B) Locational excellence and customer excellence
C) Customer excellence and positional excellence
D) Locational excellence and positional excellence
E) Positional excellence and customer excellence

364.2) Surge Manufacturing sells its products by using a wide variety of channels, including the Internet. This gives the firm:

A) product excellence.
B) customer excellence.
C) operational excellence.
D) procedural excellence.
E) locational excellence.

365) Arpin Stores Inc. is a wholesale food manufacturing company. The company markets packaged food products across the United States. The company appoints an external agency to perform a SWOT analysis of the company.

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

365.1) Which of the following observations, if made by the external agency, will indicate the company's strength?

A) The market potential for packaged goods is high in the United States.
B) Economic slowdowns do not have a significant impact in the wholesale food industry.
C) The company has exclusive market reach in the packaged food industry.
D) One of Arpin Stores' major competitors has recently gone bankrupt.
E) The U.S Congress recently passed a bill to subsidize wholesale food manufacturers.

365.2) Which of the following observations, if made by the external agency, will indicate the company's weakness?

A) The company incurs high transportation costs as its manufacturing facility is at a remote place.
B) The wholesale food industry has seen an influx of new players in recent times.
C) An economic downturn has increased people's liking for organic products.
D) A food poisoning disaster that occurred recently has lowered people's preference for packaged foods.
E) The government has imposed a new tax on packaged food industry.

365.3) Which of the following observations, if made by the external agency, will present the company with an opportunity?

A) The company has exclusive market reach in the packaged food industry.
B) One of Arpin Stores' major competitors has recently gone bankrupt.
C) The company owns the largest food manufacturing facility in the United States.
D) The company owns many brands that are well known in the United States.
E) Arpin Stores has a stronger marketing department compared to its competitors.

365.4) Which of the following observations, if made by the external agency, will indicate that the company is facing a threat?

A) The company incurs high transportation costs as its manufacturing facility is at a remote place.
B) One of Arpin Stores' major competitors has recently gone bankrupt.
C) Many of the company's employees lack interpersonal skills.
D) A recent regulation has increased the tax rates for packaged food products.
E) Arpin Stores has a weaker marketing department compared to its competitors.

366) Capricus Leathers Inc. is a company that manufactures leather apparel and accessories. The company sells two products, Indigo and Tango. Both the products serve in a low-growth market. While Indigo has significant market share in the market, Tango has less than 1 percent market share.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

366.1) According to the Boston Consulting Group (BCG) matrix, Indigo is called a:
A) question mark.
B) cash cow.
C) star.
D) dog.
E) champion.

366.2) According to the Boston Consulting Group (BCG) matrix, Tango is called a:
A) cash cow.
B) star.
C) dog.
D) champion.
E) question mark.

366.3) Which of the following observations about Indigo is likely to be true?
A) It will require heavy resource investments to survive in the market.
B) It has the opportunity to become a star in the market.
C) It will experience rapid growth for a few years.
D) It has fewer chances to be profitable for the company in the near future.
E) It has already received heavy investments to develop its market share.

TBEXAM.COM

366.4) Which of the following is a suitable course of action that Capricus Leathers should initiate?
A) It should make a heavy resource investment to rescue Tango.
B) It should open new production facilities to fuel the growth of Tango.
C) It should withdraw both the products and introduce a new brand in the market.
D) It should increase the production of both the products to gain more market share.
E) It should phase out Tango if it is not needed to complement Indigo.

367) Lunar Inc. and Qwerty Inc. are competitors in the production of laptops for professionals. To improve sales, the management of Lunar decides to adopt the strategy of market penetration and the management of Qwerty decides to adopt market development.

367.1) Which of the following is Lunar Inc. most likely to do as part of its strategy?
A) It will declare discounts on its products.
B) It will expand its operation to new countries.
C) It will start producing laptop accessories.
D) It will launch a series of laptops exclusively designed for children.
E) It will roll back less successive models of laptops.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

367.2) Which of the following is Qwerty most likely to do as part of its strategy?

A) It will announce bonus points for regular customers.
B) It will get celebrities to endorse its product.
C) It will start producing laptop accessories.
D) It will expand its operation to new countries.
E) It will begin a media campaign for marketing its product.

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

Answer Key

Test name: Chapter 02

1) FALSE
2) TRUE
3) FALSE
4) FALSE
5) TRUE
6) FALSE

The three major phases of the marketing plan are planning, implementation, and control. Control is part of the management function, not a phase in the marketing plan.

7) FALSE

That is phase three of developing a marketing plan, not phase hour. Phase four involves implementing the marketing mix.

8) FALSE
9) TRUE
10) TRUE
11) TRUE
12) FALSE
13) FALSE
14) FALSE
15) FALSE
16) FALSE
17) FALSE
18) D

Firms can set monetary and non-monetary objectives. Maximizing shareholders' wealth, maximizing the level of income, and avoiding risks are all examples of objectives that firms can select.

19) B

Text term definition - non-profit organization.

20) B

Key term definition - offerings.

21) B

Key term definition - strategic business unit.

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

22) A
Multimarket, multiproduct firms manage a portfolio of businesses, variously termed strategic business units (SBUs), strategic business segments, and product-market units.

23) A
Key term definition - strategic business unit level.

24) D
Key term definition - mission.

25) D
A mission is a statement of the organization's scope. This statement often identifies its customers, markets, products, technology, and values.

26) D
A mission is a statement of the organization's scope. This statement often identifies its customers, markets, products, technology, and values.

27) D
Key term definition - goal, objective.

TBEXAM.COM

28) D
Key term definition - goal, objective.

29) D
Competitive Advantage is a unique strength relative to competitors.

30) A
Competitive advantage is a unique strength relative to competitors.

31) B
Competitive advantage is a unique strength relative to competitors, often based on quality, time, cost, or innovation.

32) A
Competitive advantage is a unique strength relative to competitors, often based on quality, time, cost, or innovation.

33) B
Text term definition - business portfolio analysis.

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

34) B
The BCG's business portfolio analysis uses quantified performance measures and growth targets to analyze a firm's business units as though they were a collection of separate investments.

35) D
The horizontal axis is the relative market share, defined as the sales of the SBU divided by the sales of the largest firm in the industry.

36) B
Liquid Paper has a large market share in a low growth market.

37) D
Atlantix Global Systems has a large share of a high-growth industry.

38) B
Cash cows dominate a slow-growth market.

39) C
The BCG matrix is based upon market growth rate and market share. Question marks have a low market share because they are new in a high growth market (wearable technology). Smart phones are established in market share in a growing Canadian market and so they are a star.

TBEXAM.COM

40) D
The BCG matrix is based upon market growth rate and market share. The sport-utility market is a high growth market with substantial competition; GM, Ford, and Jeep products have a dominant share of this market. The Honda Passport, a new competitor in this high-growth market, has a low share of this market. The vehicle will require large injections of cash from other products in the Honda line to maintain or increase market share. The Honda Accord, Prelude, and Civic autos are well established in slower-growth markets and control a significant percentage of market share. Thus, these autos will be cash cows for Honda, and the revenues generated from the sale of these cars will be used to finance the cash-intensive marketing of the new Passport problem child in the BCG matrix.

41) D
Dropping SBUs in the dog quadrant from a business portfolio is generally advocated except when relationships with other SBUs, competitive considerations, or potential strategic alliances exist. Also see Figure 2-3.

42) A
A dog has a low market share in a low-growth industry.

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

43) D
A dog is an SBU with a low share of low-growth markets.

44) D
It is often difficult to locate an SBU on the BCG matrix. One of the weaknesses of this analysis method is other factors that the portfolio analysis does not consider as organizational synergy. Actually a BCG portfolio analysis can be a demotivator to people who work in SBUs classified as dogs or problem children.

