

Exam

Name\_\_\_\_\_

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

1) To be successful in marketing you need to focus mainly on

A) Marketing strategy

B) The customer who is profitable

C) Low end marketing ideas

D) Demographics

Answer: B

2) Marketing, as defined by the textbook, involves

A) Maximizing your product to ensure that you make more money

B) Deciding what the customer wants to pay

C) Identifying consumer preferences

D) Identifying demographics

Answer: C

3) When McDonald's used the term "QSC", this stands for

A) Quality, service, cleanliness

B) Quantity, service, competition

C) Quality, service, competition

D) Quantify, service, cleanliness

Answer: A

4) Creating customer value involves

A) Demographics

B) Attitudes and beliefs

C) Attitudes

D) Beliefs and demographics

Answer: B

5) The management philosophy which guides an organization's overall activities is

A) The marketing concept

B) Marketing management

C) The marketing culture

D) The marketing strategy

Answer: A

6) The purpose of marketing is to

A) Keep customers

B) Create and keep customers

C) Bring in customers

D) None of the above

Answer: B

7) Giving up something or making a sacrifice in order to get to a solution is part of the

A) Consumer marketing concept

B) Consumer trade-off map

C) Consumer trade-off model

D) None of the above

Answer: C

8) Operations orientation is

A) A style of management that uses the marketing concept

B) A style of management that focuses on the management of running an organization

C) A style of management that focuses on the execution of the operations to provide a smooth running organization

D) Both A and B

Answer: C

9) Which of the following is NOT part of the consumer trade-off model?

- A) Price (sacrifice)
- B) Product/service (solution)
- C) Need (problem)
- D) All of the above

Answer: D

10) \_\_\_\_\_ oriented companies and \_\_\_\_\_ oriented people are truly successful in a competitive hospitality marketplace.

- A) Success
- B) Customer
- C) Business
- D) Marketing

Answer: D

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

11) Marketing defines a customer's requirements so a product can be designed to fit that requirement.

Answer: ☒ True ☐ False

12) Customer needs are not an important aspect of the marketing concept.

Answer: ☐ True ☒ False

13) Selling is not a part of the marketing process.

Answer: ☐ True ☒ False

14) Advertising is the only aspect of the marketing process.

Answer: ☐ True ☒ False

15) It is important to understand the customer's needs when designing a product.

Answer: ☒ True ☐ False

16) In marketing, you need to consider the customers' wants and needs.

Answer: ☒ True ☐ False

17) Customer value has little to do with the attitudes and beliefs of the customer.

Answer: ☒ True ☐ False

18) Marketing and management in a service business are the same.

Answer: ☒ True ☐ False

19) The goal for marketers is to present the best solution to the problem at the lowest risk.

Answer: ☒ True ☐ False

20) Sales-oriented companies and sales-oriented people are the ones who are truly successful in the highly competitive hospitality marketplace.

Answer: ☐ True ☒ False