



Marketing Terms Quiz

1. Product positioning refers to which of the following?
 - A. End cap and eye level shelf space
 - B. Packaging image location
 - C. Product compared to competing products
 - D. All elements of distribution
 - E. None of the above

2. Which of the following is not a marketing orientation philosophy?
 - A. Market-oriented
 - B. Sales-oriented
 - C. Production-oriented
 - D. Promotion-oriented
 - E. Societal-oriented

3. When considering the product lifecycle, in which stages would publicity most effectively be used?
 - A. Infant and Mature Stages
 - B. Introductory Mature Stages
 - C. All Stages
 - D. Introductory and Growth Stages
 - E. All stages except mature

4. What is a brand?
 - A. A product, service or offering which satisfies a customer's immediate or future need.
 - B. A product within a product line.
 - C. A name, term, logo, symbol or design.
 - D. Something determined by the consumer, not the company.
 - E. The definition consumers hold in their minds of a company and its offerings.

5. _____ indicates the number of people who receive a message.
 - A. Audience width
 - B. Reach
 - C. Frequency
 - D. Mass Market
 - E. Audience size minus x%

6. What type of market segmentation strategy is one-to-one marketing?
- A. Amazon.com strategy
 - B. Multi-segmented targeting strategy
 - C. Micro-segmented targeting strategy
 - D. Undifferentiated targeting strategy
 - E. Single serving packaging
7. A pull strategy:
- A. Uses heavy promotions right to the consumer to increase retail demand for your product
 - B. Is a method used to strengthen a marketing team
 - C. Consists of promotions within the distribution channel to cause consumers to be aware of the product
 - D. Can be successful but is rarely used as a promotional strategy
 - E. A product fulfillment strategy
8. Which of the following is not a part of the communication process?
- A. Receiver
 - B. Decode
 - C. Message
 - D. Alignment
 - E. Encode
9. Which of the following is an example of a demographic?
- A. City
 - B. Political views
 - C. Frequent buyer
 - D. Gender
 - E. Retail location
10. The _____ consists of influencing factors beyond a company's control, such as the economy, technology, etc. Marketers must understand the impact of the changes on their target market.
- A. Corporate Environment
 - B. Niche Environment
 - C. Marketing Environment
 - D. All of the above
 - E. None of the above



Marketing Terms Quiz Answer Key

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