

## 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 concerned with markup.
  - 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 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?
- the economy
  - technology
  - advertising strategy
  - 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?
- price
  - product quality
  - 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:
- coordination
  - demarketing
  - logistics
  - information processing

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

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