

## 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

**Paul Baines,Chris Fill,Sara  
Rosengren,Paolo Antonetti**



## **Exam Questions On Fundamentals Of Marketing:**

This book delves into Exam Questions On Fundamentals Of Marketing. Exam Questions On Fundamentals Of Marketing is a vital topic that needs to be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Exam Questions On Fundamentals Of Marketing, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
    - Chapter 1: Introduction to Exam Questions On Fundamentals Of Marketing
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    - Chapter 3: Exam Questions On Fundamentals Of Marketing in Everyday Life
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    - Chapter 5: Conclusion
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  3. In chapter 2, the author will delve into the foundational concepts of Exam Questions On Fundamentals Of Marketing. This chapter will elucidate the essential principles that must be understood to grasp Exam Questions On Fundamentals Of Marketing in its entirety.
  4. In chapter 3, the author will examine the practical applications of Exam Questions On Fundamentals Of Marketing in daily life. The third chapter will showcase real-world examples of how Exam Questions On Fundamentals Of Marketing can be effectively utilized in everyday scenarios.
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  6. In chapter 5, the author will draw a conclusion about Exam Questions On Fundamentals Of Marketing. This chapter will summarize the key points that have been discussed throughout the book.
- The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Exam Questions On Fundamentals Of Marketing.

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