

Multiple Choice Questions

*Answer the questions by marking (✓) on appropriate answer.

1. Which of the following information forms available to the marketing manager can usually be accessed more quickly and cheaply than other information sources?
 - a. Marketing intelligence
 - b. Marketing research
 - c. Customer profiles
 - d. Internal databases
2. All of the following are considered to be drawbacks of local marketing EXCEPT:
 - a. it can drive up manufacturing and marketing costs by reducing economies of scale.
 - b. it can create logistical problems when the company tries to meet varied requirements.
 - c. it can attract unwanted competition.
 - d. it can dilute the brand's overall image.
3. The biggest or greatest amount of involvement in a foreign market comes through which of the following?
 - a. Exporting
 - b. Joint venturing
 - c. Licensing
 - d. Direct investment
4. _____ has contractual authority to sell a manufacturer's entire output.
 - a. Selling agents
 - b. Rack jobbers
 - c. Manufacturer's agents
 - d. Purchasing agents
5. Sellers that handle their own exports are engaged in:
 - a. direct exporting.
 - b. indirect exporting.
 - c. licensing.
 - d. contract manufacturing.
6. Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavors, forms, colors, added ingredients, or package sizes) is called a(n):
 - a. line extension.
 - b. brand extension.
 - c. multibranding.
 - d. new brands.
7. Google, Infoseek, and Excite are all called:

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Ian Pickup



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