

Marketing

- 1) Kroger Grocery Store is an example of a reseller. Which one of the following factors concerning reseller purchase decisions is **false**?
- Resellers are not concerned with product space as long as it has a high price.
 - Resellers are concerned with the level of demand for the product.
 - Resellers want producers to be able to supply adequate quantities of the product.
 - Resellers are concerned with markup.

Competency: Basic marketing fundamentals

- 2) Which one of the following is **not** an example of an uncontrollable factor?
- advertising strategy
 - technology
 - the economy
 - suppliers and distributors

Competency: Basic marketing fundamentals

- 3) Stores that sell products purchased by individuals for their own use and not for resale are:
- retailers
 - wholesalers
 - consumers
 - manufacturers

Competency: Channels of distribution

- 4) Which one of the following present ethical problems to product management?
- product quality
 - price
 - distribution
 - promotion

Competency: Legal and social aspects of marketing

- 5) Which piece of legislation granted its authority to specific safety standards for most consumer products, **except** those already regulated by other agencies?
- Consumer Product Safety Act (1972)
 - Pure Food and Drug Act (1906)
 - Sherman Antitrust Act (1890)
 - Food, Drug, and Cosmetic Act (1962)

Competency: Legal and social aspect of marketing

- 6) What is the process of coordinating the flow of information, goods, and services among members of the distribution channel called:
- logistics
 - demarketing
 - coordination
 - information processing

Competency: Marketing information, research, planning

- 7) Which one of the following methods of market research is **not** an example of primary research?
- company's own sales statistics and records
 - consumer panels
 - test marketing
 - questionnaires

Competency: Marketing information, research, planning

- 8) What term is used to describe selling, buying, logistics, or other organization-management activities via the Web?
- electronic commerce
 - marketing planning
 - electronic mail
 - collaboration

Competency: E-commerce

- 9) Which one of the following is used to help maintain a more favorable balance of trade by a country?
- a. limiting imports
 - b. limiting exports
 - c. establishing exchange controls
 - d. changing political systems

Competency: Economics

- 10) Which one of the following influences the behavior of others through their personality, skills, or other factors?
- a. opinion leaders
 - b. direct reference groups
 - c. indirect reference groups
 - d. lifestyle groups

Competency: Selling and merchandising