

Unit 01: Marketing Definition and Principles

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1. Unit 01: Marketing Definition and Principles

4. Chapter: Unit 01: Marketing Definition and Principles

1. Unit 01: Marketing Definition and Principles Questions

4.1.1. A company that defines its marketing concept or marketing philosoph...

Author: Dionne Mahaffey

A company that defines its marketing concept or marketing philosophy as competing through product innovation and by reducing production costs is said to be _____.

Please choose only one answer:

- cost-oriented
- market-oriented
- production-oriented
- service-oriented

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

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4.1.2. A company whose marketing concept or marketing philosophy is define...

Author: Dionne Mahaffey

A company whose marketing concept or marketing philosophy is defined as satisfying customer wants and needs is said to be _____.

Please choose only one answer:

- customer-centered
- market-oriented
- production-oriented
- service-oriented

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4.1.3. A company whose marketing concept or marketing philosophy is define...

Author: Dionne Mahaffey

A company whose marketing concept or marketing philosophy is defined by a heavy emphasis on advertising is said to be _____.

Please choose only one answer:

- customer-centered
- market-oriented
- production-oriented
- selling-oriented

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4.1.4. Advertising, public relations, publicity, personal selling, and dir...

Author: Dionne Mahaffey

Advertising, public relations, publicity, personal selling, and direct marketing are examples of which aspect of the traditional marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

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4.1.5. Also known as offerings, the good and services a company offers to ...

Author: Dionne Mahaffey

Also known as offerings, the good and services a company offers to its consumers describes which component of the traditional marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

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4.1.6. Billboards along the highway are an example of _____.

Author: Dionne Mahaffey

Billboards along the highway are an example of _____.

Please choose only one answer:

- advertising
- direct marketing
- public relations
- sales promotions

Check the answer of this question online at QuizOver.com:

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4.1.7. How a company lets consumers know that a product or service is avai...

Author: Dionne Mahaffey

How a company lets consumers know that a product or service is available describes which component of the traditional marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

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4.1.8. How much a company charges a customer for a product or service is a...

Author: Dionne Mahaffey

How much a company charges a customer for a product or service is a traditional description of which component of the traditional marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

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4.1.9. In simplest terms, where a product or service can be found defines ...

Author: Dionne Mahaffey

In simplest terms, where a product or service can be found defines which component of the traditional marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

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4.1.10. In the consumer-side marketing model (the four Cs of marketing), cu...

Author: Dionne Mahaffey

In the consumer-side marketing model (the four Cs of marketing), customer value describes how a product benefits a customer and corresponds to which of the traditional components of the marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

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4.1.11. In the consumer-side marketing model (the four Cs of marketing), co...

Author: Dionne Mahaffey

In the consumer-side marketing model (the four Cs of marketing), cost to the customer corresponds to which of the traditional components of the marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

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4.1.12. In the consumer-side marketing model (the four Cs of marketing), co...

Author: Dionne Mahaffey

In the consumer-side marketing model (the four Cs of marketing), convenience for the buyer corresponds to which of the traditional components of the marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

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4.1.13. In the consumer-side marketing model (the four Cs of marketing), co...

Author: Dionne Mahaffey

In the consumer-side marketing model (the four Cs of marketing), communication between the seller and customer is characterized as a two-way conversation and corresponds to which of the traditional components of the marketing mix?

Please choose only one answer:

- Product
- Place
- Price
- Promotion

Check the answer of this question online at QuizOver.com:

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4.1.14. Of the four activities that make up marketing, which may be describ...

Author: Dionne Mahaffey

Of the four activities that make up marketing, which may be described as getting offerings to the consumer in a way that optimizes value?

Please choose only one answer:

- Creating
- Communicating
- Delivering
- Exchanging

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

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4.1.15. Of the four activities that make up marketing, which may be describ...

Author: Dionne Mahaffey

Of the four activities that make up marketing, which may be described as trading value for offerings?

Please choose only one answer:

- Creating
- Communicating
- Delivering
- Exchanging

Check the answer of this question online at QuizOver.com:

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4.1.16. The primary aim of ethical business behavior is to _____.

Author: Dionne Mahaffey

The primary aim of ethical business behavior is to _____.

Please choose only one answer:

- make as much profit for the company regardless of legal considerations
- manipulate consumers
- engender public trust
- reduce law suits

Check the answer of this question online at QuizOver.com:

Question: [The primary aim of ethical business behavior Dionne Saylor Academy](#)

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4.1.17. The traditional marketing mix is known as the four Ps and includes ...

Author: Dionne Mahaffey

The traditional marketing mix is known as the four Ps and includes _____.

Please choose only one answer:

- product, promotion, place, and price
- premium, public relations, preparation, and practice
- product, public relations, price, and point-of-sale
- product, promotion, praxis, and preparation

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4.1.18. Three sensitive areas regarding marketing regulation include _____.

Author: Dionne Mahaffey

Three sensitive areas regarding marketing regulation include _____.

