Marketing

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

**Competency:** Basic marketing fundamentals

2) Which one of the following is not an example of an uncontrollable factor?
   a. the economy
   b. technology
   c. advertising strategy
   d. suppliers and distributors

**Competency:** Basic marketing fundamentals

3) Stores that sell products purchased by individuals for their own use and not for resale are:
   a. retailers
   b. wholesalers
   c. consumers
   d. manufacturers

**Competency:** Channels of distribution

4) Which one of the following present ethical problems to product management?
   a. price
   b. product quality
   c. distribution
   d. 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?
   b. Pure Food and Drug Act (1906)
   c. Sherman Antitrust Act (1890)
   d. 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:
   a. coordination
   b. demarketing
   c. logistics
   d. information processing

   **Competency:** Marketing information, research, planning

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

   **Competency:** Marketing information, research, planning

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

**ANSWER KEY**

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