

## Marketing Management FINAL EXAM

### Quiz 1 "Customer Focus, Customer Performance, and Profit Impact"

1. With reference to the six-category scale, a consumer satisfaction index (CSI) of 20 denotes that the customer is \_\_\_\_\_.
  - a. Satisfied
  - b. Somewhat dissatisfied
  - c. Dissatisfied
  - d. Somewhat satisfied
  - e. Very Satisfied
2. Julio lives in Summit County, in Colorado. He has taken health insurance from Pro-Life Inc., a health maintenance organization in Colorado that has a network of health care providers. Julio can visit the health care providers in the Pro-Life Inc. network, and get services at much lower rate. Julio regularly visits Dr. Amy Page, the best general physician in the Pro-Life Inc. network in Summit County even though he is not satisfied with her services. When any of his friends require medical services, Julio does not recommend Dr. Amy Page to them. For Dr. Amy Page, Julio is a(n) \_\_\_\_\_ customer.
  - a. Captive
  - b. Loyal
  - c. Unprofitable
  - d. Intermediate
  - e. Repeat
3. Which of the following is a component of customer loyalty index?
  - a. Customer's demographic details
  - b. Average customer life
  - c. Desire to repurchase
  - d. Customer satisfaction
  - e. Customer's income level
4. A captive customer is most likely to \_\_\_\_\_.
  - a. Have a low purchase amount
  - b. Have a weak product preference
  - c. Have a high desire to repurchase
  - d. Have a high customer loyalty index
  - e. Recommend a brand or company to others
5. Minimal customer focus results in a reduction in the cost of marketing and sales. **False**
6. The most significant impact of satisfying and retaining customers is \_\_\_\_\_.
  - a. That a business can eliminate the need for advertising.
  - b. That it can result in tremendous financial leverage
  - c. That a business can redirect marketing efforts to better serve dissatisfied customers.
  - d. That a desired increase in the level of profitability requires an increase in sales volume of only half as much.
  - e. That a business can redirect marketing efforts to attain new customers.
7. With reference to the six-category scale, a consumer satisfaction index (CSI) of 60 denotes that the customer is \_\_\_\_\_.
  - a. Satisfied.
  - b. Somewhat satisfied.
  - c. Somewhat dissatisfied.

# Basic Marketing Exam Questions And Answers Full Online

**Huangqi Zhang**



## **Basic Marketing Exam Questions And Answers Full Online:**

CLEP® Principles of Marketing Book + Online James E. Finch, James R. Ogden, Denise T. Ogden, Anindya Chatterjee, 2013-02-14 Revised edition of The best test preparation for the CLEP principles of marketing **EBOOK: Basic Marketing** William Perreault, Joseph Cannon, E. Jerome McCarthy, 2013-04-16 Built on a strong foundation Basic Marketing 18e with ConnectPlus and LearnSmart provides an integrated teaching and learning solution for presenting the four Ps framework and managerial orientation with a strategy planning focus The Perreault franchise was the pioneer of the four Ps in the introductory marketing course The unifying focus of Basic Marketing has always been on how to make marketing decisions in deciding what customers to focus on and how best to meet their needs Consistent with our belief in continuous quality improvement this edition has been critically revised updated and rewritten to reflect new concepts new examples recent best practices and to tightly integrate the best digital tools in the industry for ensuring that students are prepared to engage in classroom lectures and pursue future business and marketing careers **CIM Coursebook 03/04 Marketing Fundamentals** Frank Withey, 2013-05-13 Each coursebook includes access to [MARKETINGONLINE](#) where you can Annotate customise and create personally tailored notes using the electronic version of the coursebook Receive regular tutorials on key topics Search the coursebook online for easy access to definitions and key concepts Basic Marketing Research Alvin C. Burns, Ronald F. Bush, 2008 This book is targeted for those who need to learn the marketing research process and basic data analysis techniques This is the first book on the market that offers a software add in XL Data Analyst designed specifically to use the power of Excel for marketing research applications XL Data Analyst also features data analysis output that is exceptionally easy to understand and in professional table report ready format All marketing research concepts are presented simply and intuitively **KEY TOPICS** 11 Step marketing research process the industry ethical issues global applications Basic descriptive statistics confidence intervals and hypothesis testing differences tests through one way ANOVA cross tabulation Chi square Pearson Correlation and simple and multiple regression are all comprehensively covered This is the ideal book for those who wish to teach basic marketing research to undergraduate students without learning cumbersome statistical analysis software but who have access to Excel The XL Data Analysis Add in is easy to master and use and performs analyses such as tests of proportions and hypothesis tests for percentages not typically available on standard statistical analysis software **Tourism Marketing** Alastair M. Morrison, 2022-03-29 Tourism Marketing In the Age of the Consumer offers a fresh and contemporary approach as an introductory textbook on tourism marketing Six major themes along with the traditional core marketing principles are blended together Age of the consumer This book places the customer at the heart of tourism marketing and not the sector's promotional apparatus Experiences It highlights the growing consumer interest in the enjoyment of experiences and experiential marketing New media Social media and e marketing are given emphasis throughout Coverage of new media is present in all chapters Global marketplace Every chapter adopts a