45) B
There are problems or weaknesses with the business portfolio analysis approach including the fact that it is often difficult to get needed information on market growth and market share and generally difficult to include competitive information into the analysis. It can also be time consuming, and by the time decisions are made, market conditions have may changed.

46) A
Market penetration is increasing the sales of present products in existing markets and market development is selling existing products in new markets. Neither of these requires new products.

47) B
Text term definition - market development.

TBEXAM.COM

48) B
Market development is the process of taking present products to new markets.

49) B
Market development is the process of taking present products to new markets.

50) A
Opening a McDonald's is taking the present product (menu and restaurant) to a new market, a market development strategy.

51) B
Market development is the act of selling a company's product to new customers.

52) C
Product development is a market-product strategy of developing new products to sell to existing markets.

53) B

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

The McDonald's toys sold through Toys R Us stores mainly involved selling new products (toys) to new (toy) customers, a diversification strategy. Even though many of these people may have eaten at a McDonald's restaurant, the company leaves the restaurant business and goes into the toy marketing business, which is a new business for McDonald's.

54) C
Text term definition - product development.

55) C
Product development is a market-product strategy that sells a new product to existing markets.

56) C
Product development is a market-product strategy that sells a new product to existing markets.

57) C
The deli sandwiches (a new product) involve a new product for present restaurant customers, a product development strategy. (A secondary, minor effect might be to attract new customers.)

58) D
The Monopoly promotion involves selling more of McDonald's existing menu to its present customers by encouraging more visits to the restaurant, a market penetration strategy. If you played the game in 2001, you may also remember a customer got additional game pieces on larger drink and French fries containers.

59) A
Arm & Hammer is attempting to sell more of their present product in current markets. The company is not creating new products nor are they seeking new markets for their product. They are attempting to create new uses for their product within existing markets.

60) A
A market penetration strategy increases sales to existing market.

61) D
Diversification involves developing new products and selling them in new markets.

62) D
Text term definition - diversification.

63) C
Text term definition - product development.

T B E X A M . C O M

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

64) D
Unrelated diversification means the new products and new markets have nothing in common with existing operations. In this case, McDonald's Canada might diversify into completely new business areas such as financial services.

65) C
Related diversification occurs when new products and new markets have something in common with the firm's existing operations. For example, McDonald's Canada could buy out and operate Red Lobster restaurants.

66) C
Text term definition - product development.

67) B
Key term definition - marketing strategy.

68) A
The strategic marketing process is so central to the activities of most organizations that they formalize it as a marketing plan, which is a road map for the marketing activities of an organization for a specified future period of time, such as one year or five years.

TBEXAM.COM

69) D
Although marketing consultants often want to establish the budget first, and many people think it is fun to do advertising, the planning for a strategic marketing program should always begin with the situation analysis.

70) D
Key term definition - situation analysis.

71) A
Key term definition - SWOT analysis.

72) B
Key term definition - SWOT analysis.

73) C

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Prior to making changes in either product or marketing strategy, the firm would have needed to ascertain its internal strengths and weaknesses and its external threats and opportunities. Such an analysis would show that the Harley-Davidson motorcycle company had problems in product quality, performance, and marketing strategies. Its primary strength was brand loyalty and brand recognition. Opportunities existed for Harley-Davidson in both domestic and foreign markets. A major threat came from imported motorcycles.

74) A
A weakness is an internal negative influence on an organization, such as poor scripts. A strength would be an internal positive influence casting of Lagasse. Lagasse's popularity before he became part of the project could have been viewed as an opportunity.

75) C
A threat is an external negative influence on organizations.

76) D
Keyword: SWOT (Opportunity).

77) A
SWOT analysis refers to a simple, effective technique to appraise problems and opportunities as a first step toward developing marketing objectives and goals.

TBEXAM.COM

78) A
A working relationship with the USDOT would be an internal force that would positively impact the company. If the information were provided directly to the radio stations so that the stations will no longer need to pay for the information, it would be a threat. It would be a weakness if there were no employees capable of using the equipment that could be overcome fairly easily. The creation of a network of companies like the local one would be an external positive influence and would therefore be an opportunity.

79) B
Key term definition - market segmentation.

80) B
Market segmentation is the terms for aggregating prospective buyers into groups that have common needs and will respond similarly to a marketing action.

81) C
Market segmentation involves aggregating prospective buyers into groups that have common needs and will respond similarly to a marketing action.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

82) B
Goal setting here involves setting measurable marketing objectives to be achieved possibly for a specific market, a specific product or brand, or an entire marketing program.

83) D
Where to sell the product would be decided with place strategy.

84) A
The product strategy deals with features consumers might desire.

85) C
All packaging issues relate to product strategy. The decision to sell at list price or not is a part of the pricing strategy.

86) B
The best-planned marketing strategy is virtually worthless if the plan cannot be successfully implemented and executed. Successful implementation includes careful planning and attention to specific tactics.

87) D
Strategy implies both the end sought (target market), and the means to achieve it (marketing program), such as pricing or promotional strategy.

88) D
It also grows by constantly launching new products to meet the changing needs of its' customers. The company also continues to develop new markets (market development) with a presence in over 100 countries.

89) C
Finally, McCain also uses a diversification strategy, branching out from the frozen foods category into the ready-to-serve beverage market.

90) B
Mars bar is in the implementation phase when it is executing the marketing program. In this case Mars is promoting the bars as "45% less fat" which is part of the four marketing mix variables.

91) C
A sustainable competitive advantage is an advantage over the competition that is not easily copied and thus can be maintained over a long period of time.

92) E

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

93) B
Firms can achieve operational excellence through their efficient operations.

94) C
Customer excellence is achieved when a firm develops value-based strategies for retailing loyal customers and provides outstanding customer service.

95) D
96) E
97) A
98) C
99) D
A marketing strategy identifies a firm's target market(s), a related marketing mix, and the basis upon which the firm plans to build a sustainable competitive advantage.

100) D
Operational excellence is achieved through efficient operations, supply chain, and human resource management.

101) A
In many cases, a single strategy, such as low prices, is insufficient to build a sustainable competitive advantage. Firms require multiple approaches to build a wall around their position.

102) A
The Ritz-Carlton clerk went to extra trouble to offer excellent customer service, which is one way to pursue a customer excellence strategy.

103) E
In most cases, a single strategy, such as low prices or excellent service, is not sufficient to build a sustainable competitive advantage. Firms require multiple approaches to build a "wall" around their position that stands as high as possible.

104) E
The innovations described are in the area of the product offering, and so they represent product excellence.

105) D
A sustainable competitive advantage is an advantage over the competition that is not easily copied and thus can be maintained over a long period of time. It is very difficult to copy Zara.

106) E

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Customer excellence is achieved when a firm develops value-based strategies for retailing loyal customers and provides outstanding customer service.

107) D
108) B
109) D
110) B
111) C
112) A
113) E
114) B
The incorrect options all describe ways to create new product models that are probably easy for competitors to copy (or that, in one case, copies competitors' offerings). A clear, distinct, desirable positioning, though, offers a more sustainable advantage through product excellence.

115) D
If you have a wide variety of locations in prime areas, that's difficult (and often expensive) for a competitor to duplicate. While some of the other answers are true statements, they don't explain why a locational excellence strategy tends to be sustainable.

116) C
TBEXAM.COM
While some of the other statements might be true, we don't have enough information in the question to draw those conclusions. But what's been described is a sustainable competitive advantage because it's so difficult for another competitor to break into the market.

117) D
Satisfied customers, if this satisfaction leads to loyalty, are a source of sustainable competitive advantage.

118) D
Getting customers the merchandise they want, when they want it, in the required quantities, and at a lower price are all elements of operational excellence.

