

Basic Marketing - MRKT201

Exam (1) - Details

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- **Exam (1) date: 19/10/2016.**
- **Test location: In Class**
- **Test time: Class Time**
→ **NOTE. Test will start sharp ON TIME.** I will not give any extra time for those students who come late.
- **Test Content: Ch. 1, Ch2, Ch. 4, and Ch. 6.**
- **Test Questions: true/false and multiple choice questions.**
- **Test Type: Online**

Remember:

- You are required to study the textbook, power point slides, and your class notes.
- Make sure to bring your laptop and have it ready (switched on and connected to the Internet) on time.
- Keep your mobile and all course material in the car or locker.

Chapter	Notes
Ch1: An Overview of Marketing	<ul style="list-style-type: none">• Define the term “<i>marketing</i>”• Describe four marketing management philosophies• Explain the importance of marketing
Ch2: The Nature of Strategic Planning	<ul style="list-style-type: none">• Define the term “<i>Strategic planning</i>” and “<i>Marketing Planning</i>”• Explain the elements of a marketing plan• Develop an appropriate business mission statement• Describe component of a situation analysis• Explain criteria of stating good objectives• Define “<i>competitive advantage</i>” and identify its sources• Identify strategic alternatives.• Discuss target market strategies• Explain the element of the marketing mix• Explain the importance of implementation, evaluation, and control.
Ch6: Consumer Decision Making	<ul style="list-style-type: none">• Explain why marketing managers should understand consumer behavior• Analyze the components of the consumer decision-making process• Identify the types of consumer buying decisions• Identify and understand the cultural/social/individual/psychological factors that affect consumer buying decisions
Chapter 4: The Marketing Environment	<ul style="list-style-type: none">• Discuss the external environment of marketing.• Describe the social, demographic, and competition factors that affect marketing.
Review	

Review Exam (1)
Basic Marketing – MKRT 201

The purpose of the following questions is to make you familiar with the type of questions that you may have in your test. **This means the following questions may/ may not occur in your test.** There is a big chance that I will select few of the multiple choice questions as well as the essay questions. **However, your test will cover other topics and questions that are not discussed in the review session.** Read your textbook, study the power point slides, and go through your class notes. Good luck.

1. Toyota found that consumers wanted cars to last longer and be more environmentally friendly. GM, however, enjoyed being the top U.S. car producer, and focused more on how many cars and trucks it could manufacture and not on what customers wanted from a vehicle. GM had more of a _____ orientation.
 - a. sales
 - b. production
 - c. market
 - d. product
 - e. customer

2. Which of the following is the most difficult for marketing managers to forecast, influence, or integrate into marketing plans?
 - a. Technology
 - b. social factors
 - c. Demography
 - d. Competition
 - e. economic conditions

3. Which marketing orientation assumes people will buy more goods and services if aggressive marketing techniques are used?
 - a. sales
 - b. production
 - c. market
 - d. customer
 - e. marketplace

4. All of the following are strategic alternatives that match products with markets EXCEPT:
 - a. product development
 - b. market penetration
 - c. product penetration
 - d. diversification
 - e. market development

5. Kraft foods created a magazine full of recipes and coupons for customers as well as a web site with product and recipe information. The goal was to get current customers to purchase more of Kraft's products. These activities are representative of a _____ strategy.
- a. diversification
 - b. product development
 - c. market development
 - d. market penetration
 - e. product penetration
6. Kraft introduced Philadelphia Ready-to-eat Cheesecake Filling for those who do not have time to make cheesecake in the traditional manner. This is an example of a _____ strategy.
- a. diversification
 - b. market development
 - c. product development
 - d. divestment
 - e. product penetration
7. Which of the following category in the Boston Consulting Group's portfolio matrix is a market leader and growing fast? *high market share & growth*
- a. star
 - b. meteor
 - c. cash cow
 - d. shiner
 - e. top dog
8. Marketing managers cannot control _____, but they can sometimes influence it.
- a. where advertising is placed
 - b. the external environment
 - c. the sales force
 - d. the distribution strategy
 - e. product pricing
9. All of the following are basic strategies resulting from a portfolio analysis EXCEPT:
- a. Remove
 - b. Invest
 - c. Keep
 - d. Remove or Invest
 - e. No action
10. Which of the marketing mix elements is the most flexible?
- a. product
 - b. promotion
 - c. publicity

* most imp. element in Marketing mix is Product

- d. place
- e. pricing

11. Which step in the consumer decision-making process is a result of an imbalance between actual and desired states?

- a. evaluation of alternatives
- b. want recognition
- c. purchase
- d. need recognition ✓
- e. postpurchase behavior

12. Khaled saw a television commercial for a Jaguar XK8 and wants to test drive one. The commercial is an example of a(n) _____ stimulus.

- a. internal
- b. external
- c. primary
- d. secondary
- e. non-personal

13. While looking at the DVDs at Sultan Center, Ali tried to remember the name of the action movie starring Tom Cruise as a warrior so he could buy the DVD. Which step of the consumer decision-making process is this?

- a. antecedent search
- b. need recognition
- c. external information search
- d. alternative evaluation
- e. internal information search

14. Fatma just purchased a trip to Bahamas as a present to her husband for their tenth wedding anniversary. Fatma is anxious about the trip, afraid Mohamad will not like her choice of location and worried she spent too much money. Fatma is experiencing:

- a. selective dissatisfaction
- b. temporal distortion
- c. perceptual disharmony
- d. cognitive dissonance
- e. self-actualization involvement

15. Each week Ali comes to the supermarket with a list of essential items; milk, bread, peanut butter, and chocolate. This is an example of:

- a. buyer's harmony
- b. situational convenience
- c. routine response behavior
- d. limited decision making
- e. consistent decision making

16. Marketers can control the external environment in which their organizations operate. F

17. The external environment is a strong influence on a target market and can provide _____ for the marketing manager.

- a. opportunities and threats
- b. threats and strengths
- c. environmental gaps
- d. opportunities and weaknesses
- e. product myopia

18. All of the following are factors in the external environment affecting marketing EXCEPT:

- a. marketing mix *internal*
- b. economic conditions ✓
- c. technology ✓
- d. political and legal factors ✓
- e. competition ✓

19. According to the American Marketing Association, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. T

Sample - Essay Questions

- 1- Define Marketing.
- 2- Name and describe the four marketing management philosophies. Support your answer with real life examples.
- 3- Explain the societal marketing orientation and describe an example of a company implementing this orientation.
- 4- What is the difference between planning, strategic planning, and marketing planning?
- 5- What is a mission statement?
- 6- What does SWOT stands for?
- 7- Why marketers use BCG?
- 8- What is a marketing objective? Name three criteria for good marketing objectives. Use the criteria to write an objective for a business with which you are familiar.
- 9- What are the elements of the marketing mix?
- 10- List the 4 P's?
- 11- You have decided to work all summer to save money for the ultimate \$2,000 high-definition television with surround sound. Trace the steps of your decision process for purchasing your new television.
- 12- List in order the steps of the consumer decision making process.
- 13- Define cognitive dissonance and describe how can marketers reduce it.

