

Question 32

Not yet answered

Marked out of 1.00

🚩 Flag question

Al-Tarifi makes lightweight sunglasses with 100 percent UV protection for hunters, hikers, and cyclists. Al-Tarifi's long-term plans include the development of lenses for people who fish. These new lenses will have effective water-sheeting action to reduce lens spotting. Al-Tarifi believes it can use its reputation as a sunglasses manufacturer for specialized markets to enter this new market of people who fish professionally and recreationally. Al-Tarifi's plan is an example of _____.

- a. strategic planning
- b. ROMI
- c. portfolio analysis
- d. scorecard balancing
- e. tactical planning

[Clear my choice](#)

The set of marketing tools a firm uses to implement its marketing strategy is called the _____.


- a. market offering
- b. marketing effort
- c. product mix
- d. promotion mix
- e. marketing mix

[Clear my choice](#)

Question 10

Not yet answered

Marked out of 1.00

 Flag question

Question 20

Not yet answered

Marked out of 1.00

🚩 Flag question

The set of marketing variables a firm uses to achieve its desired sales performance is called the _____.

- a. promotion mix
- b. facilitating function
- c. product mix
- d. marketing mix
- e. CRM

[Clear my choice](#)

[Next page](#)

_____ is an individual's financial capacity to buy what he or she wants.


- a. Social need
- b. Utility
- c. Demand
- d. Exchange
- e. Perceived need

[Clear my choice](#)

Question 5

Not yet answered

Marked out of 1.00

 Flag question

The _____ environment consist
affect consumer purchase ability and buying
behavior.


- a. economic
- b. political
- c. cultural
- d. legal
- e. technological

[Clear my choice](#)

Question 12

Not yet answered

Marked out of 1.00

 Flag question

The art and science of choosing target markets and
building profitable relationships with them is called
_____.

- a. marketing management
- b. market offering
- c. positioning



Time left 0:51:02

_____ are desires for things that are essential.

- a. Demands
- b. Wants
- c. Exchanges
- d. Needs
- e. Values

Clear my choice

Question 7

Not yet answered

Marked out of 1.00

Flag question

_____ is an organizational function and a collection of processes designed to plan for, create, communicate, and deliver value to customers.

- a. Advertising
- b. Selling
- c. Bartering
- d. Marketing
- e. Negotiating

Clear my choice

Question 8

Not yet answered

Marked out of 1.00

Flag question

Information collected from the Internet is an

Clear my choice

Time left 0:34:18

Question **25**

Not yet answered

Marked out of 1.00

🚩 Flag question

_____ research is a process designed to collect a large number of responses using a standardized questionnaire from which the results can be summarized into numbers for statistical analysis.

- a. Quantitative
- b. Syndicated
- c. Structured
- d. Explanatory
- e. Qualitative

Clear my choice

Next page

A society's basic needs and wants are all part of its _____ environment.


- a. competitive
- b. legal
- c. natural
- d. social and cultural
- e. political

[Clear my choice](#)

Question 14

Not yet answered


Marked out of 1.00

 Flag question

Question 30

Not yet answered

Marked out of 1.00

 Flag question

A marketer who first identifies consumer needs and then creates value by providing products that satisfy those needs is practicing the _____.

- a. customer lifetime value concept
- b. marketing concept
- c. social responsibility concept
- d. production orientation
- e. sales orientation

[Clear my choice](#)

[Next page](#)

Qualitative research is best suited for
_____ information.

Time left 0:37:47


- a. explanatory
- b. causal
- c. exploratory
- d. descriptive
- e. quantitative

[Clear my choice](#)

Question 17

Not yet answered

Marked out of 1.00

 Flag question

Which of the following is true about a simple random sampling?

- a. Every member of the population is included in the sample.
- b. Respondents help identify other respondents for the sample.
- c. The researcher uses his or her judgment to select people who appear to best fit the requirements of the sample.
- d. Each member of the population has an equal chance of being included in the sample.
- e. Convenience is the key determinant of who participates.

[Clear my choice](#)

Question 35

Not yet answered

Marked out of 1.00

🚩 Flag question

Ameer 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, Ameer has been directed to study the _____ of the company.

- a. technological environment
- b. microenvironment
- c. macroenvironment
- d. political environment
- e. demographic environment

[Clear my choice](#)

[Finish attempt ...](#)

Question 32

Not yet answered

Marked out of 1.00

🚩 Flag question

Al-Tarifi makes lightweight sunglasses with 100 percent UV protection for hunters, hikers, and cyclists. Al-Tarifi's long-term plans include the development of lenses for people who fish. These new lenses will have effective water-sheeting action to reduce lens spotting. Al-Tarifi believes it can use its reputation as a sunglasses manufacturer for specialized markets to enter this new market of people who fish professionally and recreationally. Al-Tarifi's plan is an example of _____.

- a. strategic planning
- b. ROMI
- c. portfolio analysis
- d. scorecard balancing
- e. tactical planning

[Clear my choice](#)

Which of the following groups is the ultimate judge of a product's utility?