119) C
After completing the situation analysis, the next step (3) is to identify and evaluate opportunities for increasing sales and profits using segmentation, targeting, and positioning (STP).

120) C

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Customers around the world know Pepsi and consider it a primary "go-to" brand if they want a refreshing drink. This positioning reflects Pepsi's careful targeting and marketing mix implementation.

121) B
The steps, in order, are: (1) define the business mission, (2) perform a situation analysis, (3) identify and evaluate opportunities, (4) implement marketing mix and allocate resources, and (5) evaluate performance.

122) B
A situation analysis is the second step of the marketing planning process.

123) D
A mission statement is a broad description of a firm's objectives and the scope of activities it plans to undertake.

124) A
SWOT analysis is part of the planning phase.

125) C
The internal components of a SWOT analysis are strengths and weaknesses.

126) E
The external components of a SWOT analysis are opportunities and threats.

127) A
The management of the just-in-time system is an internal issue; if it is being done badly, that makes it a weakness.

128) D
For parts companies, Ford's possible actions represent external factors. A possible cutback in orders is a negative factor. An external negative factor is a threat.

129) C
Higher gas prices should make consumers more likely to consider buying electric cars, so this is a positive factor. It is external to the firm since it is beyond the firm's control. An external positive factor is an opportunity.

130) A

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

CDSTEP stands for cultural, demographic, social, technological, economic, and political forces.

131) B
The process of dividing the market into groups of customers with different needs, wants, or characteristics—who therefore might appreciate products or services geared especially for them—is called market segmentation.

132) E
GEICO is seeking to define itself in customers' minds as a very easy way to save money on insurance, in order to distinguish it from its competitors. This is the nature of positioning.

133) D
With STP, the firm first divides the marketplace into subgroups or segments, determines which of those segments it should pursue or target, and finally decides how it should position its products and services to best meet the needs of those chosen targets. Business mission development and SWOT analysis take place before STP analysis starts and targeting and positioning are later stages in STP analysis.

134) B
135) D
Kelsey was created to help Bennett's marketers understand its major target market segment. The segment is more than just a demographic. It includes elements of Kelsey's behavior (reading instead of TV). Kelsey isn't Bennett's positioning—rather, the company needs to position its products to help women like Kelsey understand the value Bennett's products can offer them.

136) A
A key component of target marketing is the evaluation of potential target segments' attractiveness.

137) C
Positioning is the creation of a clear, distinct, desirable understanding of what the product does or represents compared to competitors. Celebrity endorsers are often used to convey this message.

138) D
This is the definition of *positioning*, which is the final activity in STP analysis.

139) C

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Market positioning involves the process of defining the marketing mix variables so that target customers have a clear, distinctive, desirable understanding of what the product does or represents in comparison with competing products. By segmenting the coffee-drinker market, Starbucks is using a positioning strategy.

140) A
141) C
142) C
143) C
144) A
145) C
146) E
147) C
148) A
149) D
150) D
151) B
152) D
153) B
154) C
155) C
156) A
157) D
158) A
159) C

TBEXAM.COM

Typically, managers begin by reviewing the implementation programs, and their analysis may indicate that the strategy (or even the mission statement) needs to be reconsidered. The manager should seek to understand the differences in implementation programs between the different stores. Perhaps she will find that the successful stores did things the other stores didn't. While studies of national trends might offer interesting and useful information for the overall planning process, to understand the difference between stores she needs to focus at a local level.

160) B

Nicki has chosen a target market, determined positioning strategies, and developed marketing mixes. She now has to consider available resources and determine how they will be allocated across the different options available for implementation.

161) C
162) B

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

By comparing results across regions, SBUs, product lines, and time periods, marketing metrics can help explain why things happened and also project the future.

163) E
This is the definition of a *question mark*. If the product is infused with resources, it has the potential to become a star.

164) B
In general, marketing resources are allocated to SBUs or product lines. Understanding the causes of the performance, regardless of whether that performance exceeded, met, or fell below the firm's goals, enables firms to make appropriate adjustments.

165) D
166) E
167) A
168) D
The BCG matrix uses market growth rate on the vertical axis and relative market share on the horizontal axis. The other factors are not unimportant—they are simply not part of BCG portfolio analysis.

TBEXAM.COM

169) B
170) A
Stars occur in high-growth markets and are high market share products and often require a heavy resource investment in such things as promotions and new production facilities to fuel their rapid growth.

171) C
Dogs can be worth keeping if they assist with the sales of another more successful product.

172) D
173) A
174) C
175) B
176) E
177) B
178) A
179) B
180) B
181) E
182) C
183) A

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

184) D
185) C
186) D
187) E
188) C
A sustainable competitive advantage is an advantage over the competition that is not easily copied and could be maintained over a long period of time.

189) B
A sustainable competitive advantage acts like a wall, or barrier, that the firm has built around its position in a market. This wall makes it hard for competitors to contact customers inside.

190) B
A sustainable competitive advantage is something the firm can persistently do better than its competitors that is not easily copied and thus can be maintained over a long period of time.

191) B
A *sustainable competitive* advantage is an advantage over the competition that is not easily copied and thus can be maintained over a long period of time.

192) A
TBEXAM.COM
A *marketing strategy* identifies (1) a firm's target market(s), (2) a related marketing mix—the four Ps, and (3) the bases upon which the firm plans to build a sustainable competitive advantage.

193) E
The four overarching strategies include: Customer, Operational, Product and Location excellence.

194) A
Customer excellence: Focuses on retaining loyal customers and excellent customer service.

195) B
Operational excellence: Achieved through efficient operations and excellent supply chain and human resource management.

196) C
Product excellence: Having products with high perceived value and effective branding and positioning.

197) D

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Locational excellence: Having a good physical location and Internet presence.

198) D
Customer excellence focuses on retaining loyal customers and providing excellent customer service. Viewing customers with a lifetime value perspective is key to modern customer retention programs.

199) A
Customer excellence focuses on retaining loyal customers and providing excellent customer service. Viewing customers with a lifetime value perspective is key to modern customer retention programs.

200) E
By retaining a loyal customer, Argo Airlines has used customer excellence to achieve sustainable competitive advantage. Customer excellence is achieved when a firm develops value-based strategies for retaining loyal customers and provides outstanding customer service.

201) A
Operational excellence is achieved by ensuring an excellent supply chain management and strong relationships with suppliers. It helps firms to satisfy their customers through better service.

TBEXAM.COM

202) C
Tectron Computers achieves sustainable competitive advantage through operational excellence. It is achieved by ensuring an excellent supply chain management.

203) D
Any business can join a Chamber of Commerce, it isn't considered strategic competitive advantage as it is easily copied or duplicated.

204) C
Operational excellence is required for Amazon to execute this program effectively. Not only does it need to have the technology to coordinate the personal buyers, but it needs to have an effective human resource hiring program that selects and trains employees capable of going the extra mile to please its customers.

205) B
In this scenario, Davison Associates uses product excellence to achieve sustainable competitive advantage. Product excellence focuses on having products with high perceived value and effective branding and positioning.

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

206) E
Product excellence, the third way to achieve a sustainable competitive advantage, occurs by having products with high perceived value and effective branding and positioning.

207) C
Locational excellence focuses on having an Internet presence. A competitive advantage based on location is sustainable because it is not easily duplicated.

208) C
Many say that the three most important things in retailing are location, location, location. This is considered a sustainable advantage because it is difficult to duplicate due to its physical implications.

209) A
Foodstar uses locational excellence to achieve sustainable competitive advantage. Locational excellence involves having a good physical location and Internet presence.

210) C
McDonald′s is well known for doing extensive location analysis. It looks for sites with maximum market reach, preferably at the corner of two intersections, since convenience to customers is a major component in the potential success of new franchises.

211) D
Successful firms, in many cases, use multiple strategies to build a competitive advantage. In this example, Apple is using product, operational, and service excellence.

