

117 Test Bank for Marketing The Core 5th Edition by Kerin

Multiple Choice Questions - Page 1

Publix Supermarkets and The Little Clinic signed an exclusive agreement, placing small walk-in health clinics inside selected stores. Publix customers can have simple medical needs addressed in a convenient and familiar environment seven days a week and pick up their prescriptions from the pharmacy without leaving the store. This is an example of

1. a. supplier management.
2. b. customer valuation.
3. c. social marketing.
4. d. market appropriation.
5. e. **relationship marketing.**

What customer value strategy does Starbucks Coffee Company deliver to its customers when it offers them its Starbucks Via Ready Brew Refreshers?

1. a. **best product/service**
2. b. best customer service
3. c. best value
4. d. best assortment
5. e. best price

3M's place strategy in its marketing program made it convenient for _____ to buy Post-it® 3M Flag Highlighters and Post-it® 60 Flag Pens.

1. a. external salespeople only
2. b. college students only
3. c. office workers only
4. d. **college students and office workers**
5. e. teachers only

A _____ is a plan that integrates the marketing mix to provide a good, service, or idea to prospective buyers.

1. a. marketing strategy
2. b. **marketing program**
3. c. macro marketing tactic
4. d. micro marketing tactic
5. e. customer relationship management

Marketing The Core 5th Edition Test Answers

David Kirk



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