

Consumer protection legislation was intended to help wholesalers be better informed.	A. True	B. False		
1) A foreign country's political and legal environment does NOT affect marketing strategies.	A. True	B. False		
2) Japan would be considered a developed country.	A. True	B. False		
3) A tariff is NOT a barrier to international trade.	A. True	B. False		
4) Demographics help identify patterns of diversity so that marketers can target their goods and services appropriately.	A. True	B. False		
5) Charitable donation tied directly to the sales of specific products is an example of cause-related marketing.	A. True	B. False		
6) Cartels and unregulated monopolies are prohibited in the United States.	A. True	B. False		
7) One way that a big corporation might try to influence government officials would be to use lobbyists.	A. True	B. False		
8) Marketers use demographics to analyze markets, learn about customers, and create value for them.	A. True	B. False		
9) The Better Business Bureau is a governmental regulatory group.	A. True	B. False		
10) Conflict of interest is a common ethical issue that a marketer might face.	A. True	B. False		
11) Marketing research needs to be sophisticated and expensive to be worthwhile.	A. True	B. False		
12) A major application of virtual reality to marketing research is known as technical-market research.	A. True	B. False		
13) A direct channel would be from the producer direct to the consumer.	A. True	B. False		
14) Factors that influence the selection of appropriate channels of distribution include buying behavior, financial conditions, and economic conditions.	A. True	B. False		
15) Buying behavior is NOT a crucial consideration when selecting distribution channels.	A. True	B. False		
16) In marketing, an organization's obligation to maximize its positive impact and minimize its negative impact on society is referred to as environmental responsibility.	A. True	B. False		
17) Issues and analyses at the global and national levels are called macromarketing.	A. True	B. False		
18) Marketing orientation emphasizes the importance of developing and marketing products and services based on what retailers need and want.	A. True	B. False		

19) Discretionary income is the money an individual has left after paying taxes.	A. True	B. False		
20) There is no difference between a trademark and a trade name.	A. True	B. False		
21) The communications or promotions mix blends together advertising, personal selling, sales promotion, and publicity.	A. True	B. False		
22) When marketers want quick sales increases from their communication efforts, they often use some form of sales promotion.	A. True	B. False		
23) A country's internal facilities available for conducting business activities refers to its _____.	A. per capita income	B. gross national product	C. exchange controls	D. economic infrastructure
24) The largest and third largest trading partners with the United States are _____.	A. Japan & Mexico	B. Canada & Germany	C. Canada & Mexico	D. United Kingdom & Japan
25) What are the factories called along the U.S.-Mexico border that assemble U.S. components for export?	A. Maquiladoras	B. Wholesalers	C. Distributors	D. Agents
26) NAFTA stands for _____.	A. North American Federal Trade Agreement	B. North American Free Trade Agreement	C. National American Free Trade Association	D. National American Free Traffic Agreement
27) A tax charged on imported or exported goods and services is referred to as _____.	A. quotas	B. exchange rates	C. tariffs	D. trade controls
28) Viewed globally, which of the following issues is a marketer more likely NOT to be concerned with dealing with foreign countries?	A. Demographics	B. Language	C. Control of inventory	D. Culture
29) Exporting, licensing, and joint ventures are examples of _____.	A. modes of entry	B. target markets	C. direct ownership	D. promotion
30) To achieve lower tariffs among nations, many countries have adopted the _____.	A. Peter Principle	B. Most-Favored Nation Principle	C. Export-Import Principle	D. Nontariff Principle
31) Advertising involving a company running new ads that correct a deceptive message is called _____.	A. corrective advertising	B. counteractive advertising	C. message advertising	D. regulation advertising
32) An agreement under which a marketer sells a particular product only if the buyer also purchases another specified product is called _____.	A. exclusive dealing	B. gray market	C. full-line forcing	D. selective distribution
33) When foreign distributors sell foreign versions of U.S. products in the United States, the market for such goods is known as the _____.	A. gray market	B. exclusive market	C. illegal market	D. slotting
34) _____ are fees paid by manufacturers for space in retail stores.	A. Slotting allowances	B. Tying contracts	C. Price options	D. Exclusive dealings
35) Which act limits price fixing?	A. Goods Pricing Act	B. Robinson Act	C. Sherman Antitrust Act	D. Patman Act
36) The practice of pricing a product below its costs or below the going price in the market is called _____.	A. price discrimination	B. deceptive pricing	C. price fixing	D. dumping

