

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

- 1) Which of the following best describes one of the toughest challenges facing a business today? 1) _____
 - A) currency fluctuations
 - B) anticipating and managing change
 - C) attracting new customers
 - D) increasing customer loyalty
 - E) cost reductions
- 2) Your text relates that these trends are creating more complex and ever changing business environments for marketers. 2) _____
 - A) conflicting strategic priorities, falling ethical standards, and increased pollution
 - B) reduced consumer spending, increasing brand loyalty and growing cellular telephone use
 - C) increased Internet usage, higher taxes, and rising household debt
 - D) advancing technology, aging populations, and emerging global markets
 - E) growing families, world trade agreements, and political uncertainty
- 3) The role of marketing is twofold. It includes constantly assessing changing conditions and 3) _____
 - A) communicating these messages to the target market.
 - B) working to prevent these changes from interfering with the company's existing plans.
 - C) providing expertise to develop appropriate strategies to take advantage of these changes.
 - D) incorporating technology into the marketing mix.
 - E) developing products to meet the changing customer needs.
- 4) The definition of marketing of ideas, goods and services includes all but one of the following: 4) _____
 - A) distribution
 - B) exchanges that satisfy individual and organizational objectives
 - C) promotion
 - D) regulation
 - E) pricing
- 5) The exchanges between an organization and its customers always involve the 5) _____
 - A) persuasion of the customer to purchase.
 - B) transfer of satisfaction.
 - C) mutually beneficial transfer of something of value in return for something else.
 - D) realization of a profit by the organization.
 - E) payment of money for a tangible product.
- 6) In addition to customer satisfaction, _____ is a cornerstone of contemporary marketing. 6) _____
 - A) competitive pricing
 - B) profit maximization
 - C) technological leadership
 - D) creative promotion
 - E) building customer relationships

- 7) Companies that believe marketing must be at the forefront of the organization are said to be _____ businesses. 7) _____
- A) production minded
 - B) market-driven
 - C) customer focused
 - D) task defined
 - E) sales focus
- 8) A company that works on the assumption that customers will purchase the products so long as they can afford it is following 8) _____
- A) the profit concept.
 - B) the selling concept.
 - C) the marketing concept.
 - D) the environmental concept.
 - E) the production concept.
- 9) The belief behind the selling concept was that companies made profits by 9) _____
- A) selling only a limited variety of products.
 - B) depending on a good reputation.
 - C) directing all resources at satisfying customer needs.
 - D) stressing the cost side of the production equation.
 - E) selling large volumes.
- 10) When a company embraces a marketing orientation, it focuses on 10) _____
- A) aggressive promotion.
 - B) offering maximum choice.
 - C) undercutting the competition.
 - D) satisfying needs and building ongoing relationships.
 - E) determining and satisfying needs and wants.
- 11) A company that takes into account that most consumers feel that business executives have a responsibility to take into consideration the impact of their decisions on employees, the community, and the country, is following the 11) _____
- A) production concept.
 - B) profit concept.
 - C) selling concept.
 - D) socially responsible marketing concept.
 - E) marketing concept.
- 12) Mrs. Romuldi has perfected the process to replace the ribbon in typewriter cartridges, therefore allowing them to be reused. She expects her business to be successful because her process is so cost effective and efficient. What is Mrs. Romuldi's approach to business? 12) _____
- A) efficiency orientation
 - B) selling orientation
 - C) marketing orientation
 - D) production orientation
 - E) socially responsible marketing orientation

- 13) Which of the following is NOT characteristic of an organization exhibiting the marketing orientation as its business philosophy? 13) _____
- A) determining and satisfying customer needs
 - B) building ongoing customer/company relationships
 - C) delivering better customer value than competitors
 - D) establishing close working relationships between the organization's departments
 - E) communicating product attributes to convince customers to buy
- 14) Managers working with this business philosophy are concerned that their business decisions are balancing the expectations of customers, shareholders, the environment and society at large. 14) _____
- A) selling orientation
 - B) marketing orientation
 - C) efficiency orientation
 - D) socially responsible marketing orientation
 - E) production orientation
- 15) The _____ concept holds that the essential task of the organization is to determine the needs and wants of a target market and then to deliver a set of satisfactions in such a way that the organization's product is perceived to be a better value than a competing product. 15) _____
- A) selling
 - B) business
 - C) competition
 - D) targeting
 - E) marketing
- 16) For one day each month, a locally owned bookstore donates the proceeds of the day's children's book sales to the local early years literacy project fund. This would be best described as 16) _____
- A) cause marketing.
 - B) philosophical marketing.
 - C) unprofitable.
 - D) the marketing concept.
 - E) charitable marketing.
- 17) Henry Ford was guided by a 17) _____
- A) production orientation.
 - B) selling orientation.
 - C) societal orientation.
 - D) product orientation.
 - E) marketing orientation.
- 18) A snack food manufacturer that conducts frequent taste tests in order to respond to consumers' preferences is practicing the _____ orientation. 18) _____
- A) marketing
 - B) marketing
 - C) production
 - D) societal marketing
 - E) product

