

Test Bank for Principles of Marketing for a Digital Age 2nd Tuten

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Chapter 1: Understanding marketing

1. Which of the following is not a dimension of the holistic marketing concept?

- a. relationship marketing
- b. integrated marketing
- c. social marketing
- d. performance marketing

Ans: C

2. The use of marketing to drive social change in behaviours that benefit individuals and society is referred to as:

- a. cause marketing
- b. cause-related marketing
- c. sustainability marketing
- d. social marketing

Ans: D

3. All the following are examples of Industry 4.0 innovations except:

- a. internet connectivity
- b. virtual reality headsets
- c. self-driving cars
- d. smartphones

Ans: A

4. The decisions and activities related to bringing an offer to market is referred to as:

- a. value
- b. marketing
- c. production
- d. delivering

Ans: B

5. Markets can be identified by all of the following except:

- a. product category
- b. geographic region
- c. type of buyer
- d. branded rewards

Ans: D

6. An offer targeted to consumers and sold by consumers is referred to as:

- a. C2C
- b. B2C
- c. C2B
- d. B2B

Ans: A

7. The value of making a product available when it is needed is referred to as:

- a. form utility
- b. time utility
- c. place utility
- d. possession utility

Ans: B

8. Which of the following is not one of the 4Ps in the classic marketing mix?

- a. product
- b. purpose
- c. price
- d. place

Ans: B

9. Product, place, price and promotion known collectively as the 4Ps were expanded to include:

- a. position, process and presence
- b. people, position and placement
- c. position, process and placement
- d. people, process and presence

Ans: D

10. An entity for sale is referred to as:

- a. product
- b. price
- c. place
- d. promotion

Ans: A

11. Marketers use all of the following design elements to suggest sensory perceptions in virtual environments except:

- a. touch
- b. sounds
- c. aesthetics

d. scents

Ans: A

12. Processing data close to the source is known as:

a. edge computing

b. living services

c. machine learning

d. metadata

Ans: A

13. Digital elements of Industry 4.0 driving the era of marketing convergence include all of the following except:

a. internet of everything

b. digital reality

c. additive manufacturing

d. robotics

Ans: D

14. Cognitive technologies include all of the following except:

a. big data analytics

b. artificial intelligence

c. machine learning

d. language processing

Ans: A

15. The set of technology tools used to support and operate marketing activities is referred to as:

- a. marketing convergence
- b. marketing mix
- c. marketing technology stack
- d. marketing concept process

Ans: C

Chapter 2: Understanding buyers

1. How prospective customers evaluate, buy, use and dispose of products is known as:

- a. buyer cognition
- b. buyer remorse
- c. buyer behaviour
- d. buyer characteristics

Ans: C

2. Buyers include all of the following except:

- a. individuals
- b. platforms
- c. families
- d. organizations

Ans: B

3. Buyer behaviour is influenced by:

- a. individual characteristics, sociocultural factors and environmental factors
- b. group characteristics, cultural factors and environmental factors
- c. individual characteristic, social factors and cultural factors

d. group characteristics, sociocultural factors and macro-environmental factors

Ans: A

4. Commercial transactions occurring online are known as:

- a. a-commerce
- b. online commerce
- c. e-commerce
- d. C2C commerce

Ans: C

5. All of the following are a consumer decision-making model stage except:

- a. information search
- b. purchase
- c. need recognition
- d. pre-purchase decisions

Ans: D

6. Marketers can interrupt the stages of the consumer decision-making process with:

- a. push communications
- b. push–pull communications
- c. pull communications
- d. pull–push communications

Ans: A

7. Changes in buyer behaviour due to the digital age include:

- a. search is limited to search engines

- b. connected customers are not influenced by many resources
- c. consumers discover products and research purchases offering same day shipping
- d. consumers may see a benefit in researching all kinds of products

Ans: D

8. The interactions people have with brands before, during and after purchase is known as:

- a. touchpoints
- b. customer journey mapping
- c. decision triggers
- d. formative attitudes

Ans: A

9. Why do companies engage in the research activity of customer journey mapping?

- a. to increase their market share by targeting specific customers
- b. to influence buyer behaviour
- c. to capture details of the consumer decision-making process
- d. to identify the brands most purchased by consumers

Ans: C

10. The Second Moment of Truth occurs:

- a. at the point of sale
- b. at the point of experience evaluation
- c. at the point of product return
- d. at the point of product research

Ans: B

11. What stage of the consumer decision-making process do post-purchase satisfied customers bypass?

- a. need recognition
- b. post-purchase outcomes
- c. evaluation of alternatives
- d. information search

Ans: C

12. Differences between B2B buyers and B2C buyers include all of the following except:

- a. independence
- b. the relevance of hard and soft costs
- c. characteristics of the decision unit
- d. partner buying relationships

Ans: A

13. The B2B buyer decision-making model, comprised of six stages, includes:

- a. vendor selection and order
- b. pre-purchase evaluation
- c. solution recognition
- d. evaluation of alternative proposals

Ans: D

14. Which source of information do B2B buyers use to add and eliminate alternatives?

- a. the first moment of truth
- b. the second moment of truth
- c. the third moment of truth
- d. the zero moment of truth