

JA Marketing Principles 1®

Pre-Program: Survey

Answer the following questions so we can match your surveys for this program.

What are the first three letters of your **first** name? _____

What are the first three letters of your **last** name? _____

On what **month** and **day** were you born? _____
MONTH DAY

Circle the best answer for each question.

1. When does good marketing begin?

- a. when the product is ready to be sold
- b. at the end of the product planning process
- c. at the beginning of the product planning process
- d. when the marketing budget is finalized

2. Which of these is NOT one of the seven marketing functions?

- a. promotion
- b. product and service management
- c. product placement
- d. pricing

3. What makes an effective marketing slogan?

- a. It is similar to familiar slogans.
- b. It makes a consumer want to buy a product.
- c. It does not make demands on consumers.
- d. It has a funny character in it.

4. What are some jobs you would find in the marketing function selling?

- a. researchers, survey designers, focus group leaders
- b. researchers, accountants, economists
- c. transportation workers, delivery people, logistics workers, fulfillment specialists
- d. retailers, e-commerce workers, store designers, merchandisers

5. What is an activity you would find in the marketing function product and service management?

- a. keeping the product line healthy
- b. getting products to customers
- c. raising the financing to get products to market
- d. gathering information on competitors

6. What is another term for marketing communication channels?

- a. advertising
- b. media
- c. spam
- d. messaging

7. Which of the following are communication channels?

- a. press releases, commercials and coupons
- b. Gen X, Gen Y, and Gen Z
- c. streaming radio, billboards, and social media
- d. U.S. Census, surveys, and demographic reports

8. Which of the following communication channels was widely used prior to 1850?

- a. print advertising
- b. radio advertising
- c. coupons
- d. telegraph spam

9. What is the origin of the saying "The medium is the message"?

- a. a 2004 social media posting
- b. a 1995 article in Wired Magazine
- c. a 1984 presentation by Steve Jobs
- d. a 1964 book by Marshall McLuhan

10. Which of the following is NOT a common demographic trait?

- a. religion
- b. age range
- c. favorite color
- d. marital status

11. Which of the following marketing messages focuses on the benefits of the product?

- a. fastest processor of any laptop
- b. new colors designed to get you noticed
- c. only 100 calories per serving
- d. uses unique glow-in-the-dark technology

12. What are the features of a product?

- a. what the product does
- b. how the product makes you feel
- c. how the product is made
- d. what problems the product solves

13. What makes consumers more likely to buy a product?

- a. They think it will make them happy.
- b. They have to replace something that broke.
- c. They see how many features it has.
- d. They can afford it.

14. What is a "need?"

- a. something that solves a problem
- b. something a person wants badly
- c. something that makes life better
- d. something required for survival

15. Which of the following form the "needs" in Maslow's Hierarchy?

- a. physiological, safety, love/belonging, ethics, self-actualization
- b. physiological, safety, love/belonging, achievement, self-actualization
- c. physiological, safety, love/belonging, esteem, self-actualization
- d. physiological, safety, love/belonging, employment, self-actualization

16. Which of these is considered an unethical marketing practice?

- a. sponsored posts
- b. opt-in mailing lists
- c. spam
- d. surveys

17. Why might a company behave unethically?

- a. competitiveness
- b. government control
- c. successful leadership
- d. American cultural influence

18. What is a potential repercussion for a company that makes inaccurate marketing claims?

- a. legal payouts to consumers who sue them
- b. additional profits from free marketing
- c. new product line
- d. legal payouts from suing consumers for lying

19. Why would companies pay to have a seal of approval on their products?

- a. to coordinate the seal's design with the products' packaging
- b. to differentiate its products from a competitor's products
- c. to mislead consumers about the products
- d. new product line

20. When using sponsored content, which of the following must a company do?

- a. conduct research to determine whether people know it is sponsored
- b. place it where it will be relevant to people who see it
- c. disclose that it is sponsored
- d. pay those who watch it

21. What activities does the buying-decision process encompass?

- a. from gathering information to making a purchase decision
- b. from gathering information until after the purchase
- c. from recognizing a need to making a purchase decision
- d. from recognizing a need until after the purchase

22. What is a reason why an impulse purchase placement might NOT be effective?

- a. It doesn't fill a need or solve a problem.
- b. It's too expensive.
- c. It isn't something the purchaser wants.
- d. It's the wrong brand.

