Marketing - The Core (Canadian) 7th edition Kerin Test Bank

SKU: 9781265764999-TEST-BANK

Chapter 01 Algorithmic Test Bank

ANSWERS ARE LOCATED IN THE SECOND PART OF THIS DOCUMENT

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

1) Amira, the marketing manager of Bluerock Electronics has identified a specific group of existing and potential customers for a new product launch. The population Amira identified is, a:

1) _____

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

Question Details
Accessibility : Screen Reader/Keyboard/CC
Difficulty : 2 Medium
Gradable : automatic
Learning Objective : 01-01 Explain the role of marketing in an organization and the importance of mee
Topic : 01-06 Appealing to Target Markets
Source : Chapter 01 Algorithmic Test Bank > TB 01-01

2) Rustic Rise Bread Co produces a variety of popular bread mixes for home baking. Sold in 1/2 lb packages for $14.99 (+postage), the mixes are only available by mail. People learn about the products through bread-baking demonstrations by the company's founder hosted near their home. This is a description of the company's:

2) _____

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

Question Details
Accessibility : Screen Reader/Keyboard/CC
Difficulty : 3 Hard
Gradable : automatic
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Source : Chapter 01 Algorithmic Test Bank > TB 01-02

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3) Anh is responsible for identifying communication tools used to inform consumers about Everyday Innovations's products. Which of the following aspects of the marketing mix does Anh deal with?

3) _____

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

Question Details
Accessibility : Screen Reader/Keyboard/CC
Difficulty : 2 Medium
Gradable : automatic
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Source : Chapter 01 Algorithmic Test Bank > TB 01-03

4) The owners of Vintage Pantry Classics researched cookbooks to come up with recipes for the old-fashioned products they market. Concern about the _____ element of the marketing mix would make them eager to be featured in an upcoming edition of Culinary Creations magazine.

4) _____

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

Question Details
Accessibility : Screen Reader/Keyboard/CC
Difficulty : 3 Hard
Gradable : automatic
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Source : Chapter 01 Algorithmic Test Bank > TB 01-04

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5) Which element of the marketing mix is demonstrated when Taste Food Market suggests a $5 donation at the door to gain entry?

5) _____

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

Question Details
Accessibility : Screen Reader/Keyboard/CC
Difficulty : 2 Medium
Gradable : automatic
Learning Objective : 01-02 Define and analyze elements of the marketing mix.
Topic : 01-07 Coordinating the Marketing Mix
Source : Chapter 01 Algorithmic Test Bank > TB 01-05

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

6) _____

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

Question Details
Accessibility : Screen Reader/Keyboard/CC
Difficulty : 2 Medium
Gradable : automatic
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Source : Chapter 01 Algorithmic Test Bank > TB 01-06

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

7) _____

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

Question Details
Accessibility : Screen Reader/Keyboard/CC
Difficulty : 1 Easy
Gradable : automatic
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Source : Chapter 01 Algorithmic Test Bank > TB 01-07

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

8) _____

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

Question Details
Accessibility : Screen Reader/Keyboard/CC
Difficulty : 2 Medium
Gradable : automatic
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Source : Chapter 01 Algorithmic Test Bank > TB 01-08

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9) Globe Trotter Journeys has designed a program that rewards customers with points each time they hire the company to book their holidays. It has also introduced discounted Christmas and New Year holiday vacation packages exclusive to members and long-time customers. Globe Trotter Journeys has also expressed its support for Special Olympics, donating a substantial sum of money to Special Olympics. Special Olympics has announced Globe Trotter Journeys as one of its patrons. Which of the following is TRUE of Globe Trotter Journeys's support of Special Olympics?

9) _____

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

Question Details
Accessibility : Screen Reader/Keyboard/CC
Difficulty : 3 Hard
Gradable : automatic
Learning Objective : 01-05 Describe the evolution of different business philosophies.
Topic : 01-11 The Evolution of Business Philosophies
Source : Chapter 01 Algorithmic Test Bank > TB 01-09

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10) David's Tea interacts with customers using Instagram. It also encourages customers to use mobile payments and submit suggestions through the David's Tea app. These approaches exemplify:

10) _____

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

Question Details
Accessibility : Screen Reader/Keyboard/CC
Difficulty : 2 Medium
Gradable : automatic
Learning Objective : 01-06 Describe new and evolving marketing practices.
Topic : 01-13 Digital Marketing
Source : Chapter 01 Algorithmic Test Bank > TB 01-10

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Chapter 01 Algorithmic Test Bank

Answer Key

Test name: Chapter 01 Algorithmic Test Bank

1) B
2) A
3) B
4) A
5) D
6) C
7) A
8) B
9) C
10) B

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