

Mktg 305 Principles of Marketing  
Exam 4 Study Guide  
Winter 2010

1. Extreme value retailers

2. Impressions of the corporation that operates the store, the category or type of store, the product categories in the store, the brands in each category, merchandise and service quality and the marketing activities of the store, are all elements of a store's retail

3. \_\_\_\_\_ are a variation of off-price retailing and require customers to purchase a membership card for the privilege of shopping at the store.

4. \_\_\_\_\_ requires that the customers perform many functions and little is provided by the outlet.

5. At the Christmas Tree Shop, customers can shop for Christmas gifts at any time of year. What type of utility does this store primarily create for its customers?

6. One of the reasons given for the failure of the hypermarket concept in the United States is an inability to locate the stores at the most visible and accessible sites. All the best locations were already occupied by Wal-Mart, category killers and other retail outlets. In terms of the retailing mix, hypermarkets had a problem with their

7. The marketing managers at Omaha Steaks used airlines' databases to mail a special offer to frequent flyers. Eight weeks after shipping the steaks to the frequent flyers who placed orders as a result of the initial offer, the company's salespeople followed up by telephoning customers to ask for new orders. This is an example of which types of nonstore retailing?

8. A huge shopping strip with multiple anchor (or national) stores is called a

9. Competition between very dissimilar types of retail outlets that carry some of the same kind of merchandise is referred to as

10. Which of the following is an example of how retailers are reinventing their stores to match the way you shop?

11. Sales promotions cannot be the sole basis for a promotional campaign because

12. Like personal selling, \_\_\_\_\_ often consists of interactive communication.

13. Communications programs that coordinate all promotional activities—advertising, personal selling, sales promotion, public relations and direct marketing—to provide \_\_\_\_\_.
14. In the hierarchy of effects, evaluation is defined as
15. Procter & Gamble introduced Old Spice High Endurance antiperspirant, targeted to teen-aged boys who don't watch much TV. It had to achieve high brand awareness among these potential consumers. P & G did grassroots marketing including handing out samples at skateboarding events and sponsoring a contest for high-school football player of the year. P & G emphasized which promotional element in this example?
16. \_\_\_\_\_ is the sender's interpretation of the response and indicates whether the message was decoded and understood as intended.
17. In the hierarchy of effects, awareness is defined as
18. A pull strategy occurs when
19. To deliver a consistent message about its town the Las Vegas Convention and Visitors Authority (LVCVA) has undertaken a(n) \_\_\_\_\_ campaign.
20. A major fallacy of \_\_\_\_\_ budgeting is that by tying budget to sales, a company may have the least amount to spend when it actually needs the greatest amount of promotion dollars.
21. A popular NPR radio show, Car Talk, encourages listeners to solve a puzzler each week. If they have the correct answer and send it in to the show and theirs is chosen, they win a prize. This is an example of a
22. Messages on the interior and exterior of buses, subway cars and taxis are called
23. One of the advantages associated with radio as an advertising medium is that it
24. The objective of institutional advertisements is to \_\_\_\_\_, rather than promote a specific good or service.
25. One reason for using the Internet as an advertising medium is
26. One of the advantages associated with television as an advertising medium is that it
27. One of the advantages associated with radio as an advertising medium is that it

28. TransWave International is a small company that has developed a system that uses the Web and patented electronic sensors as an early-warning device for pipeline leaks. Pipeline safety is becoming a big issue in the U.S. as more natural gas lines are being laid near populous centers. The timing is right for this company to be extremely successful, but it must make itself known to oil companies. One method it used was an article about the company in Business 2.0 magazine. This article described the company, what its product could do and why the product was needed. The article was an example of

29. An ad for Kraft salad dressings uses a play on words in its headline, "Around here, we're 'jeans and t-shirts' but our dressing is 'night on the town.'" This use of a \_\_\_\_\_ appeal implies that the dressing is like what is served at the finest eating establishments, but you can enjoy it in the comfort of your home.

30. For marketers the primary objective of a point-of-purchase display is to

31. Research indicates that 25% of U.S. salespeople engaged in \_\_\_\_\_ selling consider it unethical to explicitly ask customers about competitor strategies such as pricing practices, product development efforts and trade and promotion programs.

32. Which of the following statements does NOT describe a role personal selling plays in an organization's marketing effort?

33. \_\_\_\_\_ is the practice of using an entire team of professionals in selling to and serving major customers.

34. How does relationship selling create customer value?

35. \_\_\_\_\_ is the practice of building ties to customers based on a salesperson's attention and commitment to customer needs over time.

36. Which of the following statements describes a role personal selling plays in an organization's marketing effort?

37. Which of the following statements about cold canvassing is true?

38. Davidson-Uphoff & Company sells ironware accessories for home and garden to retailers. When its salesperson told the prospect, "For this week only, we will pay the all the shipping costs for new customers", the salesperson was using a(n)

39. Russ Berry Company is a company that makes gifts and collectibles. When its southeastern sales rep is driving through a community on her way to make a sales call, she looks for small independent florists and gift shops. When she finds a retailer she knows is not carrying Russ products, she stops and makes a sales call. The company's sales rep uses \_\_\_\_\_ to find prospects.

40. A straight commission compensation plan is a compensation plan