global outlook and offers international perspectives Environment and social responsibility An emphasis is placed on the sustainability of tourism including the concepts of ethical tourism and social responsibility Events This book treats events as a major tourism marketing topic and integrates events within the concept of experiential marketing Written in an engaging and accessible style Tourism Marketing In the Age of the Consumer is richly illustrated and full of actual case studies and examples looking at a wide variety of topics such as slum tourism the sharing economy staycations event bidding coping with COVID 19 air travel emissions and many more Four features add interest and bring greater pedagogical value Quick Bytes Case Studies Industry Voices and Vignettes This will be essential reading for all tourism marketing students Handbook of Online Marketing Research Joshua Grossnickle, Oliver Raskin, 2001 This work contains updated techniques and methods for conducting online market research in order for companies to become or remain competitive in the technology era It also includes chat based sessions e mail and e mail feedback **The McGraw-Hill 36-Hour Course: Online Marketing** Lorrie Thomas, 2010-12-28 A crash course on the most dynamic marketing platform today Online marketing has evolved far beyond flashy websites and banner ads shouting at customers about your product It s about using an array of Internet tools to build credibility and visibility spread your message and form meaningful customer relationships The McGraw Hill 36 Hour Course Online Marketing puts you on the fast track to harnessing the power of the Web for your marketing goals It begins with planning and building a website and then provides in depth coverage of essential online marketing tools and techniques such as Content marketing and blogging Social media marketing Web analytics Search Engine Optimization SEO E mail marketing Online Public Relations Earn a Certificate of Achievement Through A Free Online Examination The McGraw Hill 36 Hour Course Online Marketing spells it all out in easy to understand terms and actionable steps You re already on your way to Web marketing mastery **Examgear** ,1999 **Marketing Research Essentials** Carl D. McDaniel, Carl McDaniel, Roger Gates, 2006 McDaniel and Gates stand out from the crowd When it comes to putting you on the frontlines of the marketing research industry McDaniel and Gates stand out from the crowd These authors deliver the hottest trends insights and advances in the field with a focus on how marketing research is practiced today Based on their successful Marketing Research 6th Edition this paperback text offers the same user oriented real world focus and cutting edge content in a more streamlined format Authors wired to the marketing research industry Unlike many other marketing research texts Marketing Research Essentials provides a real world view of the field from authors who are industry insiders Together they bring more than 40 years of marketing research experience to this edition A strong focus on how to use research McDaniel and Gates focus on using and analyzing market research results rather than actually doing the market research Real world perspective Throughout the text the authors inject a healthy dose of reality into the discussion including intriguing examples of how real companies use marketing research and war stories from the frontlines of the field New learning tools put you in the know New chapter opening Visual Checklists and chapter ending Visual Summaries help reinforce your understanding of the

material Includes the student version of SPSS 13 In addition new SPSS exercises at the end of the quantitative chapters give you hands on experience Data sets for the software are available on the companion website at [www.wiley.com/college/mcdaniel](http://www.wiley.com/college/mcdaniel)

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Cont Marketing 11e Im BOONE,Kurtz,2003 Covering the events of 2001 such as the recession the terrorist attacks on America and ethical disasters such as the Enron scandal this text realises that students need a solid understanding of how these events apply to marketing and integrates this content throughout the new edition

**Online Marketing Handbook** Daniel S. Janal,1997 This new edition provides the most complete and detailed set of practical strategies and step by step instructions for online publicity advertising and sales ever published

Im W/Videoguide Marketing Hair,Carl McDaniel,Lamb,2005

*Test Item File* Philip Kotler,2003-03

**Marketing Research** Alvin C. Burns,Ronald F. Bush,2004

**Marketing Thirteenth Edition, Custom Publication** Pride,William M. Pride,2005-02

**Effective Marketing** William G. Zikmund,Michael D'Amico,2002 With consolidated coverage of the principles of marketing Effective Marketing stands out for its ease of reading and useful presentation of the marketplace as a dynamic interplay of relationships Mirroring the features of the comprehensive text this edition appeals to instructors who seek a concise strategic focus with integrated coverage of technology Thorough treatment of e commerce emerging markets new technologies and hot marketing trends is provided Concepts and topics are carefully discussed to helping readers adapt to and strategically plan for changes in the marketing environment

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*Winning Marketing Strategies* Barry Feig,1999 This comprehensive guide helps you avoid wasteful trial and error decision making and eliminate mistakes by giving you fast access to proven successful marketing techniques that cover every aspect of the marketing cycle from market research to product development to pricing to advertising to analyzing sales results and jump starting fading product lines

**Internet Marketing: Building Advantage in a Networked Economy** Rafi Mohammed,2004 In 1887 in a San Francisco populated by dogs retired veterinarian Dr Edward R Smithfield and his friend Mr Samuel Blackthorne attempt to solve the mysterious disappearance of an unassuming accountant

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