

## QUIZ 1 - CHAPTER 1

### PRINCIPLES OF MARKETING

Which of the following strategies would a company most likely use to increase customer satisfaction?

Answer: lowering prices

Elisandra, a marketing manager at a regional chain restaurant, has decided to organize a contest calling for customers to create commercials for the restaurant. Winning entries will be posted on the organization's home page. Elisandra's plan is an example of \_\_\_\_\_.

Answer: consumer-generated marketing

Which of the following customer questions is answered by a company's value proposition?

Answer: "Why should I buy your brand rather than a competitor's?"

Cathy's Clothes is a small yet successful retail chain that sells women's clothing and accessories with a focus on buyers who have relatively modest means. For this specific purpose, the firm has rolled out several marketing initiatives aimed at women of a specific demographic. This is an example of \_\_\_\_\_.

Answer: target marketing

Kao Corp., a deodorant manufacturer, invited teenage girls to make an ad that would encourage other girls to buy the product. This program is an example of \_\_\_\_\_.

Answer: consumer-generated marketing

Hank is an assistant marketing director for a firm in a market with many low-margin customers. What type of relationship with these customers would be the most profitable for him?

Answer: basic relationships

The marketing concept takes a(n) \_\_\_\_\_. It starts with a well-defined market, focuses on customer needs, and integrates all the marketing activities that affect customers.

Answer: outside-in perspective

Which of the following is the aim of the product concept?

Answer: focus on making continuous product improvements

# Marketing Chapter Essentials Test Answer

**David W. Wells**



## **Marketing Chapter Essentials Test Answer:**

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Fundamentals of Marketing Montrose S. Sommers,1998

*Essential Mathematics* David W. Wells,1987

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**Direct Marketing**, 1981 *Essential Academic Skills* Kathy Turner, 2008 *Essential Academic Skills* provides a comprehensive guide to the academic skills required for successful completion of a university degree Using a step by step approach it introduces students to core skills such as reading writing group work and exams Activities throughout the chapters enhance each step of the learnign process

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**Essentials of Statistics for the Behavioral Sciences** Frederick J. Gravetter, Larry B. Wallnau, 2005 This text is intended for introductory statistics courses at the sophomore junior senior level for students majoring in psychology or other social science disciplines

**Marketing Management** Douglas J. Dalrymple, Leonard J. Parsons, 1995 This popular and comprehensive book focuses on all aspects of planning coordinating and executing marketing strategy It explains the main terms and concepts associated with marketing management Cases have been integrated into the text to provide readers with opportunities to apply what

they have learned by solving realistic marketing problems Most of the cases and examples are global in scope The new edition also contains completely updated references      Essential Windows 2000 Professional Step-by-Step Leslie Hardin,Brett Hardin,Deborah Tice,Tice,2001

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