

QUIZ 1 - CHAPTER 1  
PRINCIPLES OF MARKETING

Which of the following strategies would a company most likely use to increase customer satisfaction?

Answer: lowering prices

Elisandra, a marketing manager at a regional chain restaurant, has decided to organize a contest calling for customers to create commercials for the restaurant. Winning entries will be posted on the organization's home page. Elisandra's plan is an example of \_\_\_\_\_.

Answer: consumer-generated marketing

Which of the following customer questions is answered by a company's value proposition?

Answer: "Why should I buy your brand rather than a competitor's?"

Cathy's Clothes is a small yet successful retail chain that sells women's clothing and accessories with a focus on buyers who have relatively modest means. For this specific purpose, the firm has rolled out several marketing initiatives aimed at women of a specific demographic. This is an example of \_\_\_\_\_.

Answer: target marketing

Kao Corp., a deodorant manufacturer, invited teenage girls to make an ad that would encourage other girls to buy the product. This program is an example of \_\_\_\_\_.

Answer: consumer-generated marketing

Hank is an assistant marketing director for a firm in a market with many low-margin customers. What type of relationship with these customers would be the most profitable for him?

Answer: basic relationships

The marketing concept takes a(n) \_\_\_\_\_. It starts with a well-defined market, focuses on customer needs, and integrates all the marketing activities that affect customers.

Answer: outside-in perspective

Which of the following is the aim of the product concept?

Answer: focus on making continuous product improvements

# Chapter 31 Marketing Essentials Review Answer Key

**AW Chickering**



**Chapter 31 Marketing Essentials Review Answer Key:**

Eventually, you will unconditionally discover a other experience and talent by spending more cash. nevertheless when? do you acknowledge that you require to acquire those all needs next having significantly cash? Why dont you attempt to get something basic in the beginning? Thats something that will guide you to comprehend even more just about the globe, experience, some places, subsequently history, amusement, and a lot more?

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