23. Which of these is NOT a method consumers use to gather information about a potential purchase?

- a. their own knowledge and experience
- b. recommendations from friends
- c. reviewing the instruction manual of a related item
- d. identification of retail sources for the purchase

24. What is the foundation of brand loyalty?

- a. in-depth research
- b. purchase satisfaction
- c. sharing experiences on social media
- d. pricing

25. Which of the following is NOT a reason a purchase can be defined as low-involvement?

- a. It's a repeat purchase.
- b. It's a routine purchase.
- c. It requires analysis.
- d. It carries little risk.

26. What is the definition of a market segment?

- a. a group that buys specific products
- b. a group with specific attributes, needs, and interests
- c. a subset of a larger market
- d. a persona

27. What is one reason that marketers seek to understand their target markets?

- a. so they can remove underperforming products from the marketplace
- b. to justify the expense of a marketing campaign
- c. so they can develop products that are more relevant to the target markets
- d. to develop ongoing marketing campaigns

28. Which of these is NOT one of the five market-segmentation tools?

- a. physiological segmentation
- b. demographic segmentation
- c. behavioral segmentation
- d. benefit segmentation

29. What is one advantage of developing a persona?

- a. to perfect the writing of marketing messages
- b. to share information with customers
- c. to build brand credibility in the marketplace
- d. to make an abstract concept of a customer more concrete

30. When marketers decide which media to use to reach their target market, what role does market segmentation play?

- a. It allows marketers to reach the mass market effectively.
- b. It enables marketers to set fair pricing for their products.
- c. It helps to make media buys more cost-effective.
- d. It divides the market evenly into target segments.

31. What is the definition of motivation from a marketing standpoint?

- a. Motivation is a step in the process of achieving something that is desired.
- b. Motivation is an impulse that leads to disciplined buying decisions.
- c. Motivation is the incentive process that drives purchasing behavior.
- d. Motivation is an emotional stimulus that helps consumers decide between purchasing alternatives.

32. Which of the following is NOT one of the four factors that influence consumer behavior?

- a. personal factors
- b. professional factors
- c. psychological factors
- d. social factors

33. Which of the following are elements of the cultural factor of consumer behavior?

- a. age group and gender, nationalities and ethnic groups, religious traditions
- b. personality attributes and habits, learned behaviors, perceptions
- c. position in the family life cycle, activities, physical needs
- d. place of residence, work, hobbies and leisure activities

34. Which of the following is NOT a consideration when marketing to an international market?

- a. different cultural references
- b. different lifestyles
- c. different attitudes toward aging
- d. different physical needs

35. Why do marketers look at consumer attributes and influences in overlapping ways?

- a. It enables maximum usage of data acquired throughout the marketing process.
- b. Different perspectives may reveal additional targeting and messaging opportunities.
- c. Overlapping views help ensure the consumers are given adequate attention.
- d. It provides employment opportunities within marketing companies and departments.

36. How do companies make marketing decisions about their products, such as pricing or selecting a celebrity spokesperson?

- a. They hold a company-wide meeting so each department can weigh in.
- b. They try to be consistent with past branding.
- c. They use research to help understand their target market and the competition.
- d. The head of the company makes the decision.

37. Which of the following is NOT an example of primary research?

- a. government study
- b. focus group
- c. online survey
- d. one-on-one interview

38. What do marketers do with secondary research?

- a. Determine its relevance for their needs.
- b. Present it to company management for approval.
- c. Conduct it with small groups.
- d. Use it to pinpoint what customers think of their brand.