- 19) When Seagram's Distilleries covers the cost of taking the TTC on New Year's Eve, it is following a _____ orientation. 19) _____
- A) socially responsible marketing
 - B) non-profit
 - C) production
 - D) selling
 - E) marketing
- 20) A clothing manufacturer with 300 cases of out-of-fashion sweaters provided a broker with a discounted price to sell the clothes in Europe. This is an example of 20) _____
- A) a marketing orientation.
 - B) the societal marketing concept.
 - C) a production orientation.
 - D) socially responsible marketing.
 - E) a selling orientation.
- 21) Cause marketing includes which of the following? 21) _____
- A) Tupperware in-home sales events
 - B) promoting awareness of breast cancer
 - C) Avon direct marketing
 - D) Zellers low price strategy
 - E) door-to-door sales
- 22) Molson Breweries' support of the "Dancers for Life" AIDS fundraising event is an example of 22) _____
- A) niche marketing.
 - B) issues marketing.
 - C) corporate citizenship.
 - D) socially responsible marketing.
 - E) market futuring.
- 23) Cause marketing is illustrated by which of the following examples? 23) _____
- A) Holiday Inn providing facilities for an international symposium on social issues
 - B) Molson Breweries selling its product at an AIDS fund raiser
 - C) Imperial Oil donating to education and youth programs
 - D) The Body Shop using all-natural ingredients in its products
 - E) General Motors installing driver and passenger-side air bags
- 24) A consumer market is a group of people who 24) _____
- A) all have the same degree of need for a product or service.
 - B) are the least price-sensitive when purchasing.
 - C) all live in the same geographical area.
 - D) purchase only from retailers.
 - E) have a similar need for a product or service.
- 25) With regards to business-to-business exchanges, a market is best defined as 25) _____
- A) an organizational buyer purchasing goods and services for its own use or for resale.
 - B) any buyer purchasing a product with the intention of reselling it.
 - C) any group with the resources to purchase.
 - D) any industry, wholesaler or retailer.
 - E) a group of individuals who are looking to satisfy their personal needs.

- 26) When conducting a needs assessment, an organization 26) _____
- A) reviews its finances and human resources to determine what it needs to develop new products.
 - B) reviews the action of the competition to determine how it can best mimic their successful strategies.
 - C) sends surveys to shareholders to determine whether they are able to supply the investment that the company needs.
 - D) collects appropriate information about consumer needs to determine if a market is worth pursuing.
 - E) considers factors such as market demand, production capabilities and availability of resources.
- 27) When a company conducts a consumer analysis, it considers all of the following except 27) _____
- A) consumer attitudes.
 - B) demographic change.
 - C) behavioural change.
 - D) consumer lifestyles.
 - E) sales volume potential.
- 28) An organization cannot satisfy the needs of all consumers, so it concentrates its efforts on a segment of the population that offers the most promise. This group is called the 28) _____
- A) demographic focus.
 - B) focus group.
 - C) profit sector.
 - D) target market.
 - E) target group.
- 29) The first stage in the marketing process is 29) _____
- A) feasibility testing.
 - B) needs assessment.
 - C) test marketing.
 - D) concept development.
 - E) product design.
- 30) An airline that gets customer input about new routes is conducting a 30) _____
- A) market analysis.
 - B) competitive analysis.
 - C) consumer analysis.
 - D) needs assessment.
 - E) profit analysis.
- 31) When Colgate introduced Colgate 2in1 Toothpaste & Mouthwash, the company considered market demand, sales volume potential, and resource availability. The company was engaging in 31) _____
- A) market analysis.
 - B) competitive analysis.
 - C) needs assessment.
 - D) test market analysis.
 - E) consumer analysis.

