

# Business Principles of Marketing

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Published 2014

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## 1. Principles of Marketing

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- Unit 04: Life Cycles, Offers, Supply Chains, and Pricing

## 4. Chapter: Unit 02: Segmenting, Targeting, and Positioning

### 1. Unit 02: Segmenting, Targeting, and Positioning Questions

#### 4.1.1. At what level in a firm does strategy planning typically occur?

Author: Dionne Mahaffey

At what level in a firm does strategy planning typically occur?

Please choose only one answer:

- Entry-level marketing employees are responsible for strategic plan development.
- Top executives and special business units typically develop strategic plans.
- Customers determine the strategic plan a company should follow.
- Interns develop strategic plans as part of their initial duties.

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#### 4.1.2. By definition, A SWOT analysis examines which aspects of the market...

Author: Dionne Mahaffey

By definition, A SWOT analysis examines which aspects of the marketplace?

Please choose only one answer:

- Support and wages
- Organizations and technologies
- Both A and B
- Neither A nor B

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### 4.1.3. Does a customer's ethnicity impact buying decisions?

Author: Dionne Mahaffey

Does a customer's ethnicity impact buying decisions?

Please choose only one answer:

- Ethnicity has a large impact on purchasing decisions.
- Ethnicity has a minor impact on purchasing decisions.
- Ethnicity has no impact on purchasing decisions.
- Customer diversity is a social rather than a marketing concern.

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#### 4.1.4. If you are marketing to Business-to-Business sellers, what should y...

Author: Dionne Mahaffey

If you are marketing to Business-to-Business sellers, what should you consider?

Please choose only one answer:

- The segmentation of B2B sellers is not at all similar to consumer market segmenting.
- B2B sellers are also segmented along lines of demographics and geographic areas.
- Both A and B
- Neither A nor B

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#### 4.1.5. In a marketing campaign, who might be considered part of the campai...

Author: Dionne Mahaffey

In a marketing campaign, who might be considered part of the campaign's audience?

Please choose only one answer:

- Anyone directly or indirectly affected by the campaign's efforts
- Everyone except for internal shareholders and stakeholders
- Clients, customers, global target markets
- Both A and C

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#### 4.1.6. Psychographic segmentation deals with which customer characteristics?

Author: Dionne Mahaffey

Psychographic segmentation deals with which customer characteristics?

Please choose only one answer:

- Neuroses, psychoses, dysfunctions
- Addictions, avoidances, antagonisms
- Values, attitudes, lifestyles
- Age, gender, income

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#### 4.1.7. Strategic planning is focused on which organization marketing compo...

Author: Dionne Mahaffey

Strategic planning is focused on which organization marketing components?

Please choose only one answer:

- Mission statements, objectives, value propositions
- Budgets, taxation, distribution costs
- Recruitment, hiring, training
- Formation, deformation, reformation

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4.1.8. Targeted marketing may also be considered as \_\_\_\_\_.

Author: Dionne Mahaffey

Targeted marketing may also be considered as \_\_\_\_\_.

Please choose only one answer:

- differentiated marketing
- undifferentiated marketing
- shotgun marketing
- wide blasts of media messages

Check the answer of this question online at QuizOver.com:

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#### 4.1.9. What are some common ways of segmenting target buyers?

Author: Dionne Mahaffey

What are some common ways of segmenting target buyers?

Please choose only one answer:

- Behavioral and psychographic segmentations
- Demographic and geographic segmentations
- Both A and B
- Neither A nor B

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#### 4.1.10. What are the common characteristics of a family life cycle?

Author: Dionne Mahaffey

What are the common characteristics of a family life cycle?

Please choose only one answer:

- The ups and downs a family faces over the course of a single year
- A family's transportation preferences
- The age range of a family
- The stages a family goes through over time and the effects of these stages on their buying behavior

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#### 4.1.11. What kinds of information would be considered in demographic segmen...

Author: Dionne Mahaffey

What kinds of information would be considered in demographic segmentation?

Please choose only one answer:

- Location, longevity, language
- Age, income, gender
- Intelligence, maturity, stability
- Nationality, social class, job title

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#### 4.1.12. What marketing issues are covered in the process of strategic plann...

Author: Dionne Mahaffey

What marketing issues are covered in the process of strategic planning?

Please choose only one answer:

- Development and pricing
- Promotion and selling
- Both A and B
- Neither A nor B

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#### 4.1.13. What might be among the benefits of effective customer segmentation?

Author: Dionne Mahaffey

What might be among the benefits of effective customer segmentation?

Please choose only one answer:

- The numbers of possible competitors increase in a well-defined segmented market.
- There is a better chance of becoming a supplier-of-choice to a well-defined segment.
- Customized messages are more difficult to compose for segmented customers.
- There are no benefits to be gained by segmenting customers.

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#### 4.1.14. Which of the following is the best approach to repositioning a comp...

Author: Dionne Mahaffey

Which of the following is the best approach to repositioning a company's products and/or brands?

Please choose only one answer:

- An increased focus on a company
- Changing market perceptions with changes in promotional messages
- Eliminating the product or brand from the company's holdings
- Product and brand repositioning is impossible to achieve

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Question: [Which of the following is the best approach Dionne Saylor Academy](#)

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#### 4.1.15. Which of the following might be the result of effective product pos...

Author: Dionne Mahaffey

Which of the following might be the result of effective product positioning?

Please choose only one answer:

- A cogent reason why a customer should buy a product
- An advantage for your competitors through counter-positioning
- An undefined value proposition
- A confounding redirection of your customer

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## 4. Chapter: Unit 05: Distribution and Promotion

### 1. Unit 05: Distribution and Promotion Questions

#### 4.1.1. A company that sells its products through one or very few outlets i...

Author: Dionne Mahaffey

A company that sells its products through one or very few outlets is using which type of distribution strategy?

Please choose only one answer:

- Intensive distribution
- Exclusive distribution
- Selective distribution
- Alternative distribution

Check the answer of this question online at QuizOver.com:

Question: [A company that sells its products through Dionne Mahaffey @The Principles](#)

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#### 4.1.2. A company that tries to sell its products in as many outlets as pos...

Author: Dionne Mahaffey

A company that tries to sell its products in as many outlets as possible is using which type of distribution strategy?

Please choose only one answer:

- Intensive distribution
- Exclusive distribution
- Selective distribution
- Alternative distribution

Check the answer of this question online at QuizOver.com:

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#### 4.1.3. A company that tries to sell its products in specific outlets and I...

Author: Dionne Mahaffey

A company that tries to sell its products in specific outlets and locations is using which type of distribution strategy?

Please choose only one answer:

- Intensive distribution
- Exclusive distribution
- Selective distribution
- Alternative distribution

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [A company that tries to sell its products Dionne Mahaffey @The Principles](#)

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#### 4.1.4. A company that uses coupons and rebates to promote the sales of its...

Author: Dionne Mahaffey

A company that uses coupons and rebates to promote the sales of its products is using which form of promotion?

Please choose only one answer:

- Advertising
- Sales promotion
- Public relations
- Direct marketing

Check the answer of this question online at QuizOver.com:

Question: [A company that uses coupons and rebates Dionne Mahaffey @The Saylor](#)

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#### 4.1.5. Also known as agents, these individuals negotiate sales contracts f...

Author: Dionne Mahaffey

Also known as agents, these individuals negotiate sales contracts for producers. Which of the following is another term for agents?

