

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.

Exam Questions On Fundamentals Of Marketing



marketing Knowledge

Exam Questions On Fundamentals Of Marketing:

Fundamentals of Marketing W. G. Leader, N. Kyritsis, 1994 *Test Bank to Accompany Fundamentals of Marketing, Seventh Edition* William J. Stanton, 1984 *Fundamentals of Marketing* Paul Baines, Chris Fill, Sara Rosengren, Paolo Antonetti, 2017

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Marjolein Visser, Berend Sikkenga, Mike Berry, 2019-11-04 Digital Marketing Fundamentals is the first comprehensive digital marketing textbook to cover the entire marketing process The academic theory behind Digital Marketing as well as techniques and media is discussed Digital Marketing Fundamentals is easy to read and contains many international examples and cases The Dutch version of this book Basisboek Online Marketing has become a standard issue in The Netherlands In this book all relevant aspects of digital marketing are addressed strategic aspects the use of the Internet for market research product development and realisation branding customer acquisition customer loyalty and order processing The book also discusses effective websites and apps digital analytics and planning and management The application of social media and mobile communications is seamlessly integrated into the topics Digital Marketing Fundamentals is suitable for commercial and management courses in higher education including universities and business schools and for professionals working in digital marketing To request access to the book s online resources please click here <http://www.digitalmarketing.noordhoff.nl> For FAQs <https://www.basisboek.onlinemarketing.nl/faq/lecturers.html> *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 **Fundamentals of Marketing, Additional Dimensions** Jack Lawrence Taylor, James F. Robb, 1975 **Managing Marketing Performance** Helen Meek, Richard Meek, Roger Palmer, Lynn Parkinson, 2008 Butterworth Heinemann

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