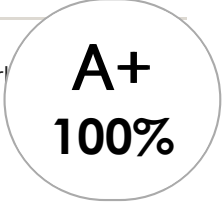


25 Multiple choice questions



A+
100%

1. the combination of people, processes and physical evidence with the four main elements of the marketing mix
 - a. bundle pricing
 - b. cost-based pricing
 - c. **CORRECT: extended marketing mix**
 - d. e-marketing

2. a graphic representation that identifies a business or product
 - a. bundle pricing
 - b. brand
 - c. **CORRECT: brand symbol or logo**
 - d. brand name

3. the practice of using the internet to perform marketing activities
 - a. **CORRECT: e-marketing**
 - b. distribution
 - c. brand
 - d. demand

4. whenever consumers in different countries are charged different prices for the same product
 - a. bundle pricing
 - b. cost-based pricing
 - c. competition-based pricing
 - d. **CORRECT: customised pricing**

5. the many forms of communication used to reach an audience
 - a. generic brands
 - b. **CORRECT: advertising media**
 - c. demand
 - d. brand name

6. products with no brand name at all
 - a. demand
 - b. brand
 - c. global branding
 - d. **CORRECT:** generic brands

7. an online journal that can be added to by readers
 - a. demand
 - b. channel
 - c. brand
 - d. **CORRECT:** blog

8. the worldwide use of a name, term, symbol or logo to identify the products of a seller
 - a. bundle pricing
 - b. e-marketing
 - c. **CORRECT:** global branding
 - d. generic brands

9. where the price covers costs and is comparable to the competitor's price
 - a. customised pricing
 - b. cost-based pricing
 - c. **CORRECT:** competition-based pricing
 - d. competitive positioning

10. a pricing method derived from the cost of producing or purchasing a product and then adding a mark-up
 - a. customised pricing
 - b. competition-based pricing
 - c. **CORRECT:** cost-based pricing
 - d. bundle pricing

11. where customers gain a package of goods and services in addition to the tangible good they purchased
 - a. cost-based pricing
 - b. global branding
 - c. **CORRECT:** bundle pricing
 - d. customised pricing

12. the quantity of a product consumers are willing to purchase at a particular price
 - a. blog
 - b. channel
 - c. brand
 - d. **CORRECT: demand**

13. the process of dividing the total market according to the relationship the customers have with the product
 - a. geographic segmentation
 - b. global branding
 - c. **CORRECT: behavioural segmentation**
 - d. demographic segmentation

14. a measure of the average number of times someone is exposed to the message of an advertisement
 - a. **CORRECT: frequency**
 - b. demand
 - c. brand
 - d. brand name

15. an alternate method of international trade that promotes environmentalism, fair wages, alleviation of global poverty and a fair price for growers
 - a. demand
 - b. **CORRECT: fair trade movement**
 - c. brand name
 - d. distribution

16. the routes taken to get the product from the factory to the customer
 - a. **CORRECT: channels of distribution**
 - b. behavioural segmentation
 - c. distribution
 - d. channel

17. the buying of products that are not harmful to the environment, animals and society
- brand name
 - CORRECT: ethical consumerism**
 - e-marketing
 - global branding
18. a global marketing strategy that assumes the way the product is used and the needs it satisfies are different between countries
- CORRECT: customised or local approach**
 - customised pricing
 - cost-based pricing
 - competition-based pricing
19. that part of the brand that can be spoken
- brand
 - channel
 - frequency
 - CORRECT: brand name**
20. any method used for carrying a message
- brand
 - blog
 - CORRECT: channel**
 - demand
21. the process of dividing the total market according to geographic locations
- behavioural segmentation
 - CORRECT: geographic segmentation**
 - demographic segmentation
 - generic brands

22. how a business will differentiate its products
- CORRECT: competitive positioning**
 - competition-based pricing
 - customised pricing
 - cost-based pricing
23. a name, term, symbol, design or any combination of these that identifies a specific product and distinguishes it from its competition
- CORRECT: brand**
 - channel
 - blog
 - demand
24. activities that make the products available to customers when and where they want to purchase them
- frequency
 - blog
 - e-marketing
 - CORRECT: distribution**
25. the process of dividing the total market according to particular features of a population, including the size of the population, age, sex, income, cultural background and family size
- geographic segmentation
 - behavioural segmentation
 - distribution
 - CORRECT: demographic segmentation**