

KQO1 Concepts in Marketing Sales and Customer Contact Version 2

Section: Supply Chain & Marketing • Total Questions: 10 • Format: Verified Q&A

1. Which of the following ethical issues can arise for management if employees are not able to meet their set targets to qualify for a bonus?

- (A) The employees will request deductions in the target.
 - (B) The employees will feel less motivated to work.
 - (C) The employees will face deductions in their paychecks.
 - (D) The employees can misrepresent their work to meet targets.
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2. Which personal influence is the inner drive to take action to satisfy a need?

- (A) Learning
 - (B) Motivation
 - (C) Attitude
 - (D) Perception
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3. A fast food restaurant owner put an advertisement of the weekly specials in the local newspaper. A diverse population reads the paper in the community where the owner's only fast food restaurant is located.

- (A) Differentiated
 - (B) Micro-marketing
 - (C) Undifferentiated
 - (D) Concentrated
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4. A realtor representing luxury condominiums offers pre-market tours to clients before opening tours to the general public. Which part of the marketing mix does this approach represent?

- (A) Place
 - (B) Price
 - (C) Promotion
 - (D) Product
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5. What is the first step of the personal selling process?

- (A) Presentation
 - (B) Prospecting
 - (C) Handling objections
 - (D) Approach
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6. Which one of Porter's Five Forces is this manager experiencing?

- (A) Competitive rivalry
 - (B) Bargaining power of suppliers
 - (C) Threat of new entrants
 - (D) Bargaining power of buyers
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7. What is the term used to describe the stages a product goes through?

- (A) Product life cycle
 - (B) Marketing mix
 - (C) Marketing planning process
 - (D) Product width
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8. Which fair information practice principle is being described?

- (A) Security
 - (B) Choice
 - (C) Notice
 - (D) Access
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9. What is an advantage of using data from a secondary source?

- (A) Reduces the chance of incorporating irrelevant data
 - (B) Reduces the time needed for data analysis
 - (C) Provides cost-efficient data
 - (D) Provides exact answers to research questions
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10. A company uses graffiti art in a city to advertise its new products. Which marketing strategy is the company using?

- (A) Content marketing
 - (B) Guerrilla marketing
 - (C) Influencer marketing
 - (D) Digital marketing
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