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| **MARKETING** | |
| |  |  | | --- | --- | | 1) | Coca-Cola sells different types of sodas, energy drinks, waters, and juices. This class of products is referred to as the width of the \_\_\_. | |  | A) product targets | |  | B) market selection | |  | C) market segments | |  | D) product mix | |  |
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| |  |  | | --- | --- | | 2) | A brand is commonly defined as a specific \_\_\_\_ that identifies a seller's product. | |  | A) make or model | |  | B) name, symbol, or design | |  | C) marketing | |  | D) words | |  |
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| |  |  | | --- | --- | | 3) | Price competition is based on price and \_\_\_. | |  | A) branding | |  | B) quality | |  | C) value | |  | D) availability | |  |
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| |  |  | | --- | --- | | 4) | An example of capital goods would be \_\_\_. | |  | A) items sold | |  | B) marketing materials | |  | C) dollars earned during a fundraiser | |  | D) cars used by a cleaning service company | |  |
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| |  |  | | --- | --- | | 5) | The \_\_\_ is responsible for recalling unsafe products. | |  | A) Better Business Bureau | |  | B) Federal Trade Commission | |  | C) Consumer Product Safety Commission | |  | D) Federal Bureau of Investigation | |  |

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| |  |  | | --- | --- | | 6) | A \_\_\_ is a term for illegally offering money in exchange for a favorable outcome. | |  | A) breech | |  | B) blackmail | |  | C) bribe | |  | D) broker | |  |
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| |  |  | | --- | --- | | 7) | Transporting goods via a tractor and trailer is used for produce. Relative to this situation, it can be concluded that the initial \_\_\_. | |  | A) investment is high, but operational costs are relatively small. | |  | B) produce was owned by the government. | |  | C) air transportation is much more expensive and not a viable option. | |  | D) product is inexpensive to construct, operational costs are high. | |  |
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| |  |  | | --- | --- | | 8) | Private or public \_\_\_ warehouses store products requiring payment of a federal tax before imported or domestic products can be removed. | |  | A) hazardous | |  | B) commodity | |  | C) bonded | |  | D) conglomerate | |  |
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| |  |  | | --- | --- | | 9) | An example of marketing that might create an ethical controversy would be \_\_\_. | |  | A) advertising an early bird special | |  | B) airing alcoholic beverage related commercials during prime time | |  | C) retailers developing a national sweepstakes | |  | D) broadcasting PSAs about public health issues | |  |
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| |  |  | | --- | --- | | 10) | The lack of \_\_\_ to produce advertising eliminates many small businesses from many mass media advertising options. | |  | A) expertise | |  | B) time | |  | C) money | |  | D) staff | |  |

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| |  |  | | --- | --- | | 11) | A sampling procedure in which everyone in the population has an equal chance of being selected. | |  | A) focus group | |  | B) observation | |  | C) interview | |  | D) random sampling | |  |
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| |  |  | | --- | --- | | 12) | Psychographics refers to \_\_\_. | |  | A) census data | |  | B) people's lifestyles | |  | C) variable demographics | |  | D) geographic location | |  |
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| |  |  | | --- | --- | | 13) | An online retailer should have \_\_\_ in order to secure credit card transactions. | |  | A) FAQ | |  | B) RFP | |  | C) EMT | |  | D) SSL certificates | |  |
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| |  |  | | --- | --- | | 14) | Consumers buying products online has drastically impacted the \_\_\_ of products as a part of the marketing mix. | |  | A) distribution | |  | B) price | |  | C) promotion | |  | D) production | |  |
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| |  |  | | --- | --- | | 15) | Bulk mailings are made simple using \_\_\_\_\_. | |  | A) spreadsheets | |  | B) word processing | |  | C) databases | |  | D) PowerPoint | |  |

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| 12) | B |
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