1. Under American trademark law, if customers generally start using the word *rollerblading* to describe skating on in-line skates regardless of the brand used:
   A) Rollerblade, Inc. will still retain exclusive right to that name.
   B) Rollerblade, Inc. is entitled to royalty payments from any company whose customers purchase their brand of in-line skates since Rollerblade developed the in-line skate industry.
   C) Rollerblade, Inc. could lose its exclusive rights to the name.
   D) the repositioning strategy that Rollerblade uses will become ineffective.
   E) Rollerblade, Inc. is pleased because it increases name recognition, and therefore, sales.

2. Customer value emphasizes:
   A) convenience.
   B) price.
   C) quality.
   D) service (before-sale and after-sale).
   E) all of the above.

3. Which of the following groups should be the LEAST likely target market for a company producing canned foods in single serving sizes?
   A) single adults
   B) school kitchens
   C) campers
   D) senior citizens
   E) vending machine owners

4. Social responsibility is:
   A) the moral principles and values that govern the actions and decisions of an entire group.
   B) the idea that organizations are a part of a larger society and are accountable to society for their actions.
   C) actively trying to understand customer needs and satisfying them as well as the firm's goals.
   D) seeking greater influence about the quality of products and the amount of information received from sellers.
   E) the view that an organization should discover and satisfy the needs of its consumers in a way that also provides for society's well-being.

5. The term market is best defined as:
   A) people with a need and a want for a product.
   B) organizations with the need and desire for a product.
   C) organizations with products which satisfy people's needs and wants.
   D) people with the desire and ability to buy a product.
   E) people with the desire and the need for a product.

6. Marketing seeks to discover the needs and wants of prospective customers and satisfy them. Essential to this process is the idea of exchange. To marketing people exchange refers to the:
   A) place where people go to do business.
   B) place where people return unwanted goods.
   C) process whereby a buyer and seller trade something of value.
   D) process of locating buyers and sellers.
   E) acquisition of something of value.
7. Which of the following statements about environmental factors is true?
A) Environmental factors may restrict an organization's opportunities.
B) Environmental factors may enhance an organization's opportunities.
C) Environmental factors are also called uncontrollable factors.
D) Environmental factors include social, economic, technological, competitive, and regulatory forces.
E) All of the above statements about environmental factors are true.

8. Customer relationship management (CRM) is most closely related to the _____ era in U.S. business history.
A) production.
B) sales
C) marketing concept
D) nonprofit orientation
E) societal marketing

9. The element of the marketing mix demonstrated when a company places an ad in the Yellow Pages is:
A) product.
B) price.
C) promotion.
D) place.
E) process.

10. Which of the following statements is an example of form utility?
A) A new motor oil container comes equipped with a disposable pouring spout.
B) Stamp vending machines are located in drug stores.
C) A service station has a 24-hour ice machine available for use even when the station is closed.
D) A waterbed company offers six-month financing, same as cash.
E) A gourmet shop offers a home delivery service.

11. SBUs with a high share of high-growth markets that may not generate enough cash to support their own demanding needs for future growth are known as:
A) dogs.
B) cash cows.
C) question marks.
D) stars.
E) bonanzas.

12. The acronym SWOT used in the term SWOT analysis stands for:
A) strengths, weaknesses, opportunities, and timing.
B) strategies, workload, opportunities, and timing.
C) strengths, weaknesses, opportunities, and threats.
D) simple, workable, optimal, and timely.
E) situational, worldwide, organizational and technological.
13. A cohesive marketing program concentrates on:
A) product.
B) price.
C) promotion.
D) place.
E) all of the above

14. Several years ago, Black & Decker purchased General Electric's small appliances product line. General Electric did not know what to do with the line. Black & Decker purchased the line because it needed the cash infusion from a product line that had a dominant market share. Since people replace small appliances infrequently and because many are handed down from parent to child, the industry is a slow-growth one. From this information and your knowledge about the BCG portfolio analysis, you should know this small appliance line would be classified as a:
A) dog.
B) cash cow.
C) question mark.
D) star.
E) bonanza.

15. In late 1993, the Honda Motor Company unveiled the Honda Passport, announcing their entrance into the sport-utility vehicle market. Competing automakers—General Motors, Ford, and Jeep had vehicles firmly entrenched in this highly competitive market. For years Honda experienced tremendous success with their Accords, Preludes, Civics and other passenger automobiles—in fact, Honda cars were repeatedly the top selling automobiles in the U.S. Where would the Honda Passport and the Honda Accords, Preludes, and Civics fall in the BCG product portfolio matrix?
A) The Passport would be a classified as a star, and the Accords, Preludes and Civics would be classified as cash cows.
B) The Passport would be considered a cash cow, and the Accords, Preludes, and Civics would be classified as stars.
C) Due to the overwhelming success of Honda cars, the Passport, Accords, Preludes, and Civics would all be classified as cash cows.
D) The Passport would be a problem child, and the other Honda offerings would be cash cows.
E) The Passport would be considered a problem child, and the other Honda offerings would be classified as dogs.

16. A company engaged in environmental scanning is:
A) taking into account the effect its marketing activities can have on plants and animals in our environment.
B) continually acquiring information on events occurring outside the organization to identify and interpret potential trends.
C) maintaining a time constant horizon in its strategic planning process.
D) maintaining retail customer databases.
E) requiring all employees to spend time outside the office to avoid the "ivory tower" syndrome.

