

**Test Bank for Marketing 3rd Edition Grewal Levy 0078028833
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MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

1) Customer excellence focuses on:

- A) maintaining efficient operations and an excellent supply chain.
- B) having a good physical location and Internet presence.
- C) having products with high perceived value.
- D) retaining loyal buyers and providing excellent service.
- E) carrying out effective branding and positioning.

Answer: D

2) Emily regularly chooses Argo Airlines for her travels. The company values her preference and rewards her with loyalty points. It would entitle Emily for reduced ticket rates for certain flights. Through this offer, the company succeeds in retaining a regular user. In this scenario, which of the following is used by Argo Airlines to achieve sustainable competitive advantage?

- A) Locational excellence
- B) Product excellence
- C) Customer excellence
- D) Operational excellence
- E) Diversification excellence

Answer: C

3) Operational excellence is achieved by:

- A) having products with high perceived value.
- B) focusing on retaining loyal customers.
- C) maintaining excellent customer service.
- D) having a good physical location and Internet presence.
- E) ensuring an excellent supply chain management.

Answer: E

4) Tectron Computers Inc., a manufacturer of desktop computers and peripherals, focuses on efficient coordination in every stage of production and delivery and ensures that customers' demands are met within the target time. This precision makes Tectron a favourite choice among customers. Given this information, which of the following does the company use to achieve sustainable competitive advantage?

- A) Diversification excellence
- B) Product excellence
- C) Operational excellence
- D) Customer excellence
- E) Locational excellence

Answer: C

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B Lingard



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