212) B
Successful firms, in many cases, use multiple strategies to build a competitive advantage. In this example, WestJet is using product, operational, and service excellence.

213) D
Leading is a function of management, not a phase in a marketing plan.

214) A
In the planning phase of the marketing plan, marketing executives and other top managers define the mission and objectives of the business and evaluate the situation by assessing how various players, both inside and outside the organization, affect the firm's potential for success.

215) E

T B E X A M . C O M

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

The planning phase of a marketing plan involves defining the mission and objectives of a business. It also involves situation analysis and evaluating how different factors affect a firm's potential for success.

216) B
The activities of the board of directors occur in the planning phase of developing a marketing plan. It involves defining the mission and objectives of the business.

217) C
In Step 3, marketing managers identify and evaluate different opportunities by engaging in a process known as segmentation, targeting, and positioning (STP).

218) A
The *mission* statement is a broad description of a firm's objectives and the scope of activities it plans to undertake.

219) D
A SWOT analysis is designed to help a firm determine its strengths. It is used as a tool in situation analysis.

TBEXAM.COM

220) C
The organization is in the phase of planning. It involves defining the mission and objectives of a business and conducting a situation analysis.

221) B
After developing its mission, a firm next must perform a *situational analysis*, using a *SWOT* analysis that assesses both the internal environment with regard to its **s**trengths and **w**eaknesses (internal analysis) and the external environment in terms of its **o**pportunities and **t**hreats (external analysis).

222) E
Technology is an external factor, therefore it cannot be a strength or weakness. If a company can use technology to increase its competitive advantage, it would be an opportunity; if they cannot it is a threat.

223) A
A situation analysis is performed using a SWOT analysis. It requires a firm to undertake a critical assessment of resources, capabilities, organization, strategies, and performance in relation to competitors.

224) C

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Limited loyalty is a weakness as there is no assurance they will be a repeat customer, resulting in impacting positive cashflow for the organization.

225) D
A lack of marketing, management, and technical talent is considered as a weakness for any organization.

226) A
In a SWOT analysis, the presence of wide distribution networks is considered as a company's strength. It is an internal factor that contributes to the company's potential for success.

227) B
A strong base of loyal customers es is considered a strength of the organization.

228) A
A strong financial resource is considered a strength of the organization.

229) B
In a SWOT analysis, the lack of financial resources is considered as a weakness of a company. It is an internal factor that is in the company's control.

TBEXAM.COM

230) B
A strong brand is an organizational strength.

231) E
In a SWOT analysis, new entrants into the industry or market are considered a threat to businesses. It is an external negative factor outside a company's control.

232) E
Political or regulatory changes are considered threats.

233) C
In a SWOT analysis, existing firms exiting the market because of financial or other difficulties are considered an opportunity for businesses. They constitute a change in external environment that works in a company's favour.

234) D
After completing situation analysis, an organization has to conduct segmentation, targeting, and positioning. It helps the organization to locate its target customers and design appropriate strategies.

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

235) A
A market segment refers to a group of consumers who respond similarly to a firm's marketing efforts. Identifying appropriate market segments helps a company develop suitable marketing strategies.

236) C
The classification is an example of segmentation. It is the process of classifying a market into distinct groups of customers where each individual group has similar needs, wants, or characteristics.

237) D
Market Segmentation refers to the process of classifying a market into distinct groups of customers where each individual group has similar needs, wants, or characteristics. It is important to identify customer requirements to locate target customers.

238) A
After a firm has identified the various market segments it might pursue, it evaluates each segment's attractiveness and decides which to pursue by using a process known as *target marketing or targeting*.

239) C
TBEXAM.COM
The decision to cater to a particular market segment is a part of targeting. Targeting is the process of evaluating the attractiveness of various segments and then deciding which to pursue as a market.

240) E
The company's decision is a part of targeting. Targeting is the process of evaluating the attractiveness of various segments and then deciding which to pursue as a market.

241) B
Market positioning is the process of defining the marketing mix variables to give target customers a distinct and desirable understanding of what a product represents. It helps customers to compare a product with competing products.

242) D
Lego's strategy is a part of market positioning. It is the process of defining the marketing mix variables to give target customers a distinct and desirable understanding of what a product represents.

243) D

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

This is an example of market positioning. It is the process of defining the marketing mix variables to give target customers a distinct and desirable understanding of what a product represents.

244) D
After completing the situation analysis, the next step is to identify and evaluate opportunities for increasing sales and profits by using *STP* (segmentation, targeting, and positioning).

245) A
246) C
After a firm has identified the various market segments it might pursue, it evaluates each segment's attractiveness and decides which to pursue by using a process known as *target marketing or targeting*.

247) B
Lincoln offers a clear, distinct, and desirable understanding of the Navigator model. It is sporty, powerful, roomy, and luxurious for families who require more room.

248) D
A firm should identify market segments it might pursue. It is almost impossible for a firm to satisfy the needs of all segments.

TBEXAM.COM

249) D
The implementation phase of a marketing plan involves identifying and evaluating different opportunities by engaging in a process known as segmentation, targeting, and positioning. It also involves developing and implementing the marketing mix by using the four Ps.

250) C
In the fourth step of the planning process, marketers implement the marketing mix—product, price, promotion, and place—for each product and service on the basis of what the company believes its target markets will value (Exhibit 2.7). At the same time, it makes important decisions about how it will allocate its scarce resources to its various products and services.

251) A
The aspect of value creation is most closely associated with products. Firms develop products and services that customers perceive as valuable enough to buy.

252) C

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

The company stresses on the element of price. Value-based marketing requires that firms charge a price that customers perceive as giving them good value for the products and services they receive.

253) B
The variable of place is associated with the delivery of value to customers. For the proper delivery of value, a firm makes a product or service readily accessible when and where a customer wants it.

254) D
The company's strategy regarding place is reflected in its decision to start new branches in rural areas. The variable of place determines the accessibility of a product or service.

255) A
The decision is a part of the firm's strategy on place. It is associated with the delivery of value of a product.

256) C
The element of promotion helps marketers communicate the value of their offering, or the value proposition, to their customers. In this scenario, Balter technologies uses media to promote its products.

TBEXAM.COM

257) D
Products, which include services, constitute the first of the four Ps. Because the key to the success of any marketing program is the creation of value, firms attempt to develop products and services that customers perceive as valuable enough to buy.

258) C
As part of the exchange process, a firm provides a product or a service, or some combination thereof, and in return it receives money. Value-based marketing requires that firms charge a price that customers perceive as giving them good value for the products and services they receive.

259) B
For the marketing mix P known as place, the firm must be able to make the product or service readily accessible when and where the customer wants it. Dyson therefore features fans prominently on its website, but also makes sure to place them on Amazon and in Bed Bath & Beyond stores.

260) A

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

Marketers communicate the value of their offering, or the value proposition, to their customers through a variety of media, including TV, radio, magazines, buses, trains, blimps, sales promotion, publicity, the sales force, online, and social media marketing.

261) A
Promotion is used by marketers to communicate the value of their offering. Marketers use a variety of media, including television, radio, and Internet to promote their products.

262) B
A *metric* is a measuring system that quantifies a trend, dynamic, or characteristic.

263) B
Metrics are used to explain why things happened and to project the future. They make it possible to compare results across regions, business units, product lines, and time periods.

264) D
Evaluating the performance using marketing metrics is the final step in the marketing planning process of an organization. A firm can determine why it achieved or did not achieve its performance goals with the help of these metrics.

TBEXAM.COM

265) D
The goal of the campaign was to increase donations. Even though ad exposure, click through rate or website traffic might be interesting to know, the only choice that measures the effectiveness of the campaign is the number of donors before and after the campaign.

