POSSIBLE TEST QUESTIONS

1.      Which of the following reflects what marketing should be?

[a]..... Marketing is selling.

[b].... Internal / product-focused orientation.

[c]..... Goal of marketing is to obtain profit through customer satisfaction.

[d].... Orientation towards trying to achieve profits through volume.

2. You are a marketing manager and you are deciding how to change a negative association that consumers have with the product?

[a]     You give consumers reasons why the product does not possess the attributes that engender those negative associations.

[b]     You advertise that competitors’ products also hold such negative associations.

[c]     You highlight multiple positive associations that the product has with the goal to create some confusion in the mind of consumers.

[d]     You highlight a few positive associations that the product has.

3. Create a formal positioning statement using the syntax given in class, for a product of your choice.

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4. According to Kumar in “Strategies to Fight Low-Cost Rivals” how should a company respond when a low-cost player enters its industry, will take away many of its present customers, insufficient numbers of customers are willing to pay more for the benefits the old company offers, and setting up a low-cost business will generate no synergies with its existing business?

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5. What are brand awareness associations and brand image associations? How are they different? What role do they play in a consumer’s buying process?

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