

MKET130
Online Quiz Ch3

By : Hana Hirzallah

State	Finished
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Time taken	7 mins 29 secs
Grade	10 out of 10 (100%)

Question 1
Correct
Mark 1 out of 1
Flag question

A company's marketing environment excludes the forces outside the marketing department that affect marketing management's ability to build and maintain successful relationships with target customers.

Select one:

- True
- False ✓

The correct answer is 'False'.

Question 2
Correct
Mark 1 out of 1
Flag question

Dan has been directed to study the forces close to a company that affect its ability to serve its customers, such as the company, suppliers, marketing intermediaries, customer markets, competitors, and publics. In this instance, Dan has been directed to study the _____ of the company.

Select one:

- a. C) technological environment
- b. A) macroenvironment
- c. B) microenvironment ✓
- d. E) political environment
- e. D) demographic environment

Question 3
Correct
Mark 1 out of 1
Flag question

The microenvironment consists of larger societal forces that affect a company, such as demographic, economic, political, and cultural forces.

Select one:

- True
- False ✓

The correct answer is 'False'.

Question 4

Correct

Mark 1 out of 1

Flag question

Which of the following is a component of a firm's microenvironment?

Select one:

- a. C) population shifts
- b. E) technological changes
- c. A) customer demographics
- d. B) economic recessions
- e. D) marketing intermediaries ✓

Question 5

Correct

Mark 1 out of 1

Flag question

Marketing success requires building relationships with other company departments, suppliers, marketing intermediaries, competitors, various publics, and customers, which combine to make up the company's value delivery network

Select one:

- True ✓
- False

The correct answer is 'True'.

Question 6

Correct

Mark 1 out of 1

Flag question

_____ provide the resources needed by a company to produce its goods and services.

Select one:

- a. A) Retailers
- b. E) Financial intermediaries
- c. C) Resellers
- d. B) Marketing services agencies
- e. D) Suppliers ✓

Question 7

Correct

Mark 1 out of 1

Flag question

The interrelated departments within a company that influences marketing decisions form the _____ environment.

Select one:

- a. A) cultural
- b. B) economic
- c. C) company ✓
- d. E) technological
- e. D) political

Question 8

Correct

Mark 1 out of 1

Flag question

_____ include banks, credit companies, insurance companies, and other businesses that help insure against the risks associated with the buying and selling of goods.

Select one:

- a. C) Resellers
- b. A) Financial intermediaries ✓
- c. D) Marketing services agencies
- d. E) Wholesalers
- e. B) Physical distribution firms

Question 9

Correct

Mark 1 out of 1

Flag question

Business markets buy goods and services for further processing or for use in their production processes.

Select one:

- True ✓
- False

The correct answer is 'True'.

Question 10

Correct

Mark 1 out of 1

Flag question

Which of the following is true with regard to media publics?

Select one:

- a.
D) This group includes neighborhood residents and community organizations.
- b.
C) The primary function of this group is to critique the marketing decisions of companies.
- c.
B) This group carries news, features, and editorial opinion. ✓
- d.
E) This group directly influences the company's ability to obtain funds.
- e.
A) The primary function of this group is to protect the interests of minority groups.