

There are 35 questions here to attempt.

1. Marketing aims to _____.
(A) Create a value proposition, find suitable partners to deliver the product, and maximize short-term profits
(B) Create value for customers, build customer relationships, and capture value from customers in return
(C) Design superior marketing programs that enhance market share and avoid competition
(D) Develop the most innovative product, build customer relationships, and be a socially responsible corporate citizen
(E) Grow future customers by selling cheap and good products and services

2. The ultimate aim of customer relationship management is to produce _____.
(A) customer equity
(B) market share
(C) sales volume
(D) a reliable database
(E) higher profit margins.

3. A perceptual map allows a marketer to _____.
(A) Identify the competitive trends
(B) Identify current consumer trends
(C) Identify life cycle stage progression
(D) Identify growth opportunities
(E) All of the above

4. Which of the following is NOT a market-oriented business definition?
(A) "We make the Internet buying experience fast, easy, and enjoyable."
(B) "To sell tools and home repair and improvement items."
(C) "We help organize the world's information and make it accessible and useful to the Chinese."
(D) "We sell lifestyle and self-expression; success and status; memories, hopes, and dreams."
(E) "We create the Shangri-La experience—one that enlivens the senses, instills well-being, and fulfills even the unexpressed wishes and needs of our guests."

5. Starbucks Coffee has recently begun selling and playing compilation CDs and is supporting its own XM satellite radio station. This represents which strategy for growth?
(A) product development
(B) market development
(C) market penetration
(D) diversification
(E) partner development

6. The consumer market is made up of which of the following?

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Principles of Marketing BB108, CIM Coursebook 06/07 Marketing Planning Karen Beamish,Ruth Ashford,2007-07-11
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