- 32) Sports car enthusiasts 18–24 years old from Ontario are considered Chrysler's _____. 32) _____
- A) relationship market
 - B) target market
 - C) marketing mix
 - D) youth market
 - E) geographic market
- 33) The target market for a daycare which looks after children aged 1–5 years would be 33) _____
- A) expectant parents and couples with children aged 0–5 years.
 - B) parents with young children.
 - C) pregnant mothers.
 - D) couples aged 21–45 years.
 - E) children aged 1–5 years.
- 34) This marketing activity involves monitoring the effective implementation of marketing strategies, and ensuring successful achievement of marketing goals. 34) _____
- A) customer needs assessment
 - B) target market review
 - C) customer relationship strategy development
 - D) marketing mixer
 - E) evaluation & control
- 35) Deciding to focus more on e-commerce than through traditional channels is a _____ decision. 35) _____
- A) technological
 - B) distribution
 - C) product
 - D) marketing communications
 - E) price
- 36) The marketing mix does not include 36) _____
- A) pricing decisions.
 - B) communications decisions.
 - C) product decisions.
 - D) salary decisions.
 - E) distribution decisions.
- 37) Decisions involving transactions between manufacturers and wholesalers relate to which marketing mix element? 37) _____
- A) product
 - B) distribution
 - C) branding
 - D) price
 - E) marketing communications
- 38) When the elements of the marketing mix are combined effectively, the resulting marketing strategy should 38) _____
- A) leverage the company's brand image.
 - B) satisfy the needs of the target market and achieve organizational objectives.
 - C) capitalize on technological advances and simplify distribution.
 - D) ensure the company dominates its niche market.
 - E) maximize the company's profits and minimize advertising expenditures.

- 39) You have been hired to create a marketing communication program for Brendo Toys. You will be 39) _____
A) selecting an appropriate advertising campaign.
B) deciding on alternate distribution methods.
C) monitoring profit per unit.
D) suggesting new product features.
E) setting a competitive price.
- 40) BMW's decision to produce the Mini Cooper was a _____ decision. 40) _____
A) distribution
B) marketing communications
C) product
D) pricing
E) target market
- 41) Apple separates itself from its competition through _____ by offering unique products that 41) _____
deliver combinations of benefits that are unlike other market offerings.
A) cause marketing
B) target marketing
C) price strategy
D) brand extension
E) product differentiation
- 42) "Mama's Diner" emphasizes its unique recipes, home-cooked taste, and fresh preparation in its 42) _____
marketing plan. What strategy is "Mama's" executing?
A) product differentiation
B) low price leader
C) intangible benefit
D) enhancement
E) entrepreneurial
- 43) Considerations of media and message are part of which type of strategy? 43) _____
A) advertising
B) sales promotion
C) trade promotion
D) personal selling
E) event marketing
- 44) Managers making pricing decisions for a product that exhibits low differentiation relative to its 44) _____
competition will generally
A) be subject to monopolistic pricing laws.
B) set prices according to cost of manufacturing.
C) set prices higher than competitive products.
D) have little flexibility in setting prices.
E) set prices below competitive products.
- 45) The following factors must be considered when a price strategy is established. 45) _____
A) marketing mix, IMC strategy, size of target market, age of consumer
B) cost of manufacture, customer location, desired profits, and degree of competition
C) durability of packaging, production costs, distributor relationships, and push strategy
D) pull strategy, product longevity, intangible value, and competitor's costs
E) service mix, desired profits, applicable taxes, and goals of sales force