Please choose only one answer:

- Brokers
- Independent agents
- Retailers
- Wholesalers

Check the answer of this question online at QuizOver.com:

Question: [Also known as agents these individuals Dionne Mahaffey @The Saylor](#)

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#### 4.1.6. Bill's Bins is a company that obtains large quantities of consumer ...

Author: Dionne Mahaffey

Bill's Bins is a company that obtains large quantities of consumer goods from producers, stores the products, and breaks them down into smaller, more convenient units for sale in local grocery stores. Bill's Bins is an example of which of the following channel partners?

Please choose only one answer:

- Brokers
- Independent agents
- Retailers
- Wholesalers

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#### 4.1.7. Channel behavior may be used to evaluate the effectiveness of marke...

Author: Dionne Mahaffey

Channel behavior may be used to evaluate the effectiveness of marketing channels. Which of the following channel behaviors is defined as sending and receiving information relevant to the operation of the channel?

Please choose only one answer:

- Channel role
- Channel communication
- Channel conflict
- Channel power

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Question: [Channel behavior may be used to evaluate Dionne Mahaffey @The](#)

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#### 4.1.8. Companies like Mary Kay and Avon, both cosmetic companies, rely on ...

Author: Dionne Mahaffey

Companies like Mary Kay and Avon, both cosmetic companies, rely on \_\_\_\_\_, an interactive form of promotion between the buyer and the seller that may happen by telephone, in person, or through other mediated communication.

Please choose only one answer:

- advertising
- sales promotion
- personal selling
- direct marketing

Check the answer of this question online at QuizOver.com:

Question: [Companies like Mary Kay and Avon both Dionne Mahaffey @The Saylor](#)

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4.1.9. One facet of \_\_\_\_\_ is the attraction of mass media attention to a...

Author: Dionne Mahaffey

One facet of \_\_\_\_\_ is the attraction of mass media attention to a company's offerings.

Please choose only one answer:

- Advertising
- Sales promotion
- Public relations
- Direct marketing

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#### 4.1.10. Promotion is most associated with which of the 4 Cs of the marketin...

Author: Dionne Mahaffey

Promotion is most associated with which of the 4 Cs of the marketing process?

Please choose only one answer:

- Communication
- Convenience
- Cost
- Customer

Check the answer of this question online at QuizOver.com:

Question: [Promotion is most associated with which Dionne Mahaffey @The Saylor](#)

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#### 4.1.11. Using \_\_\_\_\_ as a public relations strategy capitalizes on develop...

Author: Dionne Mahaffey

Using \_\_\_\_\_ as a public relations strategy capitalizes on developing relationships with potential customers through online communities.

Please choose only one answer:

- press releases
- sponsorships
- product placements
- social media

Check the answer of this question online at QuizOver.com:

Question: [Using as a public relations strategy Dionne Mahaffey @The Saylor](#)

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#### 4.1.12. What are the three alternatives in organizing the marketing channel?

Author: Dionne Mahaffey

What are the three alternatives in organizing the marketing channel?

Please choose only one answer:

- Consolidation, independence, and downstream
- Conventional, vertical, and horizontal
- Upstream, downstream, and status
- Vertical, horizontal, and lateral

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#### 4.1.13. What is the most popular performance criteria used in channel evalu...

Author: Dionne Mahaffey

What is the most popular performance criteria used in channel evaluation?

Please choose only one answer:

- Sales
- Maintenance of adequate inventory
- Competition from other intermediaries
- Attitude of channel intermediaries toward the product

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#### 4.1.14. When a company increases consumer demand for its products by placin...

Author: Dionne Mahaffey

When a company increases consumer demand for its products by placing product coupons in newspapers, that company is using a \_\_\_\_\_.

Please choose only one answer:

- push strategy
- pull strategy
- middleman strategy
- Both A and B

Check the answer of this question online at QuizOver.com:

Question: [When a company increases consumer demand Dionne Mahaffey @The](#)

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#### 4.1.15. When a company pays a fee to have its name associated with a venue,...

Author: Dionne Mahaffey

When a company pays a fee to have its name associated with a venue, a line of apparel, a cause, or an event, that company is engaging in which of the following public relations strategies?

Please choose only one answer:

- Press releases
- Sponsorships
- Product placements
- Social media

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [When a company pays a fee to have its name Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/when-a-company-pays-a-fee-to-have-its-name-dionne-mahaffey-the-princip?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-a-company-pays-a-fee-to-have-its-name-dionne-mahaffey-the-princip?pdf=1505>

#### 4.1.16. When a company pays to have its product prominently displayed in a ...

Author: Dionne Mahaffey

When a company pays to have its product prominently displayed in a television show, a movie, a video game, or a special event, that company is employing which type of public relations strategy?

Please choose only one answer:

- Press releases
- Sponsorships
- Product placements
- Social media

Check the answer of this question online at QuizOver.com:

Question: [When a company pays to have its product Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/when-a-company-pays-to-have-its-product-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-a-company-pays-to-have-its-product-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.17. When a company promotes a product using a wholesaler and a retailer...

Author: Dionne Mahaffey

When a company promotes a product using a wholesaler and a retailer to promote its products to consumers, that company is using a \_\_\_\_\_.

Please choose only one answer:

- push strategy
- pull strategy
- middleman strategy
- Both A and B

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [When a company promotes a product using Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/when-a-company-promotes-a-product-using-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-a-company-promotes-a-product-using-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.18. When developing a marketing channel plan, marketers determine the n...

Author: Dionne Mahaffey

When developing a marketing channel plan, marketers determine the number of channel partners necessary to get their product from production to the consumer using which of the following alternatives?

Please choose only one answer:

- Number of levels
- Intensity of levels
- Types of intermediaries
- All of these

Check the answer of this question online at QuizOver.com:

Question: [When developing a marketing channel plan Dionne Mahaffey @The](#)

Flashcards:

<http://www.quizover.com/flashcards/when-developing-a-marketing-channel-plan-dionne-mahaffey-the?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-developing-a-marketing-channel-plan-dionne-mahaffey-the?pdf=1505>

#### 4.1.19. When using public relations strategies as part of a marketing campa...

Author: Dionne Mahaffey

When using public relations strategies as part of a marketing campaign, a company is attempting to influence the opinions of which of the following people?

Please choose only one answer:

- Journalists
- Investors
- Consumers
- All of these

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [When using public relations strategies as Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/when-using-public-relations-strategies-as-dionne-mahaffey-the-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-using-public-relations-strategies-as-dionne-mahaffey-the-principi?pdf=1505>

#### 4.1.20. Which of the following is the channel partners, most familiar to co...

Author: Dionne Mahaffey

Which of the following is the channel partners, most familiar to consumers, provides products directly to consumers after buying products from other channel partners?

Please choose only one answer:

- Brokers
- Independent agents
- Retailers
- Wholesalers

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is the channel Dionne Mahaffey Saylor Academy](http://www.quizover.com/question/which-of-the-following-is-the-channel-dionne-mahaffey-saylor-academy?pdf=1505)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-the-channel-dionne-mahaffey-saylor-academy?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-the-channel-dionne-mahaffey-saylor-academy?pdf=1505>



#### 4.1.21. Which of the following marketing channels requires the least evalua...

Author: Dionne Mahaffey

Which of the following marketing channels requires the least evaluation?