266) D
Profit performance is based on financial performance metrics.

267) A
Profit and Sales are both considered financial metrics.

268) E
A strategic business unit is a division of a company that can be managed somewhat independently from other divisions of the company since it markets a specific set of products to a clearly defined group of customers. A portfolio analysis is typically done at the strategic business unit of a company.

269) E

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

The department for office furniture is an example of a strategic business unit. A strategic business unit is a division of a company that can be managed somewhat independently from other divisions of the company since it markets a specific set of products to a clearly defined group of customers.

270) B
A product line refers to a group of products that consumers are likely to use together or perceive as similar in some way. A portfolio analysis is frequently done at the product line level of an organization.

271) D
The products under the dental hygiene section of the company constitute a product line. A product line refers to a group of products that consumers are likely to use together or perceive as similar in some way.

272) D
Relative market share is the measure of a product's strength in a particular market. It is defined as the sales of the focal product divided by the sales achieved by the largest firm in the industry.

273) B
In the Boston Consulting Group (BCG) product portfolio analysis, a star refers to a product that has a high market share in a high-growth market. It requires a heavy resource investment to fuel its rapid growth.

274) A
In the context of the Boston Consulting Group (BCG) analysis, Rex Telecom is a star. A star enjoys a high market share in a high-growth market.

275) A
A firm whose offering is a star in an industry should consider resource investments to fuel rapid growth. Since a star serves in a high-growth market, there is always potential for higher market share.

276) E
In the Boston Consulting Group (BCG) portfolio analysis, a product that serves a low-growth market but has a high market share in the industry is a cash cow. The resources for such a product can be reallocated to other products in need of resources.

277) E

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

In the context of the Boston Consulting Group (BCG) portfolio analysis, Cranco Inc. is a cash cow. A cash cow enjoys a high market share in a low-growth market.

278) D
According to the Boston Consulting Group (BCG) matrix, the company's offering is a question mark. A company can decide either to allocate more resources or phase out the product depending on the market situation.

279) C
In a BCG portfolio analysis, a product that has low market share in a market characterized by high growth is known as a question mark. Such products require significant resources to maintain and potentially increase their market share.

280) C
In the BCG portfolio analysis, products that are in low-growth markets could be called cash cows (if market share is high) or dogs (if market share is low).

281) C
The firm should phase out the product and concentrate on other strategic business units. A product that is a dog does not generate any profit for a company.

TBEXAM.COM

282) B
The company's offering of board games is a dog. It has a low market share in a low-growth industry.

283) A
The similarity between products represented by a star and a question mark is that they serve high growth-rate markets. Both require intense resource investment to improve production.

284) B
The four strategies include: Diversification, Product Development, Product Penetration, and Market Penetration.

285) D
Market penetration refers to the marketing strategy that employs an existing marketing mix and focuses a firm's efforts on existing customers. It requires intense marketing efforts.

286) E

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

A market penetration strategy requires intensified distribution efforts in existing markets. It involves employing an existing marketing mix and focusing a firm's efforts on existing customers.

287) D
QuSoft's bonus offer is an example of a market penetration strategy. It involves employing the existing marketing mix and focusing a firm's efforts on its existing customers.

288) C
To penetrate its target market, the superhero entertainment giant, Marvel, has expanded its movie offerings. In collaboration with several production companies, as well as talented directors and well-known star actors, Marvel has helped bring the X-Men, Spiderman, Iron Man, and other popular characters to the big screen, where they confront some relevant, modern-day topics such as discrimination, environmental destruction, and international wars—before ultimately kicking tail and saving the city.

TBEXAM.COM

289) A
A market development strategy employs an existing marketing offering to reach new segments. The expansion can be domestic or international.

290) B
TBEXAM.COM
Adams Industries Inc. has applied a market development strategy. It involves employing an existing marketing offering to reach new segments.

291) A
A market development strategy is applied by G&T Leather when it introduces its existing offering in a different market. The new markets may be domestic, international, or segments not currently served by a company.

292) B
A market development strategy focuses on segments that are not currently served by a firm. It involves introducing an existing offering in a new market.

293) C
The managers have decided to adopt market penetration and market development. Market penetration involves retaining an existing marketing mix in an existing market and market development involves introducing an existing product in a new market.

294) A

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

A market development strategy employs the existing marketing offering to reach new market segments, whether domestic or international.

295) C
A *market penetration strategy* employs the existing marketing mix and focuses the firm's efforts on existing customers. Such a growth strategy might be achieved by encouraging current customers to patronize the firm more often or buy more merchandise on each visit.

296) B
A *product development strategy*, offers a new product or service to a firm's current target market.

297) D
Introduces a new product or service to a market segment that is currently not served. Diversification opportunities may be either related or unrelated.

298) A
Paramount Electronics employs the strategy of product development. It involves offering a new product to a firm's current target market.

299) B
Lava Scooters uses the strategy of product development. It involves introducing a new product to an existing customer base.

TBEXAM.COM

300) C
Dorbo Inc. uses the strategy of product development. It involves offering new products to existing target customers.

301) A
Diversification is the growth strategy whereby a firm introduces a new product or service to a market segment that it does not currently serve. Diversification is classified as related or unrelated depending on the relation between the current marketing mix and the current target market with the new opportunity.

302) C
Market development and diversification differ in that diversification involves the development of a new product, whereas market development uses an existing product. Both introduce products in a new market.

303) C

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

A firm that introduces a new product to a segment that is currently not served uses a diversification strategy. It involves high risk as firms do not possess any prior knowledge in terms of products or market.

304) B
RON Inc. applies the strategy of diversification. It involves introducing a new product to an existing customer base.

305) Short Answer
Saturn has passed the planning phase and is at the implementation phase.

306) Short Answer
Answers will vary

Feedback: A corporate mission is a statement of the organization's scope, often identifying its customers, markets, products, technology, and values. It is often used interchangeably with vision. A well-crafted mission statement can have an inspirational theme that ignites the loyalty of the employees and makes them willing to work harder to see that the company achieves its mission.

T B E X A M . C O M

307) Short Answer
TBEXAM.COM
Answers will vary

Feedback: (1) Cash Cows - (lower left quadrant) have a dominant share of a slow growth market; they typically generate large amounts of cash to invest in other SBUs.
(2) Stars - (upper left quadrant) have a high share of high-growth markets; they may not generate enough cash to support their own needs to support future growth.
(3) Question Marks or Problem Children - (upper right quadrant) are SBUs with a low share of high growth markets; they require large amounts of money just to maintain their market share.
(4) Dogs - (lower right quadrant) have a low share of low-growth markets; although they may generate enough cash to sustain themselves, they hold little promise of becoming winners for the firm.

308) Short Answer

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Answers will vary

Feedback: The firm can invest more in the SBU in order to build its share, it can invest just enough to hold the SBU's share at about its current level, it can harvest the SBU trying to milk its short-term cash flow, even though it may lose share and become a dog in the longer run, or the firm can divest the SBU by phasing it out or actually selling it to gain cash to invest in the remaining SBUs.

309) Short Answer
Answers will vary

Feedback: (1) market penetration, which involves selling more of an existing product to existing market segments
(2) product development, which involves developing a new product for existing market segments
(3) market development, which involves selling an existing product to new market segments
(4) diversification, which involves selling a new product to new market segments.

310) Short Answer
Answers will vary
Feedback:
The three phases of the strategic marketing process are the Planning Phase, the Implementation Phase, and the Control Phase.
(1) Planning Phase includes
(a) situation (SWOT) analysis to identify industry trends, analyze competitors, assess own company, and research customer
(b) market-product focus and goal setting, which involves setting market and product goals, selecting target markets, finding points of difference, and positioning the product
(c) marketing program development, which involves developing the program's marketing mix, and developing the budget by estimating revenues, expenses, and profits.
(2) Implementation Phase involves
(a) obtaining resources
(b) designing the marketing organization
(c) developing schedules
(d) executing the marketing program.
(3) Control Phase involves
(a) comparing the results of the marketing program plans to the results achieved to identify deviations
(b) acting to correct negative deviations, and exploit positive ones.

