Principles of Marketing for a Digital Age 1st edition Tuten Test Bank

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Test Bank

Chapter 1: Understanding marketing

1. Which of the following is not a dimension of the holistic marketing concept?

a. relationship marketing

b. integrated marketing

c. social marketing

d. performance marketing

Ans: C

2. The use of marketing to drive social change in behaviours that benefit individuals and society is referred to as _____.

a. cause marketing

b. cause-related marketing

c. sustainability marketing

d. social marketing

Ans: D

3. All the following are examples of Industry 4.0 innovations EXCEPT _____.

a. internet connectivity

b. virtual reality headsets

c. self-driving cars

d. smartphones

Ans: A

4. The decisions and activities related to bringing an offer to market is referred to as _____.

a. value

b. marketing

c. production

d. delivering

Ans: B

5. Markets can be identified by all of the following EXCEPT _____.

a. product category

b. geographic region

c. type of buyer

d. branded rewards

Ans: D

6. An offer targeted to consumers and sold by consumers is referred to as _____.

a. C2C

b. B2C

c. C2B

d. B2B

Ans: A

7. The value of making a product available when it is needed is referred to as _____.

a. form utility

b. time utility

c. place utility

d. possession utility

Ans: B

8. Which of the following is not one of the 4Ps in the classic marketing mix?

a. product

b. purpose

c. price

d. place

Ans: B

9. Product, place, price, and promotion known collectively as the 4Ps were expanded to include _____.

a. position, process, and presence

b. people, position, and placement

c. position, process, and placement

d. people, process, and presence

Ans: D

10. An entity for sale is referred to as _____.

a. product

b. price

c. place

d. promotion

Ans: A

11. Marketers use all of the following design elements to suggest sensory perceptions in virtual environments EXCEPT _____.

a. touch

b. sounds

c. aesthetics

d. scents

Ans: A

12. Processing data close to the source is known as _____.

a. edge computing

b. living services

c. machine learning

d. metadata

Ans: A

13. Digital elements of Industry 4.0 driving the era of marketing convergence include all of the following EXCEPT _____.

a. internet of everything

b. digital reality

c. additive manufacturing

d. robotics

Ans: D

14. Cognitive technologies include all of the following EXCEPT _____.

a. big data analytics

b. artificial intelligence

c. machine learning

d. language processing

Ans: A

15. The set of technology tools used to support and operate marketing activities is referred to as _____.

a. marketing convergence

b. marketing mix

c. marketing technology stack

d. marketing concept process

Ans: C