Please choose only one answer:

- Retailer to consumer
- Manufacturer to retailer
- Producer and consumer
- Wholesaler to consumer

Check the answer of this question online at QuizOver.com:

Question: [Which of the following marketing channels Dionne Mahaffey Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-marketing-channels-dionne-mahaffey-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-marketing-channels-dionne-mahaffey-saylor?pdf=1505>

#### 4.1.22. Which of the following promotional strategies would a company most ...

Author: Dionne Mahaffey

Which of the following promotional strategies would a company most likely employ to improve its reputation during a time when one of its products has been found to be defective?

Please choose only one answer:

- Advertising
- Personal selling
- Public relations
- Sales promotions

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following promotional strategies Dionne Saylor Academy](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-promotional-strategies-dionne-saylor-academy?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-promotional-strategies-dionne-saylor-academy?pdf=1505>

#### 4.1.23. Which of the following should be considered when evaluating and sel...

Author: Dionne Mahaffey

Which of the following should be considered when evaluating and selecting marketing channels?

Please choose only one answer:

- The consumer's needs: where they buy, when they buy, why they buy from certain outlets, and how they buy
- Specific distribution capacities
- Television ratings
- Both A and B

Check the answer of this question online at QuizOver.com:

Question: [Which of the following should be considered Dionne Saylor Academy](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-should-be-considered-dionne-saylor-academy?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-should-be-considered-dionne-saylor-academy?pdf=1505>

#### 4.1.24. Which of the following statements is true about public relations an...

Author: Dionne Mahaffey

Which of the following statements is true about public relations and marketing?

Please choose only one answer:

- Public relations and marketing are two terms for the same process.
- Public relations involves paying news organizations to produce news stories about a company, its products, and its services.
- Public relations involves creating positive images for a company, its products, and its services.
- All of these

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following statements is true Dionne Mahaffey Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-is-true-dionne-mahaffey-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-is-true-dionne-mahaffey-saylor?pdf=1505>

#### 4.1.25. Which of these marketing channels is responsible for getting produc...

Author: Dionne Mahaffey

Which of these marketing channels is responsible for getting products and services from the manufacturing floor to the consumer?

Please choose only one answer:

- Downstream channels
- Independent channels
- Lateral channels
- Upstream channels

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of these marketing channels is Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-these-marketing-channels-is-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-these-marketing-channels-is-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.26. Which of these marketing channels is responsible for supplying the ...

Author: Dionne Mahaffey

Which of these marketing channels is responsible for supplying the materials and services necessary to allow products to be manufactured?

Please choose only one answer:

- Downstream channels
- Independent channels
- Member channels
- Upstream channels

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of these marketing channels is Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-these-marketing-channels-is-dionne-mahaffey-the-saylo-6106346?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-these-marketing-channels-is-dionne-mahaffey-the-saylo-6106346?pdf=1505>

#### 4.1.27. Which type of promotion mix might include use of a billboard?

Author: Dionne Mahaffey

Which type of promotion mix might include use of a billboard?

Please choose only one answer:

- Advertising
- Sales promotion
- Public relations
- Direct marketing

Check the answer of this question online at QuizOver.com:

Question: [Which type of promotion mix might include Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/which-type-of-promotion-mix-might-include-dionne-mahaffey-the-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-type-of-promotion-mix-might-include-dionne-mahaffey-the-principi?pdf=1505>

4.1.28. \_\_\_\_\_ are the companies that a business works with to actively pr...

Author: Dionne Mahaffey

\_\_\_\_\_ are the companies that a business works with to actively promote and sell a product as it travels through its marketing channel.

Please choose only one answer:

- Business partners
- Channel dependents
- Channel members
- Independent channels

Check the answer of this question online at QuizOver.com:

Question: [are the companies that a business works Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/are-the-companies-that-a-business-works-dionne-mahaffey-saylor-princip?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/are-the-companies-that-a-business-works-dionne-mahaffey-saylor-princip?pdf=1505>



4.1.29. \_\_\_\_\_ is associated with the creative activities a company employ...

Author: Dionne Mahaffey

\_\_\_\_\_ is associated with the creative activities a company employs to distinguish its products and services from a competitor's offerings.

Please choose only one answer:

- Distribution
- Product
- Promotion
- Placement

Check the answer of this question online at QuizOver.com:

Question: [is associated with the creative activities Dionne Mahaffey Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/is-associated-with-the-creative-activities-dionne-mahaffey-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/is-associated-with-the-creative-activities-dionne-mahaffey-saylor?pdf=1505>

4.1.30. \_\_\_\_\_ is/are a form of publicity and is/are best described as new...

Author: Dionne Mahaffey

\_\_\_\_\_ is/are a form of publicity and is/are best described as news stories written by a company about their products and services to generate positive exposure with potential consumers.

Please choose only one answer:

- Press releases
- Sponsorships
- Product placements
- Social media

Check the answer of this question online at QuizOver.com:

Question: [is/are a form of publicity and is/are best Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/is-are-a-form-of-publicity-and-is-are-best-dionne-mahaffey-the-princip?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/is-are-a-form-of-publicity-and-is-are-best-dionne-mahaffey-the-princip?pdf=1505>

## 4. Chapter: Unit 07: Professional Development

### 1. Unit 07: Professional Development Questions

#### 4.1.1. According to the Bureau of Labor Statistics, what are the job prosp...

Author: Dionne Mahaffey

According to the Bureau of Labor Statistics, what are the job prospects for marketing professionals?

Please choose only one answer:

- A healthy rate of growth is forecasted.
- Job openings will quadruple in the years ahead.
- A strong decline in job openings is forecasted.
- The customer service field will be eliminated.

Check the answer of this question online at QuizOver.com:

Question: [According to the Bureau of Labor Statistics Dionne Saylor Academy](#)

Flashcards:

<http://www.quizover.com/flashcards/according-to-the-bureau-of-labor-statistics-dionne-saylor-academy?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/according-to-the-bureau-of-labor-statistics-dionne-saylor-academy?pdf=1505>

#### 4.1.2. Are internships a worthwhile way to start a career in marketing?

Author: Dionne Mahaffey

Are internships a worthwhile way to start a career in marketing?

Please choose only one answer:

- No, it is nearly impossible to search for internship positions.
- Yes, many companies offer internship positions that provide valuable training.
- Yes, but only once you have enrolled in an MBA graduate program.
- No, internships pay little if anything and provide few means to advance.

Check the answer of this question online at QuizOver.com:

Question: [Are internships a worthwhile way to start Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/are-internships-a-worthwhile-way-to-start-dionne-mahaffey-the-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/are-internships-a-worthwhile-way-to-start-dionne-mahaffey-the-principi?pdf=1505>

### 4.1.3. Are personal social media such as Facebook useful for career network...

Author: Dionne Mahaffey

Are personal social media such as Facebook useful for career networking?

Please choose only one answer:

- No, social networks are for social posts only, and not for business use.
- No, personal websites such as Facebook and Twitter are not professionally respectable.
- Yes, many companies post valuable business news and updates on social media pages.
- Yes, most business employers want to read about your personal family vacation.

Check the answer of this question online at QuizOver.com:

Question: [Are personal social media such as Facebook Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/are-personal-social-media-such-as-facebook-dionne-mahaffey-the-princip?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/are-personal-social-media-such-as-facebook-dionne-mahaffey-the-princip?pdf=1505>

#### 4.1.4. How might social networks help you find a job in a competitive work...

Author: Dionne Mahaffey

How might social networks help you find a job in a competitive work environment?