37) An illegal tactic by which customers are attracted to a store by an advertised low-priced product that is then out-of-stock is called _____.	A. predatory pricing	B. dumping	C. price discrimination	D. bait and switch
38) The people in a society and their values, beliefs, and behaviors are referred to as _____.	A. diversity	B. demographics	C. social environment	D. social responsibility
39) Laws placing a ceiling on the amount of money that may be exchanged for another currency are called _____.	A. exchange controls	B. hard currency controls	C. quotas	D. tariffs
40) Sales promotion in the United States is regulated by the _____.	A. Federal Trade Commission	B. Federal Communications Commission	C. State governments	D. GATT
41) A producer that distributes the same product through two or more different channel structures is engaging in _____.	A. wholesaling	B. dual distribution	C. exclusive dealing	D. restricted sales
42) The plan for how to collect and analyze data is a _____.	A. business plan	B. research design	C. research paper	D. test market
43) The first stop in the marketing research process is to _____.	A. analyze and interpret data	B. collect data	C. formulate the problem	D. plan a research design
44) Which one of the following is NOT a basic research design?	A. Exploratory research	B. Descriptive research	C. Causal research	D. Collective research
45) A method used to see how customers respond to a product is called _____.	A. lab experiments	B. test marketing	C. internet searches	D. assessment searches
46) What type of survey would you use to collect data of a complex or emotional nature?	A. Mail survey	B. Focus group interview	C. Personal survey	D. Mall intercept
47) Coding refers to _____.	A. gathering data	B. tabulating data	C. assigning numeric symbols to data	D. entering data into a computer
48) In market research, information already published and frequently available at little or no cost is classified as _____.	A. primary data	B. secondary data	C. pooled data	D. impact data
49) What method of collecting data would be most appropriate to contact a large group of people rather quickly?	A. Mail surveys	B. In-home interviews	C. Mall intercept	D. Telephone surveys
50) Resellers in a distribution channel are called _____.	A. middlemen or intermediaries	B. buyers	C. consumers	D. manufacturers
51) Sport Marketing in Dallas, Texas, is a manufacturer's representative for sporting goods. Sport Marketing is classified as _____.	A. a producer	B. an agent	C. a direct channel	D. a wholesaler
52) A business philosophy that emphasizes the manufacture and delivery of products is known as _____.	A. production orientation	B. marketing orientation	C. sales orientation	D. value orientation
53) The pattern in the level of business activity that moves from prosperity to recession to recovery is called _____.	A. an economic cycle	B. a business cycle	C. spending patterns	D. environmental scanning

54) What type of distribution channel is used when recycling companies pick up and sort recyclable materials for consumers?	A. Dual distribution channel	B. Direct channel	C. Indirect channel	D. Reverse channel
55) Which one of the following is NOT a type of vertical marketing system?	A. Dual VMS	B. Administered VMS	C. Corporate VMS	D. Contractual VMS
56) Demographics include all of the following characteristics EXCEPT _____.	A. age	B. pricing	C. geographical distribution	D. education
57) The term used to describe an organization's obligations to society is _____.	A. social responsibility	B. cause-related marketing	C. marketing ethics	D. global responsibility
58) Which of the following is an example of demarketing?	A. Radio announcements	B. Infomercials	C. Electric companies providing customers with tips to save energy	D. Efforts designed to protect the environment
59) A type of competition that occurs when a few sellers of very similar products control most of the market is known as _____.	A. pure competition	B. monopolistic competition	C. a monopoly	D. an oligopoly
60) A contractual distribution system in which a parent company gives the right to operate the business according to a specific marketing plan and use of a trademark is called _____.	A. wholesaling	B. retailing	C. franchising	D. manufacturing
61) What form of distribution is used when a product requires a specialized selling effort or investment in unique facilities or inventory?	A. Selective distribution	B. Intensive distribution	C. Exclusive distribution	D. Corporate distribution
62) Selling the same product to all customers with the same marketing mix is known as _____.	A. mass marketing	B. segment marketing	C. global marketing	D. individual marketing
63) Home furnishings, appliances, and sporting goods are often distributed _____.	A. intensively	B. exclusively	C. selectively	D. absolutely
64) What type of conflict is created when Wal-Mart buys directly from manufacturers rather than from wholesalers?	A. Direct	B. Vertical	C. Horizontal	D. Indirect
65) What form of distribution is used with products with low unit value and high frequency of purchase for convenience for customers to buy?	A. Selective distribution	B. Intensive distribution	C. Exclusive distribution	D. Corporate distribution
66) Which one of the following is NOT a direct channel approach to selling?	A. Door-to-door	B. Party	C. Mail order	D. One-level
67) Highly perishable products usually require _____ channels.	A. indirect	B. direct	C. reverse	D. multiple distribution
68) An organized system of agencies and institutions that perform all the functions required to link producers with end users is referred to as a _____.	A. channel of distribution	B. network distribution	C. intermediaries	D. manufacturers
69) An example of a transactional function in a channel of distribution is _____.	A. financing	B. sorting and storing	C. buying and selling	D. marketing research
70) An example of a logistical function in a channel of distribution is _____.	A. sales forecasting	B. sorting and storing	C. marketing research	D. risk taking

