

***Principles of Marketing for a Digital Age 1st edition
Tuten Test Bank***

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Test Bank

Chapter 1: Understanding marketing

1. Which of the following is not a dimension of the holistic marketing concept?

- a. relationship marketing
- b. integrated marketing
- c. social marketing
- d. performance marketing

Ans: C

2. The use of marketing to drive social change in behaviours that benefit individuals and society is referred to as _____.

- a. cause marketing
- b. cause-related marketing
- c. sustainability marketing
- d. social marketing

Ans: D

3. All the following are examples of Industry 4.0 innovations EXCEPT _____.

- a. internet connectivity
- b. virtual reality headsets
- c. self-driving cars
- d. smartphones

Ans: A

4. The decisions and activities related to bringing an offer to market is referred to as _____.

- a. value
- b. marketing
- c. production
- d. delivering

Ans: B

5. Markets can be identified by all of the following EXCEPT _____.

- a. product category
- b. geographic region
- c. type of buyer
- d. branded rewards

Ans: D

6. An offer targeted to consumers and sold by consumers is referred to as _____.

- a. C2C
- b. B2C
- c. C2B
- d. B2B

Ans: A

7. The value of making a product available when it is needed is referred to as _____.

- a. form utility
- b. time utility
- c. place utility
- d. possession utility

Ans: B

8. Which of the following is not one of the 4Ps in the classic marketing mix?

- a. product
- b. purpose
- c. price
- d. place

Ans: B

9. Product, place, price, and promotion known collectively as the 4Ps were expanded to include _____.

- a. position, process, and presence
- b. people, position, and placement
- c. position, process, and placement

d. people, process, and presence

Ans: D

10. An entity for sale is referred to as _____.

a. product

b. price

c. place

d. promotion

Ans: A

11. Marketers use all of the following design elements to suggest sensory perceptions in virtual environments EXCEPT _____.

a. touch

b. sounds

c. aesthetics

d. scents

Ans: A

12. Processing data close to the source is known as _____.

a. edge computing

b. living services

c. machine learning

d. metadata

Ans: A

13. Digital elements of Industry 4.0 driving the era of marketing convergence include all of the following EXCEPT _____.

a. internet of everything

b. digital reality

c. additive manufacturing

d. robotics

Ans: D

14. Cognitive technologies include all of the following EXCEPT _____.

- a. big data analytics
- b. artificial intelligence
- c. machine learning
- d. language processing

Ans: A

15. The set of technology tools used to support and operate marketing activities is referred to as _____.

- a. marketing convergence
- b. marketing mix
- c. marketing technology stack
- d. marketing concept process

Ans: C