Please choose only one answer:

- They provide a means to share tips, resources, and job leads.
- You can find a supportive environment with others who have similar goals and who face similar challenges.
- Both A and B
- Neither A nor B

Check the answer of this question online at QuizOver.com:

Question: [How might social networks help you find Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/how-might-social-networks-help-you-find-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/how-might-social-networks-help-you-find-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.5. How might you professionally benefit from an internship position?

Author: Dionne Mahaffey

How might you professionally benefit from an internship position?

Please choose only one answer:

- You can investigate the potential fit of a career.
- You might develop industry and company connections.
- Both A and B
- Neither A nor B

Check the answer of this question online at QuizOver.com:

Question: [How might you professionally benefit from Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/how-might-you-professionally-benefit-from-dionne-mahaffey-the-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/how-might-you-professionally-benefit-from-dionne-mahaffey-the-principi?pdf=1505>



#### 4.1.6. In the United States, what is an average wage for a marketing-relat...

Author: Dionne Mahaffey

In the United States, what is an average wage for a marketing-related position?

Please choose only one answer:

- Minimum wage
- \$20,000
- \$80,000
- \$750,000

Check the answer of this question online at QuizOver.com:

Question: [In the United States what is an average Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-united-states-what-is-an-average-dionne-mahaffey-saylor-princip?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-the-united-states-what-is-an-average-dionne-mahaffey-saylor-princip?pdf=1505>

#### 4.1.7. What are tactics to help ensure a successful internship?

Author: Dionne Mahaffey

What are tactics to help ensure a successful internship?

Please choose only one answer:

- Be non-demanding and perform well.
- Don
- Volunteer at a non-profit for greater possible diversity in tasks.
- Both A and C

Check the answer of this question online at QuizOver.com:

Question: [What are tactics to help ensure a successful Dionne @The Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/what-are-tactics-to-help-ensure-a-successful-dionne-the-saylor-princip?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-are-tactics-to-help-ensure-a-successful-dionne-the-saylor-princip?pdf=1505>

#### 4.1.8. What characteristics are essential for a successful marketing profe...

Author: Dionne Mahaffey

What characteristics are essential for a successful marketing professional?

Please choose only one answer:

- Engineering and design skills
- Executive and fiscal management abilities
- Creativity, self-motivation, well-honed communication skills
- Product-repair skills

Check the answer of this question online at QuizOver.com:

Question: [What characteristics are essential for a Dionne Mahaffey @The](#)

Flashcards:

<http://www.quizover.com/flashcards/what-characteristics-are-essential-for-a-dionne-mahaffey-the?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-characteristics-are-essential-for-a-dionne-mahaffey-the?pdf=1505>

#### 4.1.9. What is true about finding a job in marketing?

Author: Dionne Mahaffey

What is true about finding a job in marketing?

Please choose only one answer:

- Positions can be found through online job databases.
- Resumes can be submitted directly to company and human resource offices.
- Both A and B are true.
- Neither A nor B is true.

Check the answer of this question online at QuizOver.com:

Question: [What is true about finding a job in Dionne Mahaffey @The Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-true-about-finding-a-job-in-dionne-mahaffey-the-saylor-princip?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-true-about-finding-a-job-in-dionne-mahaffey-the-saylor-princip?pdf=1505>

#### 4.1.10. What is true about professional social networking?

Author: Dionne Mahaffey

What is true about professional social networking?

Please choose only one answer:

- It might help employers and job recruiters find you.
- Established professionals never join social networks.
- It is not useful to participate in social networks.
- Both B and C

Check the answer of this question online at QuizOver.com:

Question: [What is true about professional social Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-true-about-professional-social-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-true-about-professional-social-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.11. What level of education is typically required for an entry-level ma...

Author: Dionne Mahaffey

What level of education is typically required for an entry-level marketing professional?

Please choose only one answer:

- A high school diploma
- A bachelor's or master's degree
- An associate
- A professional certificate

Check the answer of this question online at QuizOver.com:

Question: [What level of education is typically Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/what-level-of-education-is-typically-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-level-of-education-is-typically-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.12. What sorts of useful items might you post on a professional network...

Author: Dionne Mahaffey

What sorts of useful items might you post on a professional network, such as LinkedIn?

Please choose only one answer:

- Resume details
- Portfolio samples of your work
- Recommendations of past instructors and employers
- All of these

Check the answer of this question online at QuizOver.com:

Question: [What sorts of useful items might you post Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/what-sorts-of-useful-items-might-you-post-dionne-mahaffey-the-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-sorts-of-useful-items-might-you-post-dionne-mahaffey-the-principi?pdf=1505>

## 4. Chapter: Unit 01: Marketing Definition and Principles

### 1. Unit 01: Marketing Definition and Principles Questions



#### 4.1.1. A company that defines its marketing concept or marketing philosoph...

Author: Dionne Mahaffey

A company that defines its marketing concept or marketing philosophy as competing through product innovation and by reducing production costs is said to be \_\_\_\_\_.

Please choose only one answer:

- cost-oriented
- market-oriented
- production-oriented
- service-oriented

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [A company that defines its marketing Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/a-company-that-defines-its-marketing-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-company-that-defines-its-marketing-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.2. A company whose marketing concept or marketing philosophy is define...

Author: Dionne Mahaffey

A company whose marketing concept or marketing philosophy is defined as satisfying customer wants and needs is said to be \_\_\_\_\_.

Please choose only one answer:

- customer-centered
- market-oriented
- production-oriented
- service-oriented

Check the answer of this question online at QuizOver.com:

Question: [A company whose marketing concept or Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/a-company-whose-marketing-concept-or-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-company-whose-marketing-concept-or-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.3. A company whose marketing concept or marketing philosophy is define...

Author: Dionne Mahaffey

A company whose marketing concept or marketing philosophy is defined by a heavy emphasis on advertising is said to be \_\_\_\_\_.

Please choose only one answer:

- customer-centered
- market-oriented
- production-oriented
- selling-oriented

Check the answer of this question online at QuizOver.com:

Question: [A company whose marketing concept or Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/a-company-whose-marketing-concept-or-dionne-mahaffey-the-saylo-6108851?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-company-whose-marketing-concept-or-dionne-mahaffey-the-saylo-6108851?pdf=1505>

#### 4.1.4. Advertising, public relations, publicity, personal selling, and dir...

Author: Dionne Mahaffey

Advertising, public relations, publicity, personal selling, and direct marketing are examples of which aspect of the traditional marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Advertising public relations publicity Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/advertising-public-relations-publicity-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/advertising-public-relations-publicity-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.5. Also known as offerings, the good and services a company offers to ...

Author: Dionne Mahaffey

Also known as offerings, the good and services a company offers to its consumers describes which component of the traditional marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Also known as offerings the good and Dionne Mahaffey Saylor Academy](http://www.quizover.com/question/also-known-as-offerings-the-good-and-dionne-mahaffey-saylor-academy)

Flashcards:

<http://www.quizover.com/flashcards/also-known-as-offerings-the-good-and-dionne-mahaffey-saylor-academy?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/also-known-as-offerings-the-good-and-dionne-mahaffey-saylor-academy?pdf=1505>

4.1.6. Billboards along the highway are an example of \_\_\_\_\_.

Author: Dionne Mahaffey

Billboards along the highway are an example of \_\_\_\_\_.