311) Short Answer

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Answers will vary
The four critical factors in a SWOT analysis are: (1) internal strengths, such as the quality, brand name prominence, and technical leadership of its products
(2) internal weaknesses, such as unfocused mission, poor responsiveness to customer needs, and revenues derived from slow-growth businesses
(3) external opportunities, such as growing international markets, and cooperative joint ventures
(4) external threats, such as increasing local or foreign competition resulting in declining market share, lower production costs from foreign manufacturers, and adverse governmental regulations.

312) Short Answer
Answers will vary

Feedback: Figure 2-7 illustrates the principal components under each of the four Ps. Product features, brand name, packaging, service, warranty. Price list price, discounts, allowances, credit terms, payment period. Promotion advertising, personal selling, sales promotion, publicity. Place outlets, channels, coverage, transportation, and stock level. The instructor should probably not expect students to recall every item, but can set a reasonable number of items correctly identified, according to his or her expectations.

313) Short Answer
Answers will vary TBEXAM.COM

Feedback: A marketing mix should include product, price, promotion, and place strategies. Students' examples will vary. The product strategy would include packaging and design of shirts. Promotion strategy would encompass how the group plans to communicate information about the sale to other students. Price strategy would include list price and any quantity discounts. Place strategy would include how the shirts will arrive at the point of sale and selection of the point of sale.

314) Short Answer
Answers will vary

Feedback: The control phase of the the marketing plan seeks to keep the marketing program moving in the direction it is set for. Accomplishing this requires the marketing manager to compare the results of the marketing program with goals in the written plans to identify deviations and to act on these deviations - correcting negative deviations and exploiting positive ones.

315) Short Answer

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Marketing Edition 6 by Grewal

Answers will vary

Students should be able to identify at least one strength (e.g. reputation, location, current programs), one weakness (e.g. lack of brand awareness, lack of financial resources), one opportunity (e.g. increasing international student population in Canada), and one threat (e.g. new online universities/colleges) for their university or college.

316) Short Answer
Garmin Running Watches is a question mark as the company has a low market share in a growing industry, and Garmin GPS Navigator is a cash cow as Garmin has a high market share in an industry with low growth. Garmin should not invest in its GPS Navigator and use the excess funds to invest in the Running Watches. Garmin must either allocate more resources to the Running Watch products to become stars or phase out the product.

317) Short Answer
Students' answer varies. Students' answers could include the following metrics: number of applicants, enrolment, market share, revenue generated by new students vs cost of marketing activities.

318) Short Answer
The four overarching strategies are the following:

TBEXAM.COM

Customer excellence: Focuses on retaining loyal customers and excellent customer service
Operational excellence: Achieved through efficient operations and excellent supply chain and human resource management
Product excellence: Having products with high perceived value and effective branding and positioning
Locational excellence: Having a good physical location and Internet presence

319) Short Answer
Students need to provide an example for each source of advantage:

Customer excellence: Excellent customer service (the best return policy) and cash back program to retain loyal customers (regular membership, executive gold star membership, and business membership).
Operational excellence: efficient operations and excellent supply chain management.
Product excellence: carrying a variety of products that the target market needs. Costco sells quality merchandises at the lowest possible price.
Locational excellence: select physical locations that are convenient for their main target market, families; available online as well.

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

320) Short Answer
In most cases, however, a single strategy, such as low prices or excellent service, is not sufficient to build a sustainable competitive advantage. Firms require multiple approaches to build a wall around their position that stands as high as possible. For example, WestJet has achieved success by providing customers with good value that meets their expectations, offering good customer service, maintaining good customer relations, and offering great prices. The company has consistently positioned itself as a carrier that provides good service at a good value—customers get to their destination on time for a reasonable price.

321) Short Answer
After developing its mission, a firm must perform a situation analysis, using a SWOT analysis that assesses both the internal environment with regard to its strengths and weaknesses (internal analysis) and the external environment in terms of its opportunities and threats (external analysis). Situation analysis also includes an examination of market trends, customer analysis, and competitive analysis. Additionally, the firms should assess the opportunities and uncertainties of the marketplace caused by changes in cultural, demographic, social, technological, economic, and political forces.

322) Short Answer
Strengths are positive attributes that are internal to businesses. Businesses can control strengths. Opportunities are external to businesses and businesses cannot control them. A superior product is a strength, whereas a conducive market is an opportunity.

323) Short Answer
Student answers will vary. The strengths/weaknesses must be internal factors and opportunities/threats must be external factors.

324) Short Answer
A market segment is a group of consumers who respond similarly to a firm's marketing efforts. Student answer will vary. They are likely to define one segment as "students". A brief description of each segment is required (see exhibit 2.6 for an example).

325) Short Answer
Target marketing is the process of evaluating the attractiveness of various segments and then deciding which to pursue as a market. For example, Beau, a manufacturer of cosmetics, realizes that its products are mostly sought by teenagers and directs the bulk of its marketing efforts towards that group. Students' examples will vary.

326) Short Answer

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Market positioning involves the process of defining the marketing mix variables so that target customers have a clear, distinct, desirable understanding of what the product does or represents in comparison with competing products.
Starbucks position itself as a classic European-style coffee shop that offers premium coffee, good service, and great environment. On the other hand, Tim Hortons position itself as an iconic Canadian brand that offers fast service, affordable products, and continent locations.

327) Short Answer
The final step in the planning process includes evaluating the results of the strategy and implementation program by using marketing metrics. Metrics are used to explain why things happened and to project the future. They make it possible to compare results across regions, business units, product lines, and time periods.

328) Short Answer
Some commonly used metrics to assess performance include revenues, or sales, and profits. A firm can determine why it achieved or did not achieve its performance goals using this metrics.

329) Short Answer
In portfolio analysis, a management evaluates a firm's portfolio and allocates resources according to which products are expected to be the most profitable for the firm in the future. Portfolio analysis is typically performed at the strategic business unit (SBU) or product line level of the firm, though managers can also use it to analyze brands or even individual items. An SBU is a division of the company that can be managed somewhat independently from other divisions since it markets a specific set of products to a clearly defined group of customers.

330) Short Answer
The cash cow provides the funding necessary for both questions marks and stars to be able to maintain their existence and growth.

331) Short Answer
Organizations would want their Stars to turn into Cash Cows so they could continue the develop of other Questions marks and Stars

332) Short Answer
Relative market share is a measure of a product's strength in a particular market, defined as the sales of the focal product divided by the sales achieved by the largest firm in the industry. Market growth rate is the annual rate of growth of the specific market in which a product competes. Market growth rate is a measure of an industry, whereas relative market share is a measure of a product's strength in a particular market.

333) Short Answer

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

There are five steps in developing a marketing plan.