- 46) Pricing strategy decisions include consideration of 46) _____
A) loyalty programs, communications media and channel factors.
B) costs only.
C) test marketing, warranties, and consumer loyalty.
D) trade allowances, discount programs and credit terms.
E) profits only.
- 47) A series of firms or individuals that participate in the flow of goods and services from producer to 47) _____
final users is known as a
A) target market.
B) marketing channel.
C) selling group.
D) distributorship.
E) distributor segment.
- 48) organizations which resell a product along a distribution channel are known as 48) _____
A) agents.
B) buyers.
C) distributors.
D) manufacturers.
E) brokers.
- 49) Advances in Internet technologies and e-commerce are encouraging development of more 49) _____
A) mass merchant retailers.
B) detailed communications strategies.
C) generic marketing strategies.
D) direct channels of distribution.
E) price discounts.
- 50) Referred to as _____, this premise holds that it is important for a company to present a clear and 50) _____
consistent message in each medium to achieve the highest possible impact.
A) test marketing
B) the marketing mix
C) integrated marketing communications
D) standardized marketing communications
E) target marketing
- 51) Coupons and contests are examples of 51) _____
A) event marketing.
B) price discounting.
C) consumer promotion.
D) target marketing.
E) trade promotion.
- 52) Event marketing is of benefit to companies because it offers 52) _____
A) increased public awareness and positive public image.
B) volume incentives and trade allowances.
C) guaranteed sales.
D) profit maximization security.
E) an opportunity to network with celebrities.

- 53) Face-to-face or other direct forms of communication between marketing organizations and potential buyers is known as 53) _____
A) integrated marketing communications.
B) event marketing.
C) sales promotion.
D) e-commerce.
E) personal selling.
- 54) Bell Canada's sponsorship of the 2010 Olympics presents an opportunity to generate publicity for the Bell brand and is therefore a _____ strategy. 54) _____
A) public relations
B) target market
C) distribution
D) promotional
E) product
- 55) Management of a firm's reputation in the market is, in part, managed through skillful _____ advertising campaigns. 55) _____
A) target B) brand C) product D) corporate E) social
- 56) Shell Canada's television commercials featuring Shell employees solving environmentally sensitive challenges in sustainable ways do not seek to directly sell Shell products, but to enhance the company's public image. They are therefore which type of advertising campaign? 56) _____
A) corporate
B) customer relationship management
C) sustainable
D) green
E) innovation
- 57) Customer Relationship Management refers to 57) _____
A) the cooperation of competitive organizations who share the same target markets.
B) the development of a friendly support system for retailers through a cooperative association.
C) privacy legislation for collection of personal information.
D) the personal selling process.
E) the strategies designed to optimize profitability, revenue, customer retention & customer satisfaction.
- 58) A partnering whereby two firms combine their resources in a marketing venture for the purpose of satisfying the customers they share is a(n) 58) _____
A) acquisition.
B) competitive alliance.
C) mutual venture.
D) strategic alliance.
E) target market alliance.

- 59) This CRM tool offers incentives to customers to ensure repeat purchases. 59) _____
A) promotions
B) loyalty programs
C) strategic alliances
D) customer profiling
E) database marketing
- 60) The implementation of CRM requires a firm to invest in _____ to collect, analyze, and manage customer information. 60) _____
A) market researchers
B) interactive websites
C) census data
D) software tools
E) customer appreciation specialists
- 61) An effective CRM program uses information to create _____ to meet unique customer needs. 61) _____
A) integrated marketing communications
B) customer analysis
C) target markets
D) individualized marketing programs
E) corporate advertising
- 62) Most CRM information is captured 62) _____
A) at industry trade association conventions.
B) through company websites.
C) by purchasing government census data.
D) from credit card statement data.
E) at point of purchase.
- 63) This marketing activity sees the development of strategies that are in the best interests of everyone in the entire channel of distribution. 63) _____
A) channel control
B) partnership marketing
C) demand steering
D) joint ventures
E) data sharing
- 64) When you purchase goods at Canadian Tire you receive "Canadian Tire money" to be used to give you a discount on your next purchase. This is an example of which type of marketing activity? 64) _____
A) partnership
B) sales promotion
C) strategic alliance
D) price strategy
E) loyalty program

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

- 65) Marketing is a process that identifies a need and then offers a means of satisfying. 65) _____
- 66) The concept of "exchange" involves the identification of needs and development of the product that meets these needs. 66) _____