Please choose only one answer:

- advertising
- direct marketing
- public relations
- sales promotions

Check the answer of this question online at QuizOver.com:

Question: [Billboards along the highway are an example Dionne Saylor Academy](#)

Flashcards:

<http://www.quizover.com/flashcards/billboards-along-the-highway-are-an-example-dionne-saylor-academy?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/billboards-along-the-highway-are-an-example-dionne-saylor-academy?pdf=1505>

#### 4.1.7. How a company lets consumers know that a product or service is avai...

Author: Dionne Mahaffey

How a company lets consumers know that a product or service is available describes which component of the traditional marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [How a company lets consumers know that a Dionne Mahaffey @The](#)

Flashcards:

<http://www.quizover.com/flashcards/how-a-company-lets-consumers-know-that-a-dionne-mahaffey-the?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/how-a-company-lets-consumers-know-that-a-dionne-mahaffey-the?pdf=1505>

#### 4.1.8. How much a company charges a customer for a product or service is a...

Author: Dionne Mahaffey

How much a company charges a customer for a product or service is a traditional description of which component of the traditional marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [How much a company charges a customer for Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/how-much-a-company-charges-a-customer-for-dionne-mahaffey-the-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/how-much-a-company-charges-a-customer-for-dionne-mahaffey-the-principi?pdf=1505>



#### 4.1.9. In simplest terms, where a product or service can be found defines ...

Author: Dionne Mahaffey

In simplest terms, where a product or service can be found defines which component of the traditional marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [In simplest terms where a product or Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/in-simplest-terms-where-a-product-or-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-simplest-terms-where-a-product-or-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.10. In the consumer-side marketing model (the four Cs of marketing), cu...

Author: Dionne Mahaffey

In the consumer-side marketing model (the four Cs of marketing), customer value describes how a product benefits a customer and corresponds to which of the traditional components of the marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [In the consumer-side marketing model the Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-consumer-side-marketing-model-the-dionne-mahaffey-saylor-princi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-the-consumer-side-marketing-model-the-dionne-mahaffey-saylor-princi?pdf=1505>

#### 4.1.11. In the consumer-side marketing model (the four Cs of marketing), co...

Author: Dionne Mahaffey

In the consumer-side marketing model (the four Cs of marketing), cost to the customer corresponds to which of the traditional components of the marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [In the consumer-side marketing model the Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-consumer-side-marketing-model-the-dionne-mahaffey-saylo-6109898?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-the-consumer-side-marketing-model-the-dionne-mahaffey-saylo-6109898?pdf=1505>

#### 4.1.12. In the consumer-side marketing model (the four Cs of marketing), co...

Author: Dionne Mahaffey

In the consumer-side marketing model (the four Cs of marketing), convenience for the buyer corresponds to which of the traditional components of the marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [In the consumer-side marketing model the Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-consumer-side-marketing-model-the-dionne-mahaffey-saylo-6110028?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-the-consumer-side-marketing-model-the-dionne-mahaffey-saylo-6110028?pdf=1505>

#### 4.1.13. In the consumer-side marketing model (the four Cs of marketing), co...

Author: Dionne Mahaffey

In the consumer-side marketing model (the four Cs of marketing), communication between the seller and customer is characterized as a two-way conversation and corresponds to which of the traditional components of the marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at QuizOver.com:

Question: [In the consumer-side marketing model the Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-consumer-side-marketing-model-the-dionne-mahaffey-saylo-6110164?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-the-consumer-side-marketing-model-the-dionne-mahaffey-saylo-6110164?pdf=1505>

#### 4.1.14. Of the four activities that make up marketing, which may be describ...

Author: Dionne Mahaffey

Of the four activities that make up marketing, which may be described as getting offerings to the consumer in a way that optimizes value?

Please choose only one answer:

- Creating
- Communicating
- Delivering
- Exchanging

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Of the four activities that make up Dionne Mahaffey Saylor Academy](http://www.quizover.com/question/of-the-four-activities-that-make-up-dionne-mahaffey-saylor-academy)

Flashcards:

<http://www.quizover.com/flashcards/of-the-four-activities-that-make-up-dionne-mahaffey-saylor-academy?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/of-the-four-activities-that-make-up-dionne-mahaffey-saylor-academy?pdf=1505>

#### 4.1.15. Of the four activities that make up marketing, which may be describ...

Author: Dionne Mahaffey

Of the four activities that make up marketing, which may be described as trading value for offerings?

Please choose only one answer:

- Creating
- Communicating
- Delivering
- Exchanging

Check the answer of this question online at QuizOver.com:

Question: [Of the four activities that make up Dionne Mahaffey Saylor Academy](#)

Flashcards:

<http://www.quizover.com/flashcards/of-the-four-activities-that-make-up-dionne-mahaffey-saylor-aca-6110460?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/of-the-four-activities-that-make-up-dionne-mahaffey-saylor-aca-6110460?pdf=1505>

4.1.16. The primary aim of ethical business behavior is to \_\_\_\_\_.

Author: Dionne Mahaffey

The primary aim of ethical business behavior is to \_\_\_\_\_.

Please choose only one answer:

- make as much profit for the company regardless of legal considerations
- manipulate consumers
- engender public trust
- reduce law suits

Check the answer of this question online at QuizOver.com:

Question: [The primary aim of ethical business behavior Dionne Saylor Academy](#)

Flashcards:

<http://www.quizover.com/flashcards/the-primary-aim-of-ethical-business-behavior-dionne-saylor-academy?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-primary-aim-of-ethical-business-behavior-dionne-saylor-academy?pdf=1505>



#### 4.1.17. The traditional marketing mix is known as the four Ps and includes ...

Author: Dionne Mahaffey

The traditional marketing mix is known as the four Ps and includes \_\_\_\_\_.

Please choose only one answer:

- product, promotion, place, and price
- premium, public relations, preparation, and practice
- product, public relations, price, and point-of-sale
- product, promotion, praxis, and preparation

Check the answer of this question online at QuizOver.com:

Question: [The traditional marketing mix is known as Dionne Mahaffey Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/the-traditional-marketing-mix-is-known-as-dionne-mahaffey-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-traditional-marketing-mix-is-known-as-dionne-mahaffey-saylor?pdf=1505>

4.1.18. Three sensitive areas regarding marketing regulation include \_\_\_\_\_.

Author: Dionne Mahaffey

Three sensitive areas regarding marketing regulation include \_\_\_\_\_.

Please choose only one answer:

- abuse of elderly, billboards, and promotion of alcohol and tobacco products.
- public relations stunts, celebrity endorsements, and promotion of alcohol and tobacco products.
- comparative advertising, marketing targeted at children, and promotion of alcohol and tobacco products.
- survival, sales, and market share.

Check the answer of this question online at QuizOver.com:

Question: [Three sensitive areas regarding marketing Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/three-sensitive-areas-regarding-marketing-dionne-mahaffey-the-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/three-sensitive-areas-regarding-marketing-dionne-mahaffey-the-principi?pdf=1505>

#### 4.1.19. What are the four activities that define marketing?

Author: Dionne Mahaffey

What are the four activities that define marketing?