• Step 1, Define the Business Mission and Objectives: The mission statement, a broad description of a firm's objectives and the scope of activities it plans to undertake, attempts to answer two main questions: What type of business are we? and What do we need to do to accomplish our goals and objectives? These fundamental business issues must be answered at the highest corporate levels before marketing executives can get involved.
• Step 2, Conduct a Situation Analysis: After developing its mission, a firm next must perform a situation analysis, using a SWOT analysis that assesses both the internal environment with regard to its strengths and weaknesses (internal analysis) and the external environment in terms of its opportunities and threats (external analysis). Situation analysis also includes an examination of market trends, customer analysis, and competitive analysis.
• Step 3, Identify and Evaluate Opportunities by Using STP (Segmentation, Targeting, and Positioning): After completing the situation analysis, the next step is to identify and evaluate opportunities for increasing sales and profits by using STP. With STP, the firm must first understand customer needs and wants through market research, then divide the market or customers into distinct subgroups or segments, determine which of those segments it should pursue or target, and finally decide how it should position its products and services to best meet the needs of those chosen targets.
• Step 4, Implement Marketing Mix and Allocate Resources: When the firm has identified and evaluated different growth opportunities by performing an STP analysis, the real action begins. The company has decided what to do, how to do it, and how many resources the firm should allocate to it. In the fourth step of the planning process, marketers implement the marketing mix—product, price, promotion, and place—for each product and service on the basis of what it believes its target markets will value. At the same time, it makes important decisions about how it will allocate its scarce resources to its various products and services. Each element of the four Ps must be fully integrated to achieve a coherent strategy.
• Step 5, Evaluate Performance by Using Marketing Metrics: The final step in the planning process includes evaluating the results of the strategy and implementation program by using marketing metrics. A metric is a measuring system that quantifies a trend, dynamic, or characteristic. Metrics are used to explain why things happened and to project the future. They make it possible to compare results across regions, business units, product lines, and time periods. The firm can determine why it achieved or did not achieve its performance goals with the help of these metrics.

334) Short Answer

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Student answers will vary. A SWOT analysis is designed to help the firm determine areas in which it is strong and can compete effectively and areas where it is weak and vulnerable to competitive attacks. A SWOT analysis assesses the internal environment with regard to its strengths and weaknesses (internal analysis) and the external environment in terms of its opportunities and threats (external analysis). Students should select a firm and analyze its strengths, weaknesses, opportunities, and threats.

335) Short Answer
Segmentation is the process of dividing the market into distinct groups of customers where each individual group has similar needs, wants, or characteristics and therefore might appreciate products or services geared especially for them in similar ways. Targeting is the process of evaluating the attractiveness of various market segments and then deciding which to pursue as a market.
Positioning involves the process of defining the marketing mix variables so that target customers have a clear, distinct, desirable understanding of what a product does or represents in comparison with competing products.

336) Short Answer
The four Ps are as follows:

• Product: Products, which include services, constitute the first of the four Ps. Because the key to the success of any marketing program is the creation of value, firms attempt to develop products and services that customers perceive as valuable enough to buy.
• Price: The second element of the marketing mix is price. As part of the exchange process, a firm provides a product or a service, or some combination thereof, and in return it receives money. Value-based marketing requires that firms charge a price that customers perceive as giving them good value for the products and services they receive.
• Place: For the third P, place, the firm must be able to, after it has created value through a product and/or service, make the product or service readily accessible when and where the customer wants it.
• Promotion: The fourth P of the marketing mix is promotion. Marketers communicate the value of their offering, or the value proposition, to their customers through a variety of media, including TV, radio, magazines, buses, trains, blimps, sales promotion, publicity, the sales force, and the Internet.

337) Short Answer
Student answers will vary. The 4 elements of marketing must be discussed for students' restaurant choices.

338) Short Answer

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Student answers will vary. Customers, particularly Canadians, like companies that are socially responsible. Therefore, many companies are now reporting their corporate social responsibility metrics such as their impact on the environment, their ability to diversify their workforce, their energy conservation initiatives, and their policies on protecting the human rights of their, and their suppliers', employees.

339) Short Answer
The four major growth strategies are as follows.
A market penetration strategy employs the existing marketing mix and focuses the firm's efforts on existing customers. Such a growth strategy might be achieved by encouraging current customers to patronize the firm more often or buy more merchandise on each visit or by attracting new consumers from within the firm's existing target market.
A market development strategy employs the existing marketing offering to reach new market segments, whether domestic or international or segments not currently served by the firm.
The third growth strategy option, a product development strategy, offers a new product or service to a firm's current target market.
A diversification strategy, the last of the growth strategies, introduces a new product or service to a market segment that is currently not served.

340) Short Answer
Students answer will vary. Examples could be:

TBEXAM.COM

Market penetration: current students take more available courses in another field and get a double major degree.
Product development: develop a new certificate or master program targeting current students
Market development: open a new campus in another location offering the same programs, or offering courses online to a different audience
Diversification: offering a brand new program to target new students.

341) Essay
Establishing a sustainable competitive advantage makes it hard for competitors to enter a market or attract a firm’s customers. The advantage should be difficult to copy and should be something that can be maintained over time.

342) Essay
Answers to the first part will vary but should demonstrate how much business a customer brings in over a lifetime. For example, a customer spending $4 at Starbucks, five days per week, for 20 years equals $20,800. Customer retention is profitable because it costs more to get new customers than to retain existing ones.

343) Essay

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Students might reflect on their own personal circumstances, but three plausible responses include the choice and process they used to select a college or university, a potential marriage, and a job. The three phases of the marketing plan (i.e. planning, implementation, & control) must be explained in the example.

344) Essay
A sustainable competitive advantage is something you can persistently do better than the competition. Skills including statistical analysis, ability to use technology, communication, and accounting are all important and valuable. Aptitudes including rational thinking and problem solving are lifelong abilities that can benefit any organization. Attitudes such as persistence, a sense of humor, and teamwork are valuable in any business environment. But, as best-selling author Stephen Covey suggests, we must always "sharpen the saw," meaning continually grow and learn in order to be successful and maintain a sustainable competitive advantage.

345) Essay
There are many correct answers; here is a sample. To make this question easier, you could ask the student to provide an idea for just one or two of the macro strategies.

- Product excellence: Focus on continually improving the products and making them the most advanced ones on the market, perhaps using stylish yet durable fabrics that won't be damaged in a fall. Then work to develop a clear positioning statement for your brand.
- Customer excellence: Offer outstanding service, perhaps including live chat on the website as well as no-hassle returns if the customer changes his or her mind about a purchase.
- Operational excellence: Develop close relationships with suppliers of fabric and other raw materials and with retailers.
- Locational excellence: In addition to having a top-notch website, try to get your products into as many retail stores as possible, probably focusing on sporting goods stores.

TBEXAM.COM

346) Essay
Air Transat Airlines has pursued the macro strategy of operational excellence because it focuses on efficiency in its supply chain.

347) Essay
Summer—planning; fall—implementation; spring—control.

348) Essay

TBEXAM.COM

TBEXAM.COM – THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Answers will vary, but should begin with a discussion of creating or revising the university's mission statement, leading to questions such as: What type of university are we? What does the university need to accomplish its goals and objectives? Additionally, discussion of the mission statement will likely lead to questions concerning how the university can build a sustainable competitive advantage. Dr. Somody will also assist with the situation analysis, which will include internal examination of the current status of the university, asking questions such as: What are the university's strengths and weaknesses? Questions about external forces, threats, and opportunities will also be asked during the SWOT analysis.

349) Essay

To make sure the students clearly classify the factors, you might want to provide an answer space with four sections; in each one, include a blank line for the name of the section and additional space for the factor.

Students will come up with a variety of answers depending on their individual situations. They will probably need to do some speculation for opportunities and threats. Here is a sample:

- Strengths—students might mention internship experience, past work experience, classes taken, personal characteristics, or personal contacts
- Weaknesses—possibilities include lack of experience, inability to relocate, or a low GPA
- Opportunities—could include expected growth in the field, a new firm starting up in the area that will be hiring, or a shortage of graduates in the field
- Threats—could include the recession, a glut of graduates in the field, or reduced demand for professionals in the field

TBEXAM.COM

350) Essay

A reasonable argument can be made for this being a strength or an opportunity, so this is about the rationale offered. This could be viewed as a strength in that Nike's logo is ubiquitous and well recognized, and customers in Nike's target markets will be reminded of the many sports for which Nike offers shoes and apparel. It could also be viewed as an opportunity to strengthen Nike's position overseas (due to international viewership) and to increase awareness of the breadth of Nike's products (due to increased viewership of niche sports that ordinarily don't get much attention).