- 67) Organizations that concentrate on what they are capable of producing follow a marketing orientation. 67) _____
- 68) An organization focusing on selling more products to drive increased profits is practising the marketing orientation. 68) _____
- 69) Making what you can market instead of marketing what you can make is a philosophy of the marketing era. 69) _____
- 70) Production capability is a factor examined during a needs assessment. 70) _____
- 71) A marketing orientation exists when all business revolves around the customer. 71) _____
- 72) A market refers only to the ultimate consumer. 72) _____
- 73) Seeking profits from expanded sales is characteristic of the selling orientation. 73) _____
- 74) Satisfying customer needs and building ongoing relationships is "key" to the marketing concept. 74) _____
- 75) If Ford Motor Company designs and develops an automobile as a result of feedback from a new target market, it is applying the selling concept. 75) _____
- 76) Businesses that conduct themselves in the best interests of company executives are socially responsible. 76) _____
- 77) Socially responsible marketing is demonstrated when a business conducts itself in the best interests of the consumers and society. 77) _____
- 78) Assessing customer needs by conducting research is an essential element of marketing in practice. 78) _____
- 79) The purpose of market research during customer needs assessment is to establish competitive advantage. 79) _____
- 80) General Motors' market may be the ultimate consumer or an organizational buyer. 80) _____
- 81) Researcher suggest that it is five times more costly to get a new customer to buy than to keep an old one. 81) _____
- 82) Cause marketing allows companies to support efforts that benefit society and also meet business objectives. 82) _____
- 83) The target market for a new disposable diaper wipe is children ages 0-2. 83) _____
- 84) Consumer analysis is the study of the effect of a price increase on a consumer demand. 84) _____
- 85) Dell's decision to bypass traditional channels of distribution is a product decision. 85) _____
- 86) Public image has no influence on the purchase intentions of customers. 86) _____

- 87) The collection of target markets chosen by the organization is its marketing mix. 87) _____
- 88) The marketing mix refers to a set of strategic elements including product, price, distribution, and marketing communications. 88) _____
- 89) Advertising is a persuasive form of marketing that focuses only on media such as magazines, newspapers, and commercial television. 89) _____
- 90) Coupons are an example of sales promotions. 90) _____
- 91) The flow of goods and services to the final consumer is a function of distribution strategy. 91) _____
- 92) When Maple Leaf Foods was faced with a sweeping product recall due to consumer deaths linked to its products, it was faced with a potentially devastating blow to its corporate strategy and marketing strategy. 92) _____
- 93) Corporate advertising is intended to directly sell a product or service. 93) _____
- 94) Marketing unique attributes or differential advantages of a product is a demonstration of a price strategy. 94) _____
- 95) The first step in the marketing process is the identification and selection of a target market. 95) _____
- 96) A pricing strategy is only concerned with establishing a price that is attractive to consumers. 96) _____
- 97) Public Relations and publicity decisions are part of a company's marketing communications plan. 97) _____
- 98) Relationship Marketing is not concerned with individual transactions. 98) _____
- 99) A target market is a group of people, typically a smaller geographic area, in which a product or service is tested before it is officially launched. 99) _____
- 100) President's Choice and No Name products have very different package designs. In marketing, these decisions are considered part of the product. 100) _____
- 101) A company's sponsorship of a triathlon is not a marketing mix decision. 101) _____
- 102) Canadian Tire's partnering with Budget Car and Truck Rental in order to establish rental kiosks is an example of a Relationship Marketing program. 102) _____
- 103) Fairmont Hotels' relationship management efforts focus on understanding the business traveller's needs to identify priorities with which to reward them for their loyalty. 103) _____
- 104) Product strategy involves the development of pricing that is fair and equitable for the consumer while still profitable for the organization. 104) _____
- 105) Participating in trade shows is an example of personal selling. 105) _____

- 106) Bell Canada's sponsorship of the 2010 Winter Olympics is an example of event marketing. 106) _____
- 107) Customer satisfaction and relationship marketing are the cornerstones of contemporary marketing. 107) _____
- 108) Shopper's Drug Marts "Optimum" loyalty program rewards shoppers with discounts and special promotions based upon their previous purchases. This is relationship marketing. 108) _____
- 109) A strategic alliance is an agreement between the customer and the seller to share the profit from the sale of a good or service. 109) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 110) Explain the statement, "Marketing is an agent of change."
- 111) What is marketing? Use your own words to define and describe marketing.
- 112) In recent years the scope of socially responsible marketing has expanded. What was initially considered to be socially responsible marketing? What does socially responsible mean today? Give examples of 3 activities with which a socially responsible organization could be concerned.
- 113) By using examples, describe two main types of programs that a company can implement in order to be perceived as a "socially responsible" marketer.
- 114) By describing the 4 stages in the evolution of marketing, explain how the focus changed from the company to becoming a good corporate citizen.
- 115) Explain how a manufacturer of personal computers could use each of the different marketing orientations in its sales efforts.
- 116) Distinguish between a consumer market and a business-to-business market.
- 117) A supplier of computer software has decided to produce educational CD ROMs. A consultant has advised that to be successful a marketer should be employed to implement marketing practices and philosophies within the company. In line with a marketing orientation, what are the first two things this new marketing employee should determine about the business this company wishes to start?
- 118) You are working at Procter and Gamble on their diaper business. You have been asked to review Pampers' target market. Considering what you know about target markets, provide 3 descriptors that you think would be typical of this group.
- 119) Describe the 5 essential elements of the marketing process.
- 120) Using a product or service of your choice, demonstrate how the four elements of the marketing mix are employed to market strategically.
- 121) Assume that you have been hired by your school's cafeteria to improve their marketing. Identify the first step of the marketing process that you would embark upon and then describe what you could do to complete that first step.

