



JA Marketing Principles 1®

Quiz: Post-Session 4.4: Competitive Analysis

Circle the best answer for each question.

1. **Which of these is NOT an advantage generally sought by a competitor over other companies?**
 - a. greater market share
 - b. more favorable treatment by the government (taxes, permits, etc.)
 - c. more appealing pricing
 - d. better employees
2. **What is it called when companies offer more and more product for sale at once to increase sales and compete in a market?**
 - a. a price war
 - b. flooding the market
 - c. positioning
 - d. flooring the market
3. **Why did Walmart and Amazon compete so aggressively on pricing for bestsellers in 2009?**
 - a. because more traffic to a store or site means more customers to whom a retailer can sell other things
 - b. because the more books they sold, the more money they made—even at low prices
 - c. to prove that they could influence the bestseller charts
 - d. because certain authors had loyalty to one brand over another
4. **Who made the following statement: "This business is intensely, vigorously, bitterly, savagely competitive?"**
 - a. the CEO of Walmart
 - b. the CEO of Amazon
 - c. the CEO of American Airlines
 - d. the CEO of Hertz
5. **A company in which market position generally differentiates its products to retain higher profits and usually does NOT compete head-to-head with others in its category?**
 - a. market leader
 - b. challenger
 - c. follower
 - d. nicher