351) Essay

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

STP analysis includes segmentation, targeting, and positioning. Dr. Allred will ask questions such as: What basis for segmentation should be used? Should the university's market be divided based on age, income, geographic area, or maybe educational interests? After segmentation, which segments can be pursued profitably, or targeted?
Many market segments will likely be identified, but Dr. Allred will often have to ask, Can we effectively and efficiently reach that group of potential consumers? (For example, one university considered providing educational services to a local prison but ran into a host of problems making it impossible to target that market.)
Last, Dr. Allred will ask questions about how the university intends to position itself in the various market segments: What products or services are going to be promoted? How are the university's products and services different from what competitors are offering? Where and how can the university build on existing strengths?

352) Essay
Dr. Garvey will ask marketing mix and resource allocation questions. Dr. Garvey will ask general product questions such as: Which courses and degree programs will create the most value for our consumers? What prices should we charge for in-state and out-of-state students? What prices should we charge for graduate versus undergraduate programs? Should we charge higher or lower prices for online programs? Place or value delivery questions might include these questions: Should we emphasize day or night programs, classroom or online programs? Should the university open satellite campuses? Last, Dr. Garvey will ask questions regarding where and how to promote the university's programs. One of the critical, but potentially controversial, questions will be how to allocate the university's resources. Virtually every program on campus will want more resources and think their program creates the most value for students. Dr. Garvey will have to be careful when recommending additional resources for the marketing program!

TBEXAM.COM

353) Essay
Ilya should start by looking closely at the data. Were the successful salespeople selling one or two items at discounts in order to generate volume, or did they sell the full line of the company's materials to each customer, resulting in increased sales? Did the poorly performing sales reps sell to fewer customers, make too many small sales, or fail to sell the full line of materials? After reviewing the data, Ilya will probably talk with each sales rep and ask about that person's results, both those exceeding goals and those not meeting goals. Ilya will seek to explain the variation and utilize the information to make changes.

354) Essay
There are many possible answers, but students should be able to describe both cash cows and question marks as well as understand the different kinds of strategies, the use of resources, and the future of each unit.

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

355) Essay
The two bases of classification are relative market share (high-low) and market growth rate (high-low). This leads to four quadrants labeled stars, cash cows, dogs, and question marks.

- Stars: high market share/high growth rate. Usually require continued promotion efforts and expansion of production capacity.
- Cash cows: high market share/low growth rate. Sources of funding for other parts of the firm.
- Dogs: low market share/low growth rate. Candidates to be phased out unless they are needed to complement or boost sales of other products.
- Question marks: low market share/high growth rate. Candidates for strategic marketing planning, assessing potential for growth.

356) Essay
Step 5—Evaluate performance using marketing metrics.
Some students might also answer "Control phase." Strictly speaking, this is a phase and not a step; however, Step 5 is the only step of the process that fits into the Control phase, so you may want to accept both as correct answers.
If you want to make this question more difficult, you can add to the question the following: What should Microsoft have done before deciding to discontinue the product? The answer: Microsoft should have determined the causes for the disappointing sales to determine whether or not another action (perhaps a different target market, a price adjustment, or a revised promotion plan) could put sales back on track.

TBEXAM.COM

357) Essay
Your sales manager wants you to stop selling those products that are in slow-growth markets and in which the company has a small relative market share. The manager also wants you to spend more time and effort selling products that are in high-growth markets and in which the company has a high market share. Finally, you should continue to sell but not put additional effort into high relative market share, low-market-growth products, referred to as cash cows.

358) Essay
If Brianna pursues a market penetration strategy, she will likely expand advertising and promotion, maybe adding billboards, promoting specials, adding hours, and likely expanding the snack shop to serve more customers. If Brianna pursues a market development strategy, she will attempt to serve new market segments. Since her product is a restaurant-type facility, market development would likely include opening additional locations in other areas, offering the same menu.

359) Essay

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

TBEXAM.COM

Answers will vary but should include the following: To further penetrate its current customer base, the superhero entertainment giant Marvel has expanded its movie offerings. In collaboration with several production companies, as well as talented directors and well-known actors, Marvel has helped bring the X-Men, Spiderman, Superman, Iron Man, and other popular characters to the big screen, where they confront some relevant, modern-day topics such as discrimination, environmental destruction, and international wars—before ultimately kicking tail and saving the city. These films have grossed massive profits. Marvel has further increased its market penetration by expanding the distribution of its films. Today, Marvel movies can be seen in theaters, accessed on Xfinity, and viewed on DVDs available in discount stores, grocery stores, and a host of other stores, including book and comic stores.

360) Essay
If they pursue a product development strategy, they will offer new products or services to the firm′s current target market. A nursery could logically provide a landscape design consulting service, landscape maintenance service, soil and pest testing service, or add additional products such as indigenous plants. If they pursue a diversification strategy, they will market new products or services to a market segment they are not currently serving. Targeting landscape design or maintenance services for commercial customers would be one type of diversification.

361) Essay
Market penetration, because the companies are trying to sell additional products (marked down) to current customers.

TBEXAM.COM

362) Essay
Product development, because the CD is a new product (just recorded) and it′s being sold to current customers.

363) Essay
The best answer is that this is a market penetration strategy. The slogan seeks to increase sales of a current product (orange juice), which reduces the options to market penetration or market development. "It isn′t just for breakfast anymore" sounds like the Growers Association want those who drink orange juice at breakfast time to consider it at other times of the day too. In other words, it focuses on increasing usage among current customers, which is market penetration.
Some students might say that it is a market development strategy. For this to be correct, they would have to argue that a different market segment that currently doesn′t drink orange juice is being targeted.

364) Section Break
364.1) A

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Surge Manufacturing employs the strategies of operational excellence and product excellence. This helps the firm to produce quality goods through efficient means of production.

364.2) E
By utilizing the Internet, the firm achieves locational excellence. A competitive advantage based on location is sustainable because it is not easily duplicated.

365) Section Break
365.1) C
The conclusion that the company has exclusive market reach in the packaged food industry will indicate its strength. It is a positive internal attribute of the firm.

365.2) A
The conclusion that the company incurs high transportation costs will indicate its weakness. It is an internal factor that is in company's control.

365.3) B
The conclusion that one of the company's major competitors has gone bankrupt will present the company with an opportunity. It is an external factor that the company can utilize to its advantage.

TBEXAM.COM

365.4) D
The conclusion that a recent regulation has increased the tax rates for packaged food products will indicate that the company is facing a threat. It is an external factor outside the company's control.

366) Section Break
366.1) B
Indigo is called a cash cow. It enjoys a high market share in a low-growth market.

366.2) C
Tango is called as a dog. It has a low market share in a low-growth market.

366.3) E
Since Indigo is a cash cow, it has already received heavy investments to develop its market share. It has excess resources that can be diverted to other products if the need arises.

366.4) E

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank

Marketing Edition 6 by Grewal

Since Indigo is a cash cow and Tango a dog, Capricus Leathers should phase out Tango if it is not needed to complement Indigo. This will help the company in proper reallocation of resources to gain more profit.

367) Section Break

367.1) A

The management of Lunar Inc. will declare a discount on its products. It helps to improve the sales of the existing product in the existing market.

367.2) D

The management of Qwerty will expand its operation to new countries. This will help the company to serve new markets with the existing product.

TBEXAM.COM

TBEXAM.COM

TBEXAM.COM - THE WORLD'S LARGEST TEST BANK AND SOLUTIONS DATABASE WITH UNBEATABLE RATES
Marketing (Canadian) 6th edition Grewal Test Bank