Please choose only one answer:

- Creating, communicating, delivering, and exchanging
- Calculating, customers, collaborating, and evaluation
- Vendors, suppliers, salesmen, and executives
- Trading, offering, learning, and creating

Check the answer of this question online at QuizOver.com:

Question: [What are the four activities that define Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/what-are-the-four-activities-that-define-dionne-mahaffey-saylor-princi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-are-the-four-activities-that-define-dionne-mahaffey-saylor-princi?pdf=1505>

#### 4.1.20. What is the difference between ethics and social responsibility?

Author: Dionne Mahaffey

What is the difference between ethics and social responsibility?

Please choose only one answer:

- The concept of ethics focuses on doing no harm, while the concept of social responsibility requires companies to actively seek to improve the lot of others.
- The concept of ethics focuses on making a profit at any expense, while the concept of social responsibility requires companies to do no harm.
- The concept of ethics is universal and the same in all cultures, while the concept of social responsibility only an American issue.
- Ethics and social responsibility are exactly the same concepts.

Check the answer of this question online at QuizOver.com:

Question: [What is the difference between ethics and Dionne Mahaffey Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-difference-between-ethics-and-dionne-mahaffey-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-difference-between-ethics-and-dionne-mahaffey-saylor?pdf=1505>

#### 4.1.21. Which of the following are issues of concern to marketers when appl...

Author: Dionne Mahaffey

Which of the following are issues of concern to marketers when applying ethical standards to their practices?

Please choose only one answer:

- Being honest and truthful
- Being responsible to customers and society
- Abiding by fair competition principles
- All of these are ethical standards to consider.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following are issues of Dionne Mahaffey Saylor Academy](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-are-issues-of-dionne-mahaffey-saylor-academy?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-are-issues-of-dionne-mahaffey-saylor-academy?pdf=1505>

#### 4.1.22. Which of the following best describe the concepts that influence th...

Author: Dionne Mahaffey

Which of the following best describe the concepts that influence the price of a product or service?

Please choose only one answer:

- Design, development, materials, and taxation
- Design, delivery, development, and demand
- Demand, competition, cost, and government
- Cost, communication, convenience, and competition

Check the answer of this question online at QuizOver.com:

Question: [Which of the following best describe the Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-best-describe-the-dionne-mahaffey-saylor-princi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-best-describe-the-dionne-mahaffey-saylor-princi?pdf=1505>

#### 4.1.23. Which of the following best describe the new offering-development p...

Author: Dionne Mahaffey

Which of the following best describe the new offering-development process?

Please choose only one answer:

- Ideation, design, testing, screening, development, and evaluation
- Product design, testing, feature screening, and commercialization
- Idea generation, development, and commercialization
- Idea generation, idea screening, feature specification, development, testing, commercialization, and evaluation

Check the answer of this question online at QuizOver.com:

Question: [Which of the following best describe the Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-best-describe-the-dionne-mahaffey-saylo-6111786?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-best-describe-the-dionne-mahaffey-saylo-6111786?pdf=1505>

#### 4.1.24. Which of the following concepts is/are related to the component of ...

Author: Dionne Mahaffey

Which of the following concepts is/are related to the component of place in the traditional marketing mix?

Please choose only one answer:

- The ease for a customer to find information about a product or service
- How the product gets from the producer to the consumer
- Both A and B
- None of these

Check the answer of this question online at QuizOver.com:

Question: [Which of the following concepts is/are Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-concepts-is-are-dionne-mahaffey-saylor-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-concepts-is-are-dionne-mahaffey-saylor-principi?pdf=1505>



#### 4.1.25. Which of the following statements are true about ethics and marketing?

Author: Dionne Mahaffey

Which of the following statements are true about ethics and marketing?

Please choose only one answer:

- Ethics are universal; what is ethical in one country is ethical in all countries.
- Every country and every culture has its own ethical foundations, beliefs, lifestyles, and choices.
- Creating a business code of ethics for global marketplace is not necessary.
- All of these are true.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements are true Dionne Mahaffey Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-are-true-dionne-mahaffey-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-are-true-dionne-mahaffey-saylor?pdf=1505>

#### 4.1.26. Which of the following statements is true?

Author: Dionne Mahaffey

Which of the following statements is true?

Please choose only one answer:

- Advertising is the free distribution of information about a product or service in the marketplace.
- Advertising and marketing are two terms that describe the same process.
- Advertising involves paying to distribute a message that identifies a product or service or an organization to many people at one time.
- Advertising is a process exclusively conducted using traditional media like newspapers and broadcast television.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements is true Dionne Mahaffey Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-is-true-dionne-mahaffey-sayl-6112643?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-is-true-dionne-mahaffey-sayl-6112643?pdf=1505>

#### 4.1.27. Which of the following statements is true?

Author: Dionne Mahaffey

Which of the following statements is true?

Please choose only one answer:

- Sales and marketing are two terms for the same process.
- Sales and advertising are two terms for the same process.
- Sales is part of the promotions component of the marketing process.
- All of these are true.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements is true Dionne Mahaffey Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-is-true-dionne-mahaffey-sayl-6112942?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-is-true-dionne-mahaffey-sayl-6112942?pdf=1505>

#### 4.1.28. Which of the following statements is/are true about ethical behavior...

Author: Dionne Mahaffey

Which of the following statements is/are true about ethical behavior in companies?

Please choose only one answer:

- Ethical codes of conduct only apply to marketing departments.
- Executives are exempt from business ethics.
- Some companies have developed ethical codes of conduct for their employees to ensure that all relationships of the company are conducted ethically.
- All of these statements are true.

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following statements is/are Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-is-are-dionne-mahaffey-saylor-princi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-is-are-dionne-mahaffey-saylor-princi?pdf=1505>

4.1.29. \_\_\_\_\_ involves developing an interactive relationship between a b...

Author: Dionne Mahaffey

\_\_\_\_\_ involves developing an interactive relationship between a buyer and a seller using an interpersonal medium.

Please choose only one answer:

- Direct marketing
- Public relations
- Publicity
- Personal selling

Check the answer of this question online at QuizOver.com:

Question: [involves developing an interactive Dionne Mahaffey @The Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/involves-developing-an-interactive-dionne-mahaffey-the-saylor-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/involves-developing-an-interactive-dionne-mahaffey-the-saylor-principi?pdf=1505>

4.1.30. \_\_\_\_\_ is/are developed to get customers and potential customers t...

Author: Dionne Mahaffey

\_\_\_\_\_ is/are developed to get customers and potential customers to take action quickly, make larger purchases, and make repeat purchases.

Please choose only one answer:

- Direct marketing
- Public relations
- Publicity
- Sales promotions

Check the answer of this question online at QuizOver.com:

Question: [is/are developed to get customers and Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/is-are-developed-to-get-customers-and-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/is-are-developed-to-get-customers-and-dionne-mahaffey-the-saylor?pdf=1505>

## 4. Chapter: Unit 06: Launching a Marketing Campaign

### 1. Unit 06: Launching a Marketing Campaign Questions

4.1.1. Themes that may connect well with multicultural audiences include \_...

Author: Dionne Mahaffey

Themes that may connect well with multicultural audiences include \_\_\_\_\_.

Please choose only one answer:

- babies and relationships
- furry animals and sports
- life cycles and water
- All of these

Check the answer of this question online at QuizOver.com:

Question: [Themes that may connect well with Dionne Mahaffey @The Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/themes-that-may-connect-well-with-dionne-mahaffey-the-saylor-principle?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/themes-that-may-connect-well-with-dionne-mahaffey-the-saylor-principle?pdf=1505>



## 4.1.2. What additional Ps are components of social marketing?

Author: Dionne Mahaffey

What additional Ps are components of social marketing?

