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| **MARKETING** |
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| 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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| 1) | D |
| 2) | B |
| 3) | C |
| 4) | D |
| 5) | C |
| 6) | C |
| 7) | A |
| 8) | C |
| 9) | B |
| 10) | C |
| 11) | D |
| 12) | B |
| 13) | D |
| 14) | A |
| 15) | C |