39. What is one type of information about customers that can be derived from their e-commerce activity?

- a. age
- b. marital status
- c. operating system used
- d. occupation

40. What is the definition of the term data mining?

- a. the process of gathering of data on consumers
- b. the collected personal information about consumers
- c. the hiring of a third-party company to obtain personal information
- d. the analysis of data to determine trends and marketplace snapshots

41. Which of these is NOT one of the 4 P's of the marketing mix?

- a. planning
- b. price
- c. promotion
- d. place

42. What do the 4 P's represent in marketing?

- a. a way to describe and organize the important aspects of marketing a product
- b. a two-way conversation between a manufacturer and a target market
- c. the choices consumers make when purchasing a product
- d. only the advertising and public relations that support of a product line

43. What is product development?

- a. the refinement of a product after it has been released into the market
- b. the process of creating appealing products differentiated from their competitors
- c. the planning for a product's life cycle
- d. the use of technology to create trendy products and services

44. Which of the following are examples of consumables?

- a. streaming video subscription, home maintenance
- b. medication and batteries
- c. furniture and appliances
- d. coats and cars

45. What is a product life cycle?

- a. the period of a product's highest demand in a market
- b. the amount of time a product stays unsold
- c. the planned obsolescence of a product
- d. the lifespan of a product from beginning to end

46. What is meant by the term place in the 4 P's of the marketing mix?

- a. the pathway from manufacturer to consumer
- b. the United States
- c. Europe
- d. what is sold to the consumer

47. Walmart is an example of which type of distribution?

- a. traditional retailer
- b. company store
- c. sales agent
- d. large discount store

48. A flowchart illustrating a path from manufacturer to market includes which of the following elements?

- a. decision points
- b. responsible parties
- c. recommended technology
- d. involved parties

49. Where would you expect to purchase cosmetics and personal cleansers?

- a. a retail store
- b. a catalogue
- c. a hardware store
- d. a restaurant

50. Marketing channels are also known by what name?

- a. the supply chain
- b. distribution channels
- c. wholesale channels
- d. store fronts

51. What differentiates price from the other elements of the marketing mix?

- a. customers are never influenced by price
- b. price is completely controlled by marketers
- c. price is the only marketing element to generate revenue
- d. price does not take competing products into account

52. Which of these is NOT a major factor considered when pricing a product?

- a. the perceived value to consumers
- b. the product's size
- c. supply and demand for the product
- d. the cost to produce the product

53. Which of these conditions would be most likely to lead marketers to lower their price?

- a. a glut, or large supply, available at stores
- b. highly successful sales of the product
- c. decreased competition from other products
- d. a desire to experiment with different prices

54. What impact can knowledge of competitors' pricing have on a company's own pricing decisions?

- a. They can choose to position their product as higher quality at a higher price.
- b. They can choose to position their product as a better bargain at a lower price.
- c. either a or b
- d. none of the above

55. Which type of discount is often used in selling automobiles?

- a. discount coupons
- b. anchor pricing
- c. rebates
- d. product bundling

56. Which of these is NOT a form of promotion in the marketing mix?

- a. giveaways
- b. advertisements
- c. public product demonstrations
- d. follow-up surveys

57. How does a company justify the cost of conducting product promotions?

- a. A promotion should generate sales and, therefore, money for the company.
- b. Promotion costs are so small they do not need to be justified.
- c. A promotion is measured by how much fun it is for customers.
- d. Marketers are obligated to spend their budgets, and promotion lets them get creative.

58. Why do companies conduct promotions?

- a. to reward their customers for being loyal
- b. to get more money from their customers
- c. to get tax breaks from the government
- d. to write a news article about the product

59. Which of the following can affect how a culture changes over time?

- a. language
- b. environment
- c. war
- d. nature

60. Religion, language, and class structure are considered to be _____?

- a. cultural behaviors
- b. sociocultural factors
- c. traditions
- d. cultures

61. Why does McDonald's offer different food choices in different cultures?

- a. to appeal to customers in those markets
- b. to save money on marketing
- c. because of legal requirements
- d. governments require it

62. Which of the following can have strong cultural references that marketers should be aware of?

- a. colors
- b. language
- c. animals
- d. weather

63. Why did UPS change the color of its trucks in Spain from their traditional brown?

- a. Brown is a color of bad luck in Spain.
- b. Brown connotes slowness in Spain.
- c. Brown is the color of hearses in Spain.
- d. Brown is the color of the royal house of Spain.

