Ch. 3 and 4 Contemporary Marketing Quiz Review

True/False
Indicate whether the sentence or statement is true or false.

____  1. Marketing is more creative than scientific.
____  2. The wants and needs of consumers are limited.
____  3. Resources are unlimited.
____  4. In online auctions, businesses always award contracts to the lowest bidder.
____  5. The relationship between supply and consumer demand is an important tool for marketers.
____  6. The specific types of resources a business has available will determine the types of products and services it can develop and sell.
____  7. A demand curve is the graph of the relationship between price and quantity supplied.
____  8. The opposite of pure competition is oligopoly.
____  9. A monopoly is typically the result of a lack of competition.
____ 10. The most common type of economic competition facing most businesses is monopolistic competition.
____ 11. Businesses in an oligopoly must pay careful attention to the actions of competitors.
____ 12. Advertising is a part of marketing.
____ 13. Today, marketing is called upon only to handle problems.
____ 14. People who understand the basics of marketing are in high demand in the business world.
____ 15. Today's marketers do not have to look for new markets.
____ 16. Without the marketing concept, a business will develop a product or service and then decide how to market the product.
____ 17. Marketing should be directed at meeting the identified needs of the customers rather than developing ways to convince people to buy something they may not need.
____ 18. Bringing a new product to the marketplace is very expensive for businesses.
____ 19. Usually, most products have only one use.
____ 20. Wholesalers must rely on retailers and manufacturers to get products to the consumer.
____ 21. It is common for businesses to offer discounts from their list prices to some or all of their customers.
____ 22. Promotion cannot do much to help a company that has a poor product, excessively high prices, or ineffective distribution.

Multiple Choice
Identify the letter of the choice that best completes the statement or answers the question.

____ 23. Effective marketing relies on the principles and concepts of
   a. advertising.  c. economics.
   b. creativity.  d. all of the above.
24. The practice of using databases to make marketing decisions is known as
   a. virtual marketing.  c. resource marketing.
   b. database marketing. d. cold calling.

25. Unlimited wants and needs, combined with limited resources, result in
   a. scarcity.  c. oligopoly.
   b. over-supply. d. monopoly.

26. In which type of economic system does the government attempt to own and control important resources and to make the decisions about what will be produced and consumed?
   a. regulated economy  c. free economy
   b. controlled economy d. private enterprise economy

27. The decision to use resources in a way that results in the greatest satisfaction of wants and needs is
   a. private enterprise.  c. the profit motive.
   b. competition. d. value.

28. The quantity of a product consumers are willing and able to purchase at a specific price is known as
   a. demand.  c. production.
   b. resources. d. value.

29. All of the consumers who will purchase a particular product or service comprise a(n)
   a. demand curve.  c. supply.
   b. demand. d. economic market.

30. Economic resources can be classified as
   a. capital.  c. equipment.
   b. labor. d. all of the above.

31. What type of market condition exists when there are a large number of suppliers offering very similar products?
   a. monopoly  c. pure competition
   b. oligopoly d. monopolistic competition

32. The demand curve for a business in a purely competitive market
   a. curves up.  c. appears straight.
   b. curves down. d. varies with the supply available.

33. The demand curve for a business in a monopoly
   a. curves down.  c. curves up.
   b. appears straight.  d. varies with the supply available.

34. Changes in the tangible parts of a product or service affect a product’s
   a. form utility.  c. place utility.
   b. time utility. d. possession utility.

35. The earliest use of marketing was
   a. to move products from the producer to the consumer.
   b. to sell more products.
   c. to manufacture more products.
   d. to interest consumers in purchasing products.

36. Money spent on marketing is
   a. simply an expense.
   b. wasted when the market is good.
   c. wasted when the market is poor.
   d. an investment in the company’s future.

37. Planning that identifies how a company expects to achieve its goals is known as
   a. the marketing concept.  c. a supply curve.
   b. the employee handbook. d. a strategy.
38. Studying and prioritizing market segments to locate the best potential based on demand and competition is known as
   a. the final analysis.  
   b. a strategy.  
   c. market opportunity analysis.  
   d. the marketing concept.

39. When an unauthorized business imports products into a country and creates a parallel distribution channel that competes with the authorized channel, this is known as
   a. unauthorized channeling.  
   b. parallel channels.  
   c. gray marketing.  
   d. distribution competition.

40. Prices can be changed by
   a. allowances.  
   b. scanning.  
   c. net profit.  
   d. all of the above.

41. The most difficult type of competition businesses face is a market in which they compete with other businesses offering
   a. similar products.  
   b. different products.  
   c. lower quality products.  
   d. more expensive products.

42. Which element of the marketing mix do producers and manufacturers pay most attention to?
   a. distribution  
   b. product  
   c. pricing  
   d. promotion

43. Which element of the marketing mix do service businesses pay most attention to?
   a. distribution  
   b. product  
   c. pricing  
   d. all of the above

44. What is the first stage in the consumer decision-making process?
   a. evaluating choices  
   b. determining satisfaction  
   c. identifying alternatives  
   d. recognizing a need

45. Many of the marketing functions during the distribution process are provided by
   a. manufacturers.  
   b. consumers.  
   c. channel members.  
   d. marketing firms.
# Ch. 3 and 4 Contemporary Marketing Quiz Review

## Answer Section

### TRUE/FALSE

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### MULTIPLE CHOICE

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