17. About 40 percent of American marriages now end in divorce. What do marketers call the social unit that is created when a divorced woman and a divorced man marry one each other, whether or not either or both have children?
A) a mature household
B) a shifting family unit
C) a merging household
D) a blended family
E) a traditional household
18. The _____ makes it unlawful to discriminate in prices charged to different purchasers of the same product, where the effect may substantially lessen competition or help to create a monopoly.
A) Fair Packaging and Labeling Act
B) Sherman Antitrust Act
C) Telephone Consumer Protection Act
D) Robinson-Patman Act
E) Clayton Act

19. Some cereal manufacturers are selling cereals in plastic bags rather than cardboard boxes with cellophane inserts. Cereal packed in bags requires less packing material than cereal packaged in traditional boxes. This example reflects the use of:
A) green marketing.
B) the green initiative.
C) recycling.
D) pre-recycling.
E) precycling.

20. The demographic characteristics of the population and its values in a particular environment are known as:
A) ecology.
B) macroeconomic conditions.
C) regulatory forces.
D) social forces.
E) psychographics.

21. An ad on the back of a women's magazine for Cover Girl cosmetics shows both African-American Queen Latifah and blonde Faith Hill endorsing its products as good for their skin. This is an example of an ad with a _____ focus because it shows product users of different ethnic backgrounds.
A) cultural
B) behavioral
C) occupational
D) demographic
E) psychographic

22. Eucerin's promotions for its anti-wrinkle cream are attempts to lure which market?
A) echo-boom members
B) baby boomers
C) members of Generation Y
D) Generation Xers
E) urbanites

23. The Mutual Bank of Hong Kong selected its advertising agency because that agency was “always sensitive to the possibility that something might not translate well or may offend superstitions about colours or numbers.” This is an example of how _____ forces affect marketing.
A) social
B) technological
C) economic
D) competitive
E) regulatory
24. The money that remains after paying for taxes and necessities is called _____ income.
A) inflationary
B) discretionary
C) disposable
D) gross
E) expendable

25. Which of the following statements concerning technological forces is true?
A) A new wave of technological innovation will not replace existing products and companies.
B) Because technological change is the result of research, it is highly predictable.
C) An advantage of technology is that advances can in no way harm an industry's growth.
D) The cost of technology is increasing.
E) Advances in technology are having important effects on marketing because they allow marketers to better understand and serve consumers.

26. The _____ is an information and communication-based electronic exchange environment mostly occupied by sophisticated computer and telecommunication technologies and digitized offerings.
A) electronic communications channel
B) transactional Internet
C) marketspace
D) marketing Internet
E) information superhighway

27. The form of competition in which many sellers compete with their products on a substitutable basis is called:
A) pure competition.
B) cross-market competition.
C) oligopoly.
D) monopolistic competition.
E) monopoly.

28. _____ are restrictions state and federal laws place on businesses with regard to the conduct of their activities.
A) Jurisprudence
B) Regulations
C) Competitive restraints
D) Legal formalizations
E) Lobbying amendments

29. A personal moral philosophy that focuses on the greatest good for the greatest number by assessing the costs and benefits of the consequences of ethical behavior is called:
A) moral idealism.
B) ethics.
C) utilitarianism.
D) socialism.
E) capitalism.
30. Which of the following is an example of green marketing?
   A) The Anheuser-Busch Corporation added green colors to its labels.
   B) 3M created a new fertilizer for trees.
   C) Mercedes-Benz designed its S-class sedans to be entirely recyclable.
   D) Levi-Strauss markets pre-washed jeans.
   E) Joe’s Lawn Service is offering a special spring promotion.

31. When General Motors started selling its Saturn cars, it announced that the cars would have a non-negotiable price. There would be no negotiations. A customer who wanted to buy a Saturn would pay the posted price. General Motors probably adopted this pricing policy because:
   A) the industry was discussing the abandonment of self-regulation practices.
   B) women have an intense dislike of the car-buying process yet still want to buy a car.
   C) many recent immigrants into the United States were not accustomed to negotiation.
   D) negotiation is not ladylike.
   E) a sluggish economy guaranteed that negotiations would produce a less than adequate return on investment.

32. The stages a buyer passes through in making choices about which products and services to buy is called the:
   A) situational analysis sequence.
   B) VALS inventory.
   C) purchase decision process.
   D) hierarchy of learning.
   E) routine response sequence.

33. Maria has just told her supervisor, “I'm so glad I bought the Motorola P280 phone rather than those other models I was looking at. I have really enjoyed the fact that its Stream service gives me an always-on connection to the Internet. I haven't seen another phone with that feature.” Which stage of the consumer purchase decision process is demonstrated by Maria's conversation?
   A) problem recognition
   B) information search
   C) alternative evaluation
   D) purchase decision
   E) postpurchase behavior

34. The most basic of our needs are physiological, followed by safety, social, and personal type needs. According to the hierarchy of needs, what category of needs is of the highest order?
   A) intellectual needs
   B) emotional needs
   C) self-actualization needs
   D) domination needs
   E) psychological needs

35. The feeling of postpurchase psychological tension or anxiety that a consumer often experiences is called:
   A) angst.
   B) the temporal state.
   C) the disassociative state.
   D) selective comprehension.
   E) cognitive dissonance.
36. Which of the following lists the hierarchy of needs in its correct order beginning with the most basic?
   A) personal, social, physiological, psychological, and safety
   B) physiological, safety, social, personal, and self-actualization
   C) safety, physiological, safety, and self-actualization, and personal
   D) self-actualization, social, personal, safety, and physiological
   E) safety, personal, self-actualization, physiological, and social

37. Derived demand means the demand for industrial products and services is driven by, or derived, from:
   A) mathematical formulas and statistical models.
   B) the Gross National Product.
   C) demand for consumer goods and services.
   D) demand for industrial goods.
   E) profit margins and ratios.

38. The three types of organizational buy classes are:
   A) industrial, reseller, and government.
   B) consumer goods, industrial goods, and services.
   C) users, influencers, and deciders.
   D) new buy, make-buy, and modified rebuy.
   E) straight rebuy, new buy, and modified rebuy.