Please choose only one answer:

- Publics and partnerships
- Policy and purse strings
- Both A and B
- Neither A nor B

Check the answer of this question online at QuizOver.com:

Question: [What additional Ps are components of social Dionne @The Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/what-additional-ps-are-components-of-social-dionne-the-saylor-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-additional-ps-are-components-of-social-dionne-the-saylor-principi?pdf=1505>

#### 4.1.3. What are effective tactical themes for creating cross-cultural mark...

Author: Dionne Mahaffey

What are effective tactical themes for creating cross-cultural marketing messages?

Please choose only one answer:

- Humor and sex
- Religion and nationalism
- Both A and B
- Neither A nor B

Check the answer of this question online at QuizOver.com:

Question: [What are effective tactical themes for Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/what-are-effective-tactical-themes-for-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-are-effective-tactical-themes-for-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.4. What are essential and effective components of customer empowerment?

Author: Dionne Mahaffey

What are essential and effective components of customer empowerment?

Please choose only one answer:

- Encouraging customers to provide feedback about products
- Enabling customers to participate in the design of products
- Referring customers to competitors in order to price compare
- Both A and B

Check the answer of this question online at QuizOver.com:

Question: [What are essential and effective components Dionne @The Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/what-are-essential-and-effective-components-dionne-the-saylor-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-are-essential-and-effective-components-dionne-the-saylor-principi?pdf=1505>

#### 4.1.5. What benefits might best be provided by a marketing audit?

Author: Dionne Mahaffey

What benefits might best be provided by a marketing audit?

Please choose only one answer:

- Government tax collectors can prepare proper forms.
- A company's marketing strategies can be assessed as they are being implemented.
- Company embezzlers can be caught and prosecuted.
- The progress of a marketing campaign can be abated with paperwork requirements.

Check the answer of this question online at QuizOver.com:

Question: [What benefits might best be provided by Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/what-benefits-might-best-be-provided-by-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-benefits-might-best-be-provided-by-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.6. What essential topics should be covered in a complete marketing plan?

Author: Dionne Mahaffey

What essential topics should be covered in a complete marketing plan?

Please choose only one answer:

- Industry analysis, identification of target markets, assessment of competitors
- Distribution channels, promotion, organization structure
- Both A and B
- Neither A nor B

Check the answer of this question online at QuizOver.com:

Question: [What essential topics should be covered Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/what-essential-topics-should-be-covered-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-essential-topics-should-be-covered-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.7. What is a primary purpose of a marketing plan?

Author: Dionne Mahaffey

What is a primary purpose of a marketing plan?

Please choose only one answer:

- To set marketing expectations and designate marketing-related responsibilities
- To serve as an advertising channel by releasing it to the public
- To advise competitors of upcoming efforts
- To satisfy government requirements

Check the answer of this question online at QuizOver.com:

Question: [What is a primary purpose of a marketing Dionne Mahaffey @The](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-a-primary-purpose-of-a-marketing-dionne-mahaffey-the?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-a-primary-purpose-of-a-marketing-dionne-mahaffey-the?pdf=1505>

#### 4.1.8. What is a useful purpose of an executive summary in a marketing plan?

Author: Dionne Mahaffey

What is a useful purpose of an executive summary in a marketing plan?

Please choose only one answer:

- Executives are requested to summarize their understanding of the document.
- Additional resources are provided beyond those included in the marketing plan.
- A single most-important aspect of the marketing plan is highlighted.
- Executives are given a brief summary of essential marketing plan components.

Check the answer of this question online at QuizOver.com:

Question: [What is a useful purpose of an executive Dionne Mahaffey @The](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-a-useful-purpose-of-an-executive-dionne-mahaffey-the?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-a-useful-purpose-of-an-executive-dionne-mahaffey-the?pdf=1505>

#### 4.1.9. What is an example of a social marketing campaign?

Author: Dionne Mahaffey

What is an example of a social marketing campaign?

Please choose only one answer:

- Promoting a neighborhood block party
- Educating children on how to prevent disease through hand washing
- Advancing your position in upper society circles
- Using social media to announce a new product release

Check the answer of this question online at QuizOver.com:

Question: [What is an example of a social marketing Dionne Mahaffey @The](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-an-example-of-a-social-marketing-dionne-mahaffey-the?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-an-example-of-a-social-marketing-dionne-mahaffey-the?pdf=1505>



#### 4.1.10. What is the purpose of an influencer marketing?

Author: Dionne Mahaffey

What is the purpose of an influencer marketing?

Please choose only one answer:

- Targeting people known to influence others
- Key corporate officers influencing the daily management of frontline workers
- Posting signs in a store to influence purchasing decisions
- Using influential celebrities for disinformation campaigns

Check the answer of this question online at QuizOver.com:

Question: [What is the purpose of an influencer Dionne Mahaffey Saylor Academy](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-purpose-of-an-influencer-dionne-mahaffey-saylor-academy?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-purpose-of-an-influencer-dionne-mahaffey-saylor-academy?pdf=1505>

#### 4.1.11. What might be a most favorable outcome of viral marketing?

Author: Dionne Mahaffey

What might be a most favorable outcome of viral marketing?

Please choose only one answer:

- Computer antivirus programs are upgraded
- A company's message is spread widely through a community by word of mouth
- Public health awareness campaigns promote contagions
- Customers post negative assessments on product review websites

Check the answer of this question online at QuizOver.com:

Question: [What might be a most favorable outcome of Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/what-might-be-a-most-favorable-outcome-of-dionne-mahaffey-the-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-might-be-a-most-favorable-outcome-of-dionne-mahaffey-the-principi?pdf=1505>

#### 4.1.12. What purpose is best served with a marketing communication plan?

Author: Dionne Mahaffey

What purpose is best served with a marketing communication plan?

Please choose only one answer:

- Mechanisms are specified for ongoing two-way communication with customers.
- Information technology workers can order appropriate equipment.
- A company hierarchy is formed to prevent flow of information to frontline employees.
- Disinformation campaigns can be swiftly launched.

Check the answer of this question online at QuizOver.com:

Question: [What purpose is best served with a marketing Dionne @The Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/what-purpose-is-best-served-with-a-marketing-dionne-the-saylor-princip?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-purpose-is-best-served-with-a-marketing-dionne-the-saylor-princip?pdf=1505>

#### 4.1.13. When forecasting sales for a marketing campaign, what might be a cr...

Author: Dionne Mahaffey

When forecasting sales for a marketing campaign, what might be a critical error?

Please choose only one answer:

- Overestimating demand for a product leading to overspending on manufacturing
- Underestimating demand for a product leading to inadequate supplies
- Both A and B
- Neither A nor B

Check the answer of this question online at QuizOver.com:

Question: [When forecasting sales for a marketing Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/when-forecasting-sales-for-a-marketing-dionne-mahaffey-the-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-forecasting-sales-for-a-marketing-dionne-mahaffey-the-saylor?pdf=1505>

#### 4.1.14. Which of the following is not a type of online social media?

Author: Dionne Mahaffey

Which of the following is not a type of online social media?

