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Class-section:BA 130 02 – INTRO

BA130 Module 5 Test-Chapters 13, 14, 15, & 16

Please choose the best answer. Use A or B. Place the answers in front of the numbers.

A 1. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and

exchanging offerings that have value for customers, clients, partners, and society at large.

a. trueb. false

A 2. The three parts of the marketing concept are _____.

a. customer orientation, service orientation, and profit orientation

b. customer orientation, company orientation, and national orientation

A 3. The 4 Ps of marketing or the marketing mix are _____.

a. product, price, place, and promotion

b. place, product, plan, and profit

A 4. A total product offer consists of everything consumers evaluate when deciding whether to buy

something.a. trueb. false

B 5. The four classifications of consumer goods and services include _____.

a. daily goods and services, home-made goods and services, shopping goods and services and overseas

goods and services

b. convenience goods and services, shopping goods and services, specialty goods and services, and

unsought goods and services

A 6. The functions of packaging must attract the buyers' attention, protect the goods inside, stand up under

handling, be easy to open and use, describe the contents, explain the benefits, provide information,

and indicate price, value, and uses.a. trueb. false

A 7. Intermediaries perform certain marketing tasks such as transportation, storing, selling, advertising,

and relationship building faster and more cheaply than most manufacturers could.

a. trueb. false

B 8. Nonstore retailing do not include electronic retailing telemarketing, vending machines, kiosks, and

carts, direct selling, multilevel marketing, and direct marketing.

a. trueb. false

A 9. Transportation modes include rail, trucks, ships, pipelines and airplanes.

a. trueb. false

A 10. _____ is the talking part of sales promotion. It is information distributed by the media that's not

paid for or controlled by the seller.

a. Publicityb. Public relations