

MKET130
Online Final Exam

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Which of the following is the first step in strategic planning?

Select one:

- setting short-term goals
- defining the organizational mission
- formulating the key marketing strategies
- developing the business portfolio
- identifying the organization's weaknesses and the threats it faces

According to the Boston Consulting Group approach, _____ provides a measure of market attractiveness.

Select one:

- market growth rate
- market penetration
- product design
- market segmentation

Jabri has sold off a number of lesser or declining brands such as frisco choco. In these examples, management decided to _____ the products.

Select one:

- drop
- modify
- franchise
- maintain
- harvest

[Clear my choice](#)

During portfolio analysis, a company _____ after identifying the key businesses that makes up the company.

Select one:

- assesses the effectiveness of its various channel intermediaries
- formulates a short-term marketing plan
- assesses its strengths and weaknesses
- assesses the attractiveness of its various SBUs
- performs a SWOT analysis

[Clear my choice](#)

In business markets with inelastic demand _____.

Select one:

- a business purchase usually does not involve a professional purchasing effort
- a business purchase usually involves less decision participants
- buyers are highly sensitive to price changes
- the total demand for products is not much affected by short-term price changes
- derived demand is absent (غائب)

[Clear my choice](#)

Abood is buying his first house. He has spent a month looking at houses and comparing attributes such as price and location. He has contacted several real estate agents (وكلاء العقارات) to look at different types of houses. Abood is most likely exhibiting (يُمثل) _____.

Select one:

- marketing myopia
- variety-seeking buying behavior
- consumer capitalism
- dissonance-reducing buying behavior
- complex buying behavior

[Clear my choice](#)

In the beginning of the buying process, Dima, a product development manager, noticed that the raw materials that were being procured from his company's regular supplier were of poor quality. Consequently (بناءً على ذلك), he decided to change the existing supplier. The stage of the buying process in which Dima identified the quality breach (خرق) represents the _____ stage.

Select one:

- performance review
- problem recognition
- product specification
- supplier search
- general needs description

[Clear my choice](#)

purchase decision process of a buying organization?

Select one:

- individuals who supply raw materials
- individuals who control the flow of information to other
- individuals who influence the buying decision
- individuals who use the product or service
- individuals who make the buying decision

[Clear my choice](#)

When consumers are highly involved with an expensive, infrequent, or risky purchase but see little difference between brands, they most likely will exhibit _____

Select one:

- impulse buying behavior
- habitual buying behavior
- complex buying behavior
- consumer capitalism
- dissonance-reducing buying behavior

[Clear my choice](#)

_____ involves dividing a market into smaller segments of buyers with distinct needs, characteristics, or behaviors that might require separate marketing strategies or mixes.

Select one:

- Market tailoring
- Differentiation
- Mass customization
- Positioning
- Market segmentation

[Clear my choice](#)

_____ are low-growth, high-share businesses/products that need less investment to hold their market share.

Select one:

- Question marks
- Bears
- Dogs
- Stars
- Cash cows

[Clear my choice](#)

_____ is the most basic determinant of a person's wants and behavior.

Select one:

- Culture
- Cognitive dissonance
- Motive
- Attitude
- Brand personality

[Clear my choice](#)

Mission statements should _____ and be defined in terms of _____.

Select one:

- be product oriented; satisfying the esteem needs of customers
- embody the company's short-term plans; current opportunities
- be technology oriented; meeting the self-actualization needs of customers
- be market oriented; satisfying basic customer needs
- address sales and profits; the net return on investments

Clear my choice

Some products that have entered the decline stage have been cycled back to the growth stage through _____.

Select one:

- maintaining
- expanding
- pruning
- repositioning
- harvesting

[Clear my choice](#)

Business demand that ultimately comes from the demand for consumer goods is known as _____ demand.

Select one:

- negative
- derived
- elastic
- consumer
- primary

[Clear my choice](#)

Omar thought he had received the best deal on his new car. Shortly after the buying of the car, Omar started to notice certain disadvantages of his new car as he learned more about other cars available in the market. Omar is experiencing _____.

Select one:

- need recognition
- marketing myopia
- complex buying behavior
- dissonance-reducing buying behavior
- postpurchase dissonance

[Clear my choice](#)

Which of the following is true of the BCG matrix approach?

Select one:

- It considers market growth rate to be a measure of market attractiveness.
- It does not have any limitations.
- It is inexpensive to implement (تقليد).
- It does not consider relative market share to be a measure of company strength in the market.
- It describes consumer motivations and needs.

[Clear my choice](#)

In a(n) _____ situation, the buyer wants to revise product specifications, prices, terms, or suppliers.

Select one:

- straight rebuy
- new task
- absolute auction
- reverse auction
- modified rebuy

[Clear my choice](#)

Electronic Inc., a software firm, reordered 50 printers from the designated provider without any modifications. This is an example of _____.

Select one:

- a new task
- a straight rebuy
- inelastic demand
- derived demand
- a modified rebuy

[Clear my choice](#)

Which of the following is true with regard to the product/expansion grid?

Select one:

- It functions on the premise that firms should downsize to regain market share.
- It is a useful device for segregating (فصل) customers into distinct categories.
- It is a useful device for identifying growth opportunities.
- It classifies SBUs into four distinct categories.
- It helps companies analyze their internal strengths and weaknesses.

[Clear my choice](#)

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[Clear my choice](#)

Which of the following refers to the course that a product's sales and profits take over its lifetime?

Select one:

- marketing mix
- total product process
- product life cycle
- product mix
- service life

[Clear my choice](#)

Which of the following statements characterizes the introduction stage of the PLC?

Select one:

- Promotional expenditures are zero.
- The company incurs minimal expenses.
- There are increased marketing outlays.
- The product achieves acceptance by most potential buyers.
- Profits are nonexistent.

[Clear my choice](#)