- a. suppliers
- b. government agencies
- c. management
- d. consumers
- e. marketers

[Clear my choice](#)

Question 22

Not yet answered

Marked out of 1.00

 Flag question

A film company has a high market share in the market of children's films. However, the children's film market is a relatively stable, low growth market. This film company would be classified as a _____ using the BCG matrix.

- a. star
- b. cash cow
- c. question mark
- d. dog
- e. exclamation mark

[Clear my choice](#)

Al-Tarifi makes lightweight sunglasses with 100 percent UV protection for outdoor enthusiasts who love to hunt, hike, and ride bikes. Al-Tarifi's long-term plans include the development of lenses that, in addition to protecting users from UV rays, will also have effective water-sheeting action to reduce lens spotting. The target market for this new feature will be people who fish. Al-Tarifi has determined that fishing is one of the fastest growing sports in the United States. In terms of a SWOT analysis, Al-Tarifi has recognized a market _____.

- a. mix
- b. weakness
- c. threat
- d. strength
- e. opportunity

[Clear my choice](#)



Marked out of 1.00

Time left 0:25:54

Flag question

Which of the following is the best example of a want?

- a. Afaf is putting on a coat because it is cold outside.
- b. Ahmad must find a way to get from his apartment to work.
- c. Zain has found a babysitter to watch her toddler son while she is at work.
- d. Mustafa is looking for a new place to live after learning that his lease will expire next month.
- e. George decides to purchase new music for his iPod.

[Clear my choice](#)

Question 29

Not yet answered

Marked out of 1.00

Flag question

Which of the following marketing orientations focuses primarily on improving efficiencies?

- a. social responsibility orientation
- b. sales orientation
- c. relationship orientation
- d. consumer orientation
- e. production orientation

[Clear my choice](#)

Question 18

Not yet answered

Marked out of 1.00

Flag question

A successful business is most likely to view its marketing department as _____.

- a. the link between customers and the business
- b. a sales-oriented group
- c. an external shareholder
- d. the provider of customer data
- e. the creator of all promotions

[Clear my choice](#)

Question 19

Not yet answered

Marked out of 1.00

Flag question

A company achieves _____ for itself by creating value for customers.

- a. needs
- b. a brand
- c. utility
- d. a marketing concept
- e. profits

[Clear my choice](#)

Question 33

Not yet answered

Marked out of 1.00

🚩 Flag question

Al-Tarifi makes lightweight sunglasses with 100 percent UV protection for outdoor enthusiasts who love to hunt, hike, and ride bikes. Al-Tarifi's long-term plans include the development of lenses that, in addition to protecting users from UV rays, will also have effective water-sheeting action to reduce lens spotting. The target market for this new feature will be people who fish. Al-Tarifi has determined that fishing is one of the fastest growing sports in the United States. In terms of a SWOT analysis, Al-Tarifi has recognized a market _____.

- a. mix
- b. weakness
- c. threat
- d. strength
- e. opportunity

[Clear my choice](#)

Question 34

Not yet answered

Marked out of 1.00

🚩 Flag question



Flag question

Time left 0:20:33

In a SWOT analysis, which of the following would be considered a strength?

- a. factors that challenge the company's performance
- b. favorable factors in the environment
- c. internal resources
- d. trends in the market
- e. internal limitations

Clear my choice

Question **32**

Not yet answered

Marked out of 1.00

Flag question

Al-Tarifi makes lightweight sunglasses with 100 percent UV protection for hunters, hikers, and cyclists. Al-Tarifi's long-term plans include the development of lenses for people who fish. These new lenses will have effective water-sheeting action to reduce lens spotting. Al-Tarifi believes it can use its reputation as a sunglasses manufacturer for specialized markets to enter this new market of people who fish professionally and recreationally. Al-Tarifi's plan is an example of _____.

- a. strategic planning
- b. ROMI
- c. portfolio analysis
- d. scorecard balancing
- e. tactical planning

Clear my choice

Not yet answered

Time left 0:34:22

Marked out of 1.00

Flag question

A church targeting different demographic groups to increase attendance is an example of _____.

- a. not-for-profit marketing
- b. societal marketing
- c. affiliate marketing
- d. affinity marketing
- e. evangelism marketing

[Clear my choice](#)

Question 24

Not yet answered

Marked out of 1.00

Flag question



Marked out of 1.00

Flag question

Sama works with a reputable retailer and leads a team that collects market information from a wide variety of sources ranging from marketing research studies to monitoring online conversations where consumers discuss Sama's firm or its products. Sama's team uses this information to arrive at a better understanding of consumers' behavior and their buying motives. This, in turn, allows Sama's firm to successfully generate more value for consumers. Sama leads the _____ team.

- a. product development
- b. human resource
- c. customer relationship management
- d. strategy implementation
- e. customer insights

[Clear my choice](#)

Question 27

Not yet answered

Marked out of 1.00

Flag question

Which of the following is an example of a need?

- a. Yara has to complete her essay for tomorrow's class.
- b. Aisha feels connected when she has her cellphone on.
- c. Tony prefers working out at an indoor gym.
- d. Hasan is looking for a new pair of Nike running shoes.
- e. Adam is hungry.

[Clear my choice](#)