

Marketing Essentials
Quiz1; Chapters 1-2
Fill in blanks/Multiple Choice/True-False
5 points each; 50 points total

Name:

Time & Date:

1.) What is Marketing?

2.) What is the difference between Customer Value and Customer Satisfaction?

3.) _____ is the process of developing and maintaining a strategic fit between the organization's goals and capabilities and its changing marketing opportunities.

- a) Strategic planning
- b) Strategic control
- c) Strategic networking
- d) Functional development

4.) For most companies, the first step in the strategic planning process is to:

- a. Set companies objectives and goals
- b. Design the business portfolio
- c. Define the company mission
- d. Review planning, marketing and other functional strategies

5.) A mission statement is a statement of the organization's:

- a. Accounts and responsibilities
- b. Net worth
- c. Purpose
- d. Structure

6.) According to the text, Under Armour could use all of the following growth strategies to fuel its growth and expansion EXCEPT:

- a. Diversification
- b. Deep discounting to wholesalers
- c. New retail channels
- d. New products and store concepts

7.) _____ consists of dividing a market into distinct groups of buyers who have different needs, characteristics, or behaviors and might require separate products or marketing programs:

- a. Product differentiation
- b. Market segmentation
- c. Market positioning
- d. Market targeting

8.) True or False?

_____ Human demands are states of felt deprivation.

9.) List the 4Ps:

10.) FULLY define Marketing Mix:

Marketing Quiz Chapter 1

Emilie Sanchez

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