

Multiple Choice

Place the letter of the correct answer to each question on the line provided.

- _____ 1. Which of the following is an element of the marketing concept?
A. Customer satisfaction
B. Vendor satisfaction
C. Behavioral segmentation
D. All of the above.
- _____ 2. The four Ps of marketing include product, price, place, and _____.
A. prime location
B. progressive marketing
C. promotion
D. production
- _____ 3. The process of dividing the market into smaller groups is _____.
A. market planning
B. market segmentation
C. promotion
D. situational influence
- _____ 4. Dividing the market by certain preferences or lifestyle choices is _____.
A. demographic segmentation
B. psychographic segmentation
C. mass marketing
D. target marketing
- _____ 5. A detailed description of the typical consumer in a market segment is a(n) _____.
A. customer profile
B. psychological profile
C. marketing plan
D. target market
- _____ 6. Businesses that sell primarily to individual consumers are in the _____ market.
A. business-to-consumer (B2C)
B. business-to-business (B2B)
C. target
D. mass
- _____ 7. Which of the following is *not* an influence on consumer buying behavior?
A. Social
B. Psychological
C. Informational
D. Situational
- _____ 8. A purchase made with no planning or research is a(n) _____ buying decision.
A. routine
B. extensive
C. expensive
D. impulse

Name _____

- _____ 9. Which of the following business-to-business (B2B) buying decisions involves a great deal of research and thought?
- A. Repeat purchase
 - B. Modified purchase
 - C. New purchase
 - D. Impulse purchase
- _____ 10. The _____ level of a business-to-business (B2B) buying decision involves little research and thought.
- A. repeat purchase
 - B. modified purchase
 - C. new purchase
 - D. impulse purchase

Completion

In the space provided, write the word(s) that best completes each of the following statements.

- _____ 1. The _____ is an approach to business that focuses on satisfying customers.
- _____ 2. An amount of money requested or exchanged for a product is _____.
- _____ 3. The plan that helps a business meet its overall goals and objectives is a(n) _____.
- _____ 4. Segmenting a market based on where customers live is _____.
- _____ 5. Dividing the market of potential customers by their personal statistics is _____.
- _____ 6. The influences that make each individual consumer unique and affect buying behavior are _____ influences.
- _____ 7. The power to sway or produce an effect is a(n) _____.
- _____ 8. The influences that come from the environment and affect buying consumer behavior are _____ influences.
- _____ 9. In the business-to-consumer (B2C) market, a(n) _____ buying decision involves a great deal of research and planning.
- _____ 10. In the business-to-business (B2B) market, _____ influences are motivators or change factors that come from within the business itself.