- 122) Describe the final stage of the marketing process and explain its importance.
- 123) By outlining the various types of marketing communications decisions, illustrate how this element of the marketing mix is the most visible.
- 124) Space Age Components Inc., a manufacturer of electronic systems, is considering a package redesign and also bypassing its traditional channel members and marketing directly to clients. Identify and explain the two components of the marketing mix which apply in this example.
- 125) Identify and explain two marketing communications strategies other than mass media advertising that a Mutual Funds company could use to expand its client base.
- 126) Using the hotel industry as an example, explain how relationship marketing focuses on more than a hotel's guest.
- 127) Identify an organization that uses a loyalty program as part of its CRM strategy. Describe the features of the loyalty program and demonstrate how it serves as a CRM program for its organization.

Answer Key

Testname: UNTITLED1

- 1) B
- 2) D
- 3) C
- 4) D
- 5) C
- 6) E
- 7) B
- 8) E
- 9) E
- 10) D
- 11) D
- 12) D
- 13) E
- 14) D
- 15) E
- 16) A
- 17) A
- 18) A
- 19) A
- 20) E
- 21) B
- 22) D
- 23) C
- 24) E
- 25) A
- 26) D
- 27) E
- 28) D
- 29) B
- 30) D
- 31) A
- 32) B
- 33) A
- 34) E
- 35) B
- 36) D
- 37) B
- 38) B
- 39) A
- 40) C
- 41) E
- 42) A
- 43) A
- 44) D
- 45) B
- 46) D
- 47) B
- 48) C
- 49) D
- 50) C

Answer Key

Testname: UNTITLED1

- 51) C
- 52) A
- 53) E
- 54) A
- 55) D
- 56) A
- 57) E
- 58) D
- 59) B
- 60) D
- 61) D
- 62) E
- 63) B
- 64) E
- 65) TRUE
- 66) FALSE
- 67) FALSE
- 68) FALSE
- 69) TRUE
- 70) FALSE
- 71) TRUE
- 72) FALSE
- 73) TRUE
- 74) TRUE
- 75) FALSE
- 76) FALSE
- 77) TRUE
- 78) TRUE
- 79) FALSE
- 80) TRUE
- 81) TRUE
- 82) TRUE
- 83) FALSE
- 84) FALSE
- 85) FALSE
- 86) FALSE
- 87) FALSE
- 88) TRUE
- 89) FALSE
- 90) TRUE
- 91) TRUE
- 92) TRUE
- 93) FALSE
- 94) FALSE
- 95) FALSE
- 96) FALSE
- 97) TRUE
- 98) TRUE
- 99) FALSE
- 100) TRUE

Answer Key

Testname: UNTITLED1

- 101) FALSE
- 102) TRUE
- 103) TRUE
- 104) FALSE
- 105) TRUE
- 106) TRUE
- 107) TRUE
- 108) TRUE
- 109) FALSE

110) Marketing is a means to assess changing conditions and provides the expertise to develop strategies that will allow an organization to adapt to change.

111) Student answers will vary but could include reference to the following:

- need identification
- means of need satisfaction (product or service)
- a mutually beneficial transaction or exchange between a buyer and a seller
- planning and execution of conception, pricing, promotion, and distribution of ideas, goods and services

112) Initially, cause marketing, supporting worthy causes and donating money and services to needy groups was considered to be socially responsible marketing.

Socially responsible companies of today are expected to behave in the best interests of consumers and society. The organization is expected to enhance the well-being of society through sound relationships and corporate citizenship. Ethical business practices are paramount.

