

MKTG Unit 1 Practice Test

Multiple Choice

Identify the choice that best completes the statement or answers the question.

- _____ 1. Which of the following utilities involves making products?
- a. information utility
 - b. form utility
 - c. place utility
 - d. possession utility
- _____ 2. Jared asked his mom to buy him Coco Puffs after watching a TV commercial. To what group does he belong?
- a. a customer group
 - b. a consumer market
 - c. a target market
 - d. a possession utility
- _____ 3. Which economic utility increased when fast-food restaurants began accepting credit cards?
- a. possession utility
 - b. form utility
 - c. information utility
 - d. place utility
- _____ 4. When Angela checked out of her hotel, she completed a research form rating the hotel's service, food, and accommodations. This is an example of what marketing core function?
- a. product planning
 - b. information utility
 - c. marketing information management
 - d. marketing mix
- _____ 5. What does a miniature golf business provide to its customers?
- a. a promotion
 - b. a good
 - c. an exchange
 - d. a service
- _____ 6. Discretionary income might be used to buy which items?
- a. fruits and vegetables
 - b. magazine subscriptions
 - c. underwear and socks
 - d. a three-bedroom house
- _____ 7. According to the text, which U.S. ethnic population is declining, relative to other ethnic populations?
- a. Hispanic
 - b. Asian-American
 - c. Caucasian
 - d. African-American
- _____ 8. The Cracked Pot Potteryware company decided to sell its coffee mugs in the local coffee houses. What type of marketing decision was this?
- a. price
 - b. place
 - c. promotion
 - d. product
- _____ 9. The Music Stand direct-mail company wants to send catalogs to music teachers, dancers, and other music consumers. What type of data would be helpful in this endeavor?
- a. demographic
 - b. geographic
 - c. psychographic
 - d. product benefits
- _____ 10. The Good Ol' Barbecue Sauce Company began marketing a new sauce that includes spices often found in Asian cuisine. How is the company segmenting its market?
- a. psychographics
 - b. product benefits
 - c. geographics
 - d. demographics

Matching

Match each item with the correct statement.

- | | |
|--------------------------|-------------------------------|
| a. pricing | f. channel management |
| b. market share | g. product/service management |
| c. organizational market | h. marketing mix |
| d. selling | i. goods |
| e. marketing | j. utility |

- ___ 1. deciding how much to charge for goods and services
- ___ 2. planning, promoting, and distributing products
- ___ 3. the added value of a product in economic terms
- ___ 4. Product, price, place, promotion
- ___ 5. Providing customers with goods and services they want
- ___ 6. tangible items
- ___ 7. deciding how goods get into customers hands
- ___ 8. obtaining, developing, or improving a product
- ___ 9. businesses that buy products for use in their operations
- ___ 10. percentage of total sales generated by competing companies

MKTG Unit 1 Practice Test
Answer Section

MULTIPLE CHOICE

- | | | | |
|------------|--------|------------|------------|
| 1. ANS: B | PTS: 1 | REF: p. 14 | |
| 2. ANS: B | PTS: 1 | REF: p. 17 | |
| 3. ANS: A | PTS: 1 | REF: p. 15 | |
| 4. ANS: C | PTS: 1 | REF: p. 8 | |
| 5. ANS: D | PTS: 1 | REF: p. 7 | |
| 6. ANS: B | PTS: 1 | DIF: 2 | REF: p. 45 |
| NAT: MP 2 | | | |
| 7. ANS: C | PTS: 1 | REF: p. 45 | |
| 8. ANS: B | PTS: 1 | REF: p. 32 | |
| 9. ANS: C | PTS: 1 | REF: p. 47 | |
| 10. ANS: D | PTS: 1 | REF: p. 45 | |

MATCHING

- | | | |
|------------|--------|------------|
| 1. ANS: A | PTS: 1 | REF: p. 9 |
| 2. ANS: E | PTS: 1 | REF: p. 7 |
| 3. ANS: J | PTS: 1 | REF: p. 14 |
| 4. ANS: H | PTS: 1 | REF: p. 20 |
| 5. ANS: D | PTS: 1 | REF: p. 9 |
| 6. ANS: I | PTS: 1 | REF: p. 7 |
| 7. ANS: F | PTS: 1 | REF: p. 8 |
| 8. ANS: G | PTS: 1 | REF: p. 9 |
| 9. ANS: C | PTS: 1 | REF: p. 17 |
| 10. ANS: B | PTS: 1 | REF: p. 18 |