64. Which of these is NOT one of the top five countries importing U.S. products?

- a. Brazil
- b. Mexico
- c. China
- d. Canada

65. What is the largest company in the world?

- a. Apple
- b. Samsung
- c. Walmart
- d. Volkswagen

66. How does the Internet make global marketing easier?

- a. It makes delivering products easier.
- b. It allows marketers to reach customers anywhere in the world.
- c. It reduces marketing costs for companies because they only need one approach.
- d. It allows for one pricing strategy regardless of the customer's location.

67. Would it be wise for a company to use the same slogan in every market around the world?

- a. Yes, because a cohesive marketing approach increases brand awareness.
- b. Yes, because it saves money on developing different slogans in every market.
- c. No, because one slogan might not work everywhere due to cultural differences.
- d. No, because travelers would become bored seeing the same slogan everywhere.

68. How are mobile phones used by marketers in the global marketplace?

- a. product placement
- b. mobile apps
- c. logistics (shipping, inventory, etc.)
- d. relationship building

69. Why are stakeholders important to companies?

- a. Because every stakeholder group is key to a company's survival
- b. Because when stakeholders have an interest in the company, the company should not have an interest in them
- c. Because only a few stakeholders are key to a company's survival
- d. Because they make, deliver, sell, and purchase the company's products or services sometimes

70. How did the introduction of "New Coke" in 1985 involve Coca-Cola's customer stakeholders?

- a. Coca-Cola held focus groups to help develop the new formulation.
- b. Coca-Cola held events at local bottling plants and retailers to introduce "New Coke."
- c. Coca-Cola did not involve customers in their decision to introduce "New Coke."
- d. Coca-Cola allowed the stakeholders to begin testing the product before it was released to the product.

71. Which of these are NOT stakeholders in a company?

- a. employees
- b. retailers
- c. industry research groups
- d. suppliers

72. How do companies build stakeholder engagement?

- a. presenting new products with great fanfare
- b. soliciting input and utilizing it in decision-making
- c. cutting back on employee benefits to save money
- d. providing financial incentives

73. Which of these is NOT a potential benefit to companies of having strong stakeholder engagement?

- a. reduced advertising costs due to higher customer satisfaction
- b. a better understanding of the environmental risks that can affect their business
- c. reduced production costs due to efficiencies identified by a service provider
- d. the ability to head off risks earlier

74. 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

75. 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

76. 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

77. 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

78. 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

79. Building a brand is best described as ____.

- a. keeping costs low enough so that your company will be profitable
- b. determining who you are and how to message that information to create a lasting image of your company, product, and service in the marketplace
- c. increasing your sales force so that your company has enough people available to sell your product to whomever wants it
- d. doing the necessary research to decide where your company will be located

80. Which activity would be an example of strategic messaging for a new toy business?

- a. placing a variety of ads for your business in a newspaper, hoping one will be noticed
- b. carrying business cards and distributing them when asked about your business
- c. advertising with a catchy song and bright colors during television cartoons
- d. providing a place on your website for customers to leave reviews

81. Which list contains the correct elements of the branding process?

- a. identifying, branding, marketing, reflecting
- b. understanding, testing, marketing, applying
- c. branding, labeling, advertising, selling
- d. understanding, differentiating, identifying, applying

82. What part of the branding process relies on factors internal to an organization?

- a. developing a mission and vision
- b. creating a logo and tagline
- c. crafting a social media strategy
- d. executing a print advertising campaign

83. Which statement describes the relationship between branding and achieving goals?

- a. Once you have set and achieved a goal, you will begin building a brand.
- b. Businesses must be intentional about creating a brand that will support future goals.
- c. It is not possible to achieve a goal without first creating a brand.
- d. Branding usually has no effect on achieving goals.