



NAME \_\_\_\_\_

## 25 Multiple choice questions

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1. the tangible and intangible benefits (attributes) a product possesses
  - a. sales promotion
  - b. the people element
  - c. total product concept
  - d. products
2. goods or services that can be offered in an exchange for the purpose of satisfying a need or a want
  - a. promotion
  - b. processes
  - c. products
  - d. publicity
3. the use of activities or materials as direct inducements to customers
  - a. promotion
  - b. promotion mix
  - c. sales promotion
  - d. value for money
4. the development of long-term and cost-effective relationships with individual customers
  - a. relationship marketing
  - b. promotion mix
  - c. standardised pricing
  - d. price skimming
5. the methods used by a business to inform, persuade and remind a target market about its products
  - a. promotion
  - b. processes
  - c. products
  - d. promotion mix
6. the desire to obtain the best quality, features and performance for a given price of a product
  - a. price skimming
  - b. sales promotion
  - c. value for money
  - d. promotion mix

7. those activities aimed at creating and maintaining favourable relations between a business and its customers
  - a. promotion mix
  - b. promotion
  - c. publicity
  - d. public relations (PR)
8. when people influence each other during conversations
  - a. promotion
  - b. psychographic segmentation
  - c. promotion mix
  - d. word-of-mouth communication
9. signifies that the brand name or symbol is registered and the business has exclusive right of use
  - a. tariff
  - b. reach
  - c. processes
  - d. trademark
10. a global marketing strategy that assumes the way the product is used and the needs it satisfies are the same the world over
  - a. standardised pricing
  - b. standardised approach
  - c. trademark
  - d. reach
11. the characteristics of individuals or groups that are used by marketing managers to divide a total market into segments
  - a. standardised pricing
  - b. promotion
  - c. promotion mix
  - d. segmentation variable
12. a measure of the number of people exposed to the message of an advertisement
  - a. reach
  - b. products
  - c. tariff
  - d. supply

13. the quality of interaction between the customer and those within the business who will deliver the service
  - a. the people element
  - b. processes
  - c. price skimming
  - d. total product concept
14. the practice of charging customers the same price for a product anywhere in the world
  - a. standardised pricing
  - b. price skimming
  - c. standardised approach
  - d. social media advertising
15. the quantity of a product businesses are willing to offer for sale at a particular price
  - a. publicity
  - b. tariff
  - c. reach
  - d. supply
16. a form of online advertising using social media platforms such as Facebook, YouTube, Twitter to deliver targeted commercial messages to potential customers
  - a. sales promotion
  - b. social media advertising
  - c. relationship marketing
  - d. standardised pricing
17. when a business charges the highest possible price for the product during the introduction stage of its life cycle
  - a. promotion mix
  - b. processes
  - c. price skimming
  - d. promotion
18. any free news story about the products of a business
  - a. publicity
  - b. promotion
  - c. supply
  - d. products

19. the technique in which marketers try to create an image or identity for a product compared with the image of competing products
- promotion
  - price skimming
  - product/service differentiation
  - product/service positioning
20. any business that has production facilities in two or more countries and that operates on a worldwide scale
- product/service positioning
  - public relations (PR)
  - transnational corporation (TNC)
  - sales promotion
21. a tax on an imported product
- supply
  - trademark
  - reach
  - tariff
22. the process of dividing the total market according to personality characteristics, motives, opinions, socioeconomic group and lifestyles
- psychographic segmentation
  - sales promotion
  - word-of-mouth communication
  - price skimming
23. the process of developing and promoting differences between the products or services of a business and those of its competitors
- product/service differentiation
  - psychographic segmentation
  - product/service positioning
  - social media advertising
24. the flow of activities that a business will follow in its delivery of a service
- promotion
  - products
  - processes
  - trademark

25. the various promotion methods a business uses in its promotional campaign; methods include advertising, personal selling, relationship marketing, sales promotions, publicity and public relations
- a. products
  - b. promotion
  - c. promotion mix
  - d. price skimming