Students will generate numerous examples of socially responsible business activities. These could include, but are not limited to:

- environmentally conscious operations
- reducing packaging and misuse of resources
- proper treatment of workers
- workplace safety
- product safety
- making positive contributions to public health
- transparency for public corporations
- preservation of diversity in global markets

113) • Programs to conserve, preserve, and protect the environment

- Programs to support societal causes; referred to as "cause" marketing

114) • Production era: market in a way that is first and foremost best for the company.

- Selling era: some consideration given to the customer but approach is to make first and then find a market.
- Marketing era: uncover market's need and then satisfy it in way that benefits both the customer and the company.
- Socially Responsible Marketing era: satisfy needs in a way that is in society's best interests and in so doing become a good corporate citizen.

115) • Production orientation: produce a limited choice of PC's and focus on what is best for the company especially in terms of profit.

- Selling orientation: produce PC's with a wide variety of options and then try to find a market which will find these options attractive.
- Marketing orientation: get customer input about desired options in a PC and then produce systems which will satisfy these needs.
- Socially responsible marketing orientation: satisfy the computer buyer's needs in a manner which indicates that the company is a good corporate citizen; sponsor local events, donate used systems to schools.

116) • Consumer market – those who have a similar need for product/service, the resources to purchase, and the willingness and ability to buy.

- Business-to-business market – an organizational buyer that buys goods and services for its own use or for resale.

Answer Key

Testname: UNTITLED1

- 117) • Step 1 includes a needs assessment of the consumer to determine unmet needs and the potential for the new products. This step is done through market research.
- Step 2 involves identifying and selecting the target market the firm wants to pursue.
- 118) Student answers will vary but should demonstrate knowledge that target markets have common characteristics that shape their need for the given product, the desire and means to purchase it. Answers could include descriptors such as:
- Parents with children aged from newborn to 4 years
 - These parents must be interested in the convenience of disposable diapers and be able to afford them. Their household income is estimated to be above the poverty line.
 - These parents prioritize convenience for them, and comfort for their children, over the environmental impact of their purchase.
- 119) • Assessment of needs
- Identification and selection of target market(s)
 - Development of strategies to serve target market(s)
 - Development of CRM program
 - Evaluation of strategies' effectiveness
- 120) Application of the four marketing mix elements, price, product, distribution and marketing communications, should be demonstrated in student responses.
- 121) Step 1 is the needs assessment. Students may describe a variety of market research activities such as surveys, interviews, questionnaires, focus groups etc. All suggestions should lead to the discovery of unmet needs among the cafeteria's consumers and the determination of potential for new products.
- 122) Evaluating marketing activity concludes the marketing process. Research is conducted to ensure that the activities of the organization continue to meet the objectives of the marketing plan, and also the needs of the customer. Changing market needs (tastes, preferences, habits, and lifestyles) may require the organization to adapt its marketing plans. Evaluation provides the control for the marketing process.
- 123) Decisions include selection of advertising media, sales promotion, event marketing, personal selling, public relations, and publicity all of which focus on creating a favourable image. In all of these elements, both the physical and human resources of the company are very visible.
- 124) • Distribution – Space Age is changing its method of distribution from an indirect to direct design
- Product – changing a package design is a product decision
- 125) • Special event marketing – participate in a financial services trade show
- Sponsorship of community event – sponsor a local sports team
 - Personal selling – direct one-to-one contact with potential clients
 - Direct marketing via the Internet – design an interactive website
- 126) • Relationship marketing involves all members in the distribution channel for goods or services. In the hotel industry, relationships are established and maintained with suppliers of services and materials to the hotel as well as vendors leasing space in the hotel (hair salons, spas, travel agencies)
- 127) Again, the specific loyalty programs identified by students will vary based upon their own shopping behaviours and experiences. However, the demonstrations should include features such as:
- offer of incentives for repeat purchases
 - collection of customer data
 - generation of "customized" offers based upon the data
 - communication of these offers to the customer

For example, Chapters has rewards. Members complete a registration process and give contact information, demographic info etc. All members receive regular and promotional discounts to encourage repeat purchase. The member number is recorded at each sale. The combination of the member profile and the POS information allows Chapters to notify members via email when favourite authors publish new books, or to mail promotional incentives just prior to heavy purchase periods.