Please choose only one answer:

- Social networking sites
- Blogs that enable content contributions
- A downloadable corporate brochure
- Wikis

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is not a type of Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-a-type-of-dionne-mahaffey-saylor-princip?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-not-a-type-of-dionne-mahaffey-saylor-princip?pdf=1505>

#### 4.1.15. Who is best suited to develop a marketing plan?

Author: Dionne Mahaffey

Who is best suited to develop a marketing plan?

Please choose only one answer:

- The company's board of directors
- The company's stockholders
- A team of marketing specialists knowledgeable about diverse aspects of a company
- The human resources manager

Check the answer of this question online at QuizOver.com:

Question: [Who is best suited to develop a marketing Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/who-is-best-suited-to-develop-a-marketing-dionne-mahaffey-the-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/who-is-best-suited-to-develop-a-marketing-dionne-mahaffey-the-principi?pdf=1505>

## 4. Chapter: Unit 04: Life Cycles, Offers, Supply Chains, and Pricing

### 1. Unit 04: Life Cycles, Offers, Supply Chains, and Pricing Questions

#### 4.1.1. A cost appraisal can help anticipate costs involved with product de...

Author: Dionne Mahaffey

A cost appraisal can help anticipate costs involved with product development. Which cost is NOT typical for product development?

Please choose only one answer:

- Operating costs
- Marketing costs for promotion and distribution
- Set-up costs for production, equipment, distribution, etc.
- Decorating costs for new lobby and employee cafeteria

Check the answer of this question online at QuizOver.com:

Question: [A cost appraisal can help anticipate costs Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/a-cost-appraisal-can-help-anticipate-costs-dionne-mahaffey-the-princip?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-cost-appraisal-can-help-anticipate-costs-dionne-mahaffey-the-princip?pdf=1505>



#### 4.1.2. Most shippers have track and trace systems to track their product l...

Author: Dionne Mahaffey

Most shippers have track and trace systems to track their product loads in the supply chain. Having the capacity to track products helps shippers anticipate events that could disrupt the supply chain. Which of the following could disrupt the supply chain?

Please choose only one answer:

- Bad weather
- Shipping mistakes
- Both A and B
- None of these

Check the answer of this question online at QuizOver.com:

Question: [Most shippers have track and trace systems Dionne Mahaffey @The Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/most-shippers-have-track-and-trace-systems-dionne-mahaffey-the-princip?pdf=1505>

Interactive Question:

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### 4.1.3. Products and services can be categorized in a number of ways and fa...

Author: Dionne Mahaffey

Products and services can be categorized in a number of ways and fall into four general categories: Convenience, Shopping, Specialty, and Unsought offerings. Select the definition(s) that meet(s) one or more of the offerings.

Please choose only one answer:

- Products and services consumers generally don
- Products and services consumers purchase after comparing brands to determine the right price and fit
- Products and services consumers generally do not shop for until needed, such as funeral services
- All of these

Check the answer of this question online at QuizOver.com:

Question: [Products and services can be categorized Dionne Mahaffey @The](#)

Flashcards:

<http://www.quizover.com/flashcards/products-and-services-can-be-categorized-dionne-mahaffey-the?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/products-and-services-can-be-categorized-dionne-mahaffey-the?pdf=1505>

#### 4.1.4. Pure goods products have the following characteristics:

Author: Dionne Mahaffey

Pure goods products have the following characteristics:

Please choose only one answer:

- Tangible, inventories, hard-to-evaluate
- Intangible, inventories, hard-to-evaluate
- No time criteria, tangible, low customer involvement
- Tangible, inventories, high quality-control problems

Check the answer of this question online at QuizOver.com:

Question: [Pure goods products have the following Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/pure-goods-products-have-the-following-dionne-mahaffey-saylor-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/pure-goods-products-have-the-following-dionne-mahaffey-saylor-principi?pdf=1505>

#### 4.1.5. The 'product line' is a group of related offerings. Which answer do...

Author: Dionne Mahaffey

The 'product line' is a group of related offerings. Which answer does not explain the definition of a product line?

Please choose only one answer:

- Created to make marketing strategies more efficient
- Can be broad or narrow
- A line extension can be added
- The entire assortment of products a company offers

Check the answer of this question online at QuizOver.com:

Question: [The 'product line' is a group of related Dionne Mahaffey Saylor Principles](#)

Flashcards:

<http://www.quizover.com/flashcards/the-product-line-is-a-group-of-related-dionne-mahaffey-saylor-principi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-product-line-is-a-group-of-related-dionne-mahaffey-saylor-principi?pdf=1505>

#### 4.1.6. The definition of demand planning is:

Author: Dionne Mahaffey

The definition of demand planning is:

Please choose only one answer:

- the process of estimating how much of a good or service customers will buy.
- the management of the resources, events, and processes needed to create an offering.
- a practice whereby supply chain partners share information and coordinate their operations.
- the amount of time it takes for a customer to receive a good or service.

Check the answer of this question online at QuizOver.com:

Question: [The definition of demand planning is: Dionne Mahaffey Saylor Academy](#)

Flashcards:

<http://www.quizover.com/flashcards/the-definition-of-demand-planning-is-dionne-mahaffey-saylor-academy?pdf=1505>

Interactive Question:

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#### 4.1.7. The product-dominant approach to marketing in business considers th...

Author: Dionne Mahaffey

The product-dominant approach to marketing in business considers three separate and distinguishable characteristics. Which of the following is not one of these characteristics?

Please choose only one answer:

- Planning
- Products
- Services
- Prices

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [The product-dominant approach to marketing Dionne Mahaffey Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/the-product-dominant-approach-to-marketing-dionne-mahaffey-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-product-dominant-approach-to-marketing-dionne-mahaffey-saylor?pdf=1505>

#### 4.1.8. There are four levels of a product: core, tangible, augmented, and ...

Author: Dionne Mahaffey

There are four levels of a product: core, tangible, augmented, and promised. Which of the following represents a tangible product?

Please choose only one answer:

- An outdoor kitchen to improve the value and appearance of a home
- A new Range Rover for its unique styling and brand name
- A new projector screen TV for teens to share with their friends
- A vacation package with travel insurance

Check the answer of this question online at QuizOver.com:

Question: [There are four levels of a product: core Dionne Mahaffey @The](#)

Flashcards:

<http://www.quizover.com/flashcards/there-are-four-levels-of-a-product-core-dionne-mahaffey-the?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/there-are-four-levels-of-a-product-core-dionne-mahaffey-the?pdf=1505>

#### 4.1.9. What is the number one reason why companies are 'going green' with ...

Author: Dionne Mahaffey

What is the number one reason why companies are 'going green' with their supply chain?

Please choose only one answer:

- To differentiate from the company
- To achieve regulatory compliance
- To improve the company
- To increase the customer

Check the answer of this question online at QuizOver.com:

Question: [What is the number one reason why companies Dionne Saylor Academy](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-number-one-reason-why-companies-dionne-saylor-academy?pdf=1505>

Interactive Question:

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#### 4.1.10. Which stages are part of the Product Life Cycle?

Author: Dionne Mahaffey

Which stages are part of the Product Life Cycle?

Please choose only one answer:

- Product development, Introduction
- Growth, Maturity, Decline
- Both A and B
- None of these

Check the answer of this question online at QuizOver.com:

Question: [Which stages are part of the Product Life Dionne Mahaffey Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/which-stages-are-part-of-the-product-life-dionne-mahaffey-saylor?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-stages-are-part-of-the-product-life-dionne-mahaffey-saylor?pdf=1505>