71) Which one of the following is NOT an element in a marketing mix?	A. Product	B. Price	C. Placement	D. Preference
72) The strategy of concentrating on a single target market and tailoring the marketing mix to it is called _____.	A. segment marketing	B. niche marketing	C. differentiated marketing	D. individual marketing
73) Life insurance is an example of _____.	A. unsought products	B. shopping products	C. convenience products	D. specialty products
74) The process by which new products spread through a population is called _____.	A. growth	B. primary demand	C. product diffusion	D. branding
75) In the product diffusion process, who buys a new product first?	A. Innovators	B. Early majority	C. Laggards	D. Early adopters
76) The Golden Arches of McDonald's would be referred to as a _____.	A. brand name	B. trade name	C. brand mark	D. brand extension
77) Production materials and production labor costs are examples are _____.	A. fixed costs	B. variable costs	C. markup costs	D. marginal costs
78) If a reseller pays \$9 for a compact disc and sells it for \$15, the markup as a percentage of the selling price is _____.	A. 60 percent	B. 40 percent	C. 66.7 percent	D. 100 percent
79) The level of sales at which total revenues equal total costs is called the _____.	A. margin	B. rate-of-return	C. breakeven point	D. variable costs
80) The strategy of setting a high initial price to quickly recover the costs of developing a new product is known as _____.	A. penetration pricing	B. skimming	C. uniform pricing	D. price lining
81) If terms are "2/10, net 30" and the \$5,000 invoice is paid within the 10 days, what is the amount of the payment?	A. \$5,000	B. \$4,000	C. \$4,500	D. \$4,900
82) A cellular phone for \$39.99 is an example of _____.	A. prestige pricing	B. geographic pricing	C. psychological pricing	D. odd-even pricing
83) A person that buys, takes title to, stores, and resells goods to retailers is commonly known as a _____.	A. producer	B. wholesaler	C. broker	D. agent
84) An example of a mass merchandiser is _____.	A. The Gap	B. Batteries Plus	C. Circuit City	D. Wal-Mart
85) Marketing efforts that use personal selling to solicit orders from consumers is called _____.	A. nonstore retailing	B. direct marketing	C. prospecting	D. cold calling
86) Home shopping television channels demonstrating products and providing a phone number to call with an order is an example of _____.	A. telemarketing	B. direct selling	C. direct-action advertising	D. on-line marketing
87) What type of advertising focuses on creating a demand for goods or services?	A. Institutional advertising	B. Competitive advertising	C. Product advertising	D. Advocacy advertising
88) What type of advertising focuses on promoting the name, image, or reputation of a company?	A. Product advertising	B. Pioneering advertising	C. Comparative advertising	D. Institutional advertising
89) Which one of the following media is the least expensive for advertising?	A. Infomercials	B. Billboards	C. The Internet	D. Newspapers and/or magazines
90) Dry cleaning is an example of _____.	A. a shopping product	B. an unsought product	C. a convenience product	D. an industrial product

91) Which of the following would NOT be classified as a product line?	A. Infant toys, preschool toys, juvenile products	B. Snack foods, convenience foods, ready-to-eat snacks	C. Pet food, pet beds, pet toys	D. Infant toys, ready-to-eat snacks, pet beds
92) To retarget a product for new uses or new markets is known as _____.	A. recalling	B. repositioning	C. redlining	D. reinforcing
93) An assurance that the product is as represented and will perform properly is a _____.	A. warranty	B. product specification	C. guarantee	D. service contract
94) A set of bars or codes printed on most items sold and used for scanning prices is the _____.	A. UPC code	B. OCR code	C. Price code	D. Label code