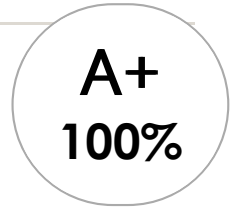


25 Multiple choice questions



1. information that has already been collected from inside the business
 - a. marketing data
 - b. external data
 - c. **CORRECT:** internal data
 - d. secondary data

2. the total range of products offered by a business
 - a. primary data
 - b. product deletion
 - c. **CORRECT:** product mix
 - d. marketing mix

3. the process of focusing on the data that represents average, typical or deviations from typical patterns
 - a. sales analysis
 - b. SWOT analysis
 - c. **CORRECT:** statistical interpretation analysis
 - d. marketing profitability analysis

4. responding to the needs and problems of the customer
 - a. **CORRECT:** customer service
 - b. market research
 - c. market share
 - d. implementation

5. the combination of the four elements of marketing, the four Ps - product, price, promotion and place - that make up the marketing strategy
 - a. **CORRECT:** marketing mix
 - b. marketing data
 - c. product mix
 - d. market share

6. the information relevant to the defined marketing problem
 - a. **CORRECT: marketing data**
 - b. marketing mix
 - c. market share
 - d. internal data

7. actions undertaken to achieve the marketing objectives of the business through the marketing mix
 - a. marketing objectives
 - b. marketing data
 - c. marketing mix
 - d. **CORRECT: marketing strategies**

8. facts and figures collected from original sources for the purpose of the specific research problem
 - a. secondary data
 - b. **CORRECT: primary data**
 - c. marketing data
 - d. external data

9. the identification and analysis of the internal strengths and weaknesses of the business, and the opportunities in, and threats from, the external environment
 - a. **CORRECT: SWOT analysis**
 - b. internal data
 - c. external data
 - d. sales analysis

10. information that has already been collected by some other person or organisation
 - a. primary data
 - b. internal data
 - c. external data
 - d. **CORRECT: secondary data**

11. the realistic and measurable goals to be achieved through the marketing plan
 - a. marketing data
 - b. marketing mix
 - c. marketing strategies
 - d. **CORRECT: marketing objectives**

12. the process of systematically collecting, recording and analysing information concerning a specific marketing problem
 - a. market share
 - b. market segmentation
 - c. **CORRECT: market research**
 - d. marketing data

13. usually a smaller and less important market segment
 - a. **CORRECT: secondary target market**
 - b. secondary data
 - c. primary target market
 - d. target market

14. the market segment at which most of the marketing resources are directed
 - a. target market
 - b. secondary target market
 - c. **CORRECT: primary target market**
 - d. primary data

15. the stages that a product passes through: introduction, growth, maturity and decline
 - a. product mix
 - b. product deletion
 - c. **CORRECT: product life cycle**
 - d. SWOT analysis

16. the share of the total industry sales for a particular product obtained by a business
- target market
 - market research
 - marketing data
 - CORRECT:** market share
17. a group of present and potential customers to which a business intends to sell its product
- market research
 - primary target market
 - market share
 - CORRECT:** target market
18. the process of putting the marketing strategies into operation
- marketing mix
 - market segmentation
 - product mix
 - CORRECT:** implementation
19. the comparing of actual sales with forecast sales to determine the effectiveness of the marketing strategy
- target market
 - SWOT analysis
 - CORRECT:** sales analysis
 - external data
20. published data from outside the business
- CORRECT:** external data
 - internal data
 - secondary data
 - marketing data
21. a method in which the business breaks down the total marketing costs into specific marketing activities
- CORRECT:** marketing profitability analysis
 - marketing data
 - marketing objectives
 - marketing strategies

22. the elimination of some lines of products
- product mix
 - primary data
 - product life cycle
 - CORRECT:** product deletion
23. checking and observing the actual progress of the marketing plan
- marketing mix
 - market share
 - product mix
 - CORRECT:** monitoring
24. when the total market is subdivided into groups of people who share one or more common characteristics
- market share
 - CORRECT:** market segmentation
 - implementation
 - market research
25. a marketing approach that seeks a large range of customers
- market research
 - marketing mix
 - marketing data
 - CORRECT:** a mass marketing approach