Please choose only one answer:

- abuse of elderly, billboards, and promotion of alcohol and tobacco products.
- public relations stunts, celebrity endorsements, and promotion of alcohol and tobacco products.
- comparative advertising, marketing targeted at children, and promotion of alcohol and tobacco products.
- survival, sales, and market share.

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4.1.19. What are the four activities that define marketing?

Author: Dionne Mahaffey

What are the four activities that define marketing?

Please choose only one answer:

- Creating, communicating, delivering, and exchanging
- Calculating, customers, collaborating, and evaluation
- Vendors, suppliers, salesmen, and executives
- Trading, offering, learning, and creating

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4.1.20. What is the difference between ethics and social responsibility?

Author: Dionne Mahaffey

What is the difference between ethics and social responsibility?

Please choose only one answer:

- The concept of ethics focuses on doing no harm, while the concept of social responsibility requires companies to actively seek to improve the lot of others.
- The concept of ethics focuses on making a profit at any expense, while the concept of social responsibility requires companies to do no harm.
- The concept of ethics is universal and the same in all cultures, while the concept of social responsibility only an American issue.
- Ethics and social responsibility are exactly the same concepts.

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4.1.21. Which of the following are issues of concern to marketers when appl...

Author: Dionne Mahaffey

Which of the following are issues of concern to marketers when applying ethical standards to their practices?

Please choose only one answer:

- Being honest and truthful
- Being responsible to customers and society
- Abiding by fair competition principles
- All of these are ethical standards to consider.

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4.1.22. Which of the following best describe the concepts that influence th...

Author: Dionne Mahaffey

Which of the following best describe the concepts that influence the price of a product or service?

Please choose only one answer:

- Design, development, materials, and taxation
- Design, delivery, development, and demand
- Demand, competition, cost, and government
- Cost, communication, convenience, and competition

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4.1.23. Which of the following best describe the new offering-development p...

Author: Dionne Mahaffey

Which of the following best describe the new offering-development process?

Please choose only one answer:

- Ideation, design, testing, screening, development, and evaluation
- Product design, testing, feature screening, and commercialization
- Idea generation, development, and commercialization
- Idea generation, idea screening, feature specification, development, testing, commercialization, and evaluation

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4.1.24. Which of the following concepts is/are related to the component of ...

Author: Dionne Mahaffey

Which of the following concepts is/are related to the component of place in the traditional marketing mix?

Please choose only one answer:

- The ease for a customer to find information about a product or service
- How the product gets from the producer to the consumer
- Both A and B
- None of these

Check the answer of this question online at QuizOver.com:

Question: [Which of the following concepts is/are Dionne Mahaffey Saylor Principles](#)

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4.1.25. Which of the following statements are true about ethics and marketing?

Author: Dionne Mahaffey

Which of the following statements are true about ethics and marketing?

Please choose only one answer:

- Ethics are universal; what is ethical in one country is ethical in all countries.
- Every country and every culture has its own ethical foundations, beliefs, lifestyles, and choices.
- Creating a business code of ethics for global marketplace is not necessary.
- All of these are true.

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4.1.26. Which of the following statements is true?

Author: Dionne Mahaffey

Which of the following statements is true?

Please choose only one answer:

- Advertising is the free distribution of information about a product or service in the marketplace.
- Advertising and marketing are two terms that describe the same process.
- Advertising involves paying to distribute a message that identifies a product or service or an organization to many people at one time.
- Advertising is a process exclusively conducted using traditional media like newspapers and broadcast television.

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4.1.27. Which of the following statements is true?

Author: Dionne Mahaffey

Which of the following statements is true?

Please choose only one answer:

- Sales and marketing are two terms for the same process.
- Sales and advertising are two terms for the same process.
- Sales is part of the promotions component of the marketing process.
- All of these are true.

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4.1.28. Which of the following statements is/are true about ethical behavior...

Author: Dionne Mahaffey

Which of the following statements is/are true about ethical behavior in companies?

Please choose only one answer:

- Ethical codes of conduct only apply to marketing departments.
- Executives are exempt from business ethics.
- Some companies have developed ethical codes of conduct for their employees to ensure that all relationships of the company are conducted ethically.
- All of these statements are true.

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4.1.29. _____ involves developing an interactive relationship between a b...

Author: Dionne Mahaffey

_____ involves developing an interactive relationship between a buyer and a seller using an interpersonal medium.

Please choose only one answer:

- Direct marketing
- Public relations
- Publicity
- Personal selling

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4.1.30. _____ is/are developed to get customers and potential customers t...

Author: Dionne Mahaffey

_____ is/are developed to get customers and potential customers to take action quickly, make larger purchases, and make repeat purchases.

Please choose only one answer:

- Direct marketing
- Public relations
- Publicity
- Sales promotions

Check the answer of this question online at QuizOver.com:

Question: [is/are developed to get customers and Dionne Mahaffey @The Saylor](#)

Flashcards:

<http://www.quizover.com/flashcards/is-are-developed-to-get-customers-and-dionne-mahaffey-the-saylor?pdf=3044>

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