

Review of Potential Quiz 3 Questions/1

✚ All of the following are factors that should be considered when setting the advertising budget EXCEPT:

- A. profitability of the product.
- B. stage in the product life cycle.
- C. its market share.
- D. your competitors' strengths and market share.

✚ Which channel strategies would you select for distributing shopping goods?

- A. intensive distribution strategy.
- B. selective distribution strategy.
- C. public distribution strategy.
- D. exclusive distribution strategy.

✚ From this list, what better describes the logistic functions (choose the BEST answer):

- A. transport and delivery.
- B. supply management.
- C. total quality control.
- D. inbound and outbound value chain.

Review of Potential Quiz 3 Questions/2

✚ _____ is the task that consists in assessing each competitor's strengths and weaknesses (choose Best answer).

- A. swot analysis.
- B. market analysis.
- C. benchmarking analysis.
- D. competitive advantage analysis.

✚ Marketers should provide the maximum customer service at the least cost.

- A. True
- B. False.

✚ Advertising using a print media is a useful push strategy for the trade.

- A. True
- B. False.

Review of Potential Quiz 3 Questions/3

- ✚ If Microsoft were to mail a free software upgrade to its Microsoft Money customers so the customers would have the latest in financial projection software and an accelerated hookup to Wall Street's stock tickers, they would be using which of the following tactics to increase and form lasting relationships with their customers?
- A. add promotional benefits. B. add financial benefits.
C. add social benefits. D. add structural ties.
- ✚ Copy strategies have generally a motivational message oriented toward 3 directions. Find the wrong one.
- A. message oriented toward the product.
B. message oriented toward the audience.
C. message oriented toward the performance from the product.
D. message oriented toward the universe of the product.
- ✚ With respect to the key functions performed by marketing channels, _____ is the making and fitting the offer to the buyer's needs, including activities such as manufacturing, grading, assembling, and packaging.
- A. information. B. risk taking.
C. matching. D. negotiation.

Review of Potential Quiz 3 Questions/4

- ✚ The promotion mix has 4 basic purposes EXCEPT:
- A. informing about new products B. persuading customers from competitors
C. creating needs D. reminding about needs
- ✚ Customer delivered value can be defined as:
- A. the difference between perceived value and actual value of an offer.
B. the difference between total customer value and total customer cost of an offer.
C. the difference between received value and expected value of an offer.
D. the difference between total customer cost and total customer needs.
- ✚ Because of the success of corporate chain stores, many independents banded together in one of two forms of contractual associations. One of these forms was the voluntary chain. The other was the:
- A. category killer. B. specialty store.
C. wholesaler-sponsored cooperative. D. retailer cooperative.