

## MARKETING

- 1) Coca-Cola sells different types of sodas, energy drinks, waters, and juices. This class of products is referred to as the width of the \_\_\_\_.
  - A) product targets
  - B) market selection
  - C) market segments
  - D) product mix
  
- 2) A brand is commonly defined as a specific \_\_\_\_ that identifies a seller's product.
  - A) make or model
  - B) name, symbol, or design
  - C) marketing
  - D) words
  
- 3) Price competition is based on price and \_\_\_\_.
  - A) branding
  - B) quality
  - C) value
  - D) availability
  
- 4) An example of capital goods would be \_\_\_\_.
  - A) items sold
  - B) marketing materials
  - C) dollars earned during a fundraiser
  - D) cars used by a cleaning service company
  
- 5) The \_\_\_\_ is responsible for recalling unsafe products.
  - A) Better Business Bureau
  - B) Federal Trade Commission
  - C) Consumer Product Safety Commission
  - D) Federal Bureau of Investigation

- 6) A \_\_\_ is a term for illegally offering money in exchange for a favorable outcome.
- A) breech
  - B) blackmail
  - C) bribe
  - D) broker
- 7) Transporting goods via a tractor and trailer is used for produce. Relative to this situation, it can be concluded that the initial \_\_\_.
- A) investment is high, but operational costs are relatively small.
  - B) produce was owned by the government.
  - C) air transportation is much more expensive and not a viable option.
  - D) product is inexpensive to construct, operational costs are high.
- 8) Private or public \_\_\_ warehouses store products requiring payment of a federal tax before imported or domestic products can be removed.
- A) hazardous
  - B) commodity
  - C) bonded
  - D) conglomerate
- 9) An example of marketing that might create an ethical controversy would be \_\_\_.
- A) advertising an early bird special
  - B) airing alcoholic beverage related commercials during prime time
  - C) retailers developing a national sweepstakes
  - D) broadcasting PSAs about public health issues
- 10) The lack of \_\_\_ to produce advertising eliminates many small businesses from many mass media advertising options.
- A) expertise
  - B) time
  - C) money
  - D) staff

- 11) A sampling procedure in which everyone in the population has an equal chance of being selected.
- A) focus group
  - B) observation
  - C) interview
  - D) random sampling
- 12) Psychographics refers to \_\_\_\_.
- A) census data
  - B) people's lifestyles
  - C) variable demographics
  - D) geographic location
- 13) An online retailer should have \_\_\_\_ in order to secure credit card transactions.
- A) FAQ
  - B) RFP
  - C) EMT
  - D) SSL certificates
- 14) Consumers buying products online has drastically impacted the \_\_\_\_ of products as a part of the marketing mix.
- A) distribution
  - B) price
  - C) promotion
  - D) production
- 15) Bulk mailings are made simple using \_\_\_\_.
- A) spreadsheets
  - B) word processing
  - C) databases
  - D) PowerPoint

- 1) D
- 2) B
- 3) C
- 4) D
- 5) C
- 6) C
- 7) A
- 8) C
- 9) B
- 10) C
- 11) D
- 12) B
- 13) D
- 14) A
- 15) C