Principles of Marketing for a Digital Age 2nd edition Tuten Test Bank

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Lecturer Resources

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Testbank

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:

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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

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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

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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:

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a. marketing convergence
b. marketing mix
c. marketing technology stack
d. marketing concept process
Ans: C

Chapter 2: Understanding buyers

1. How prospective customers evaluate, buy, use and dispose of products is known as:

a. buyer cognition
b. buyer remorse
c. buyer behaviour
d. buyer characteristics
Ans: C

2. Buyers include all of the following except:

a. individuals
b. platforms
c. families
d. organizations
Ans: B

3. Buyer behaviour is influenced by:

a. individual characteristics, sociocultural factors and environmental factors
b. group characteristics, cultural factors and environmental factors
c. individual characteristic, social factors and cultural factors

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d. group characteristics, sociocultural factors and macro-environmental factors

Ans: A

4. Commercial transactions occurring online are known as:

a. a-commerce

b. online commerce

c. e-commerce

d. C2C commerce

Ans: C

5. All of the following are a consumer decision-making model stage except:

a. information search

b. purchase

c. need recognition

d. pre-purchase decisions

Ans: D

6. Marketers can interrupt the stages of the consumer decision-making process with:

a. push communications

b. push–pull communications

c. pull communications

d. pull–push communications

Ans: A

7. Changes in buyer behaviour due to the digital age include:

a. search is limited to search engines

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b. connected customers are not influenced by many resources

c. consumers discover products and research purchases offering same day shipping

d. consumers may see a benefit in researching all kinds of products

Ans: D

8. The interactions people have with brands before, during and after purchase is known as:

a. touchpoints

b. customer journey mapping

c. decision triggers

d. formative attitudes

Ans: A

9. Why do companies engage in the research activity of customer journey mapping?

a. to increase their market share by targeting specific customers

b. to influence buyer behaviour

c. to capture details of the consumer decision-making process

d. to identify the brands most purchased by consumers

Ans: C

10. The Second Moment of Truth occurs:

a. at the point of sale

b. at the point of experience evaluation

c. at the point of product return

d. at the point of product research

Ans: B

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11. What stage of the consumer decision-making process do post-purchase satisfied customers bypass?

a. need recognition
b. post-purchase outcomes
c. evaluation of alternatives
d. information search
Ans: C

12. Differences between B2B buyers and B2C buyers include all of the following except:

a. independence
b. the relevance of hard and soft costs
c. characteristics of the decision unit
d. partner buying relationships
Ans: A

13. The B2B buyer decision-making model, comprised of six stages, includes:

a. vendor selection and order
b. pre-purchase evaluation
c. solution recognition
d. evaluation of alternative proposals
Ans: D

14. Which source of information do B2B buyers use to add and eliminate alternatives?

a. the first moment of truth
b. the second moment of truth
c. the third moment of truth
d. the zero moment of truth

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