

UNIT 4: MARKETING APPLICATIONS**TRUE/FALSE (25 questions)**

Indicate whether the following sentences or statements are true or false.

1. _____ Marketing is important to an organization because financial success is a direct result of a businesses' ability to satisfy the needs and wants of consumers.
2. _____ A need is something you would like to have.
3. _____ Age, income, and occupation are examples of demographic information.
4. _____ Market segmentation is the first step toward understanding consumer groups and determining target markets.
5. _____ Psychographic information reflects what products consumers use and how often they use them.
6. _____ Marketers must select only one method of segmentation when creating and implementing their marketing strategies.
7. _____ Geofencing is not yet an Olympic sport but will be in the next Summer Games.
8. _____ Market research provides an opportunity for companies to get to know their customers.
9. _____ Identifying problems is not a step in the market research process.
10. _____ A target market generally shares one or more similar and identifiable need and/or want.
11. _____ Direct mail is not considered a form of advertising.
12. _____ Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.
13. _____ Market segmentation is the process of identifying groups of consumers based on their common needs.
14. _____ An advertising agency is an organization that decides on and implements an advertising strategy for a customer.
15. _____ Broadcast media includes posters, game/event programs, point-of-purchase promotions and direct mail pieces.

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TRUE/FALSE Cont.

16. _____ Print, broadcast and online media are examples of advertising mediums.
17. _____ Viral marketing is the digital marketer's version of "word-of-mouth" advertising
18. _____ Sports consumers are people who may play, officiate, watch, or listen to sports, or read, use, purchase, and/or collect items related to sports.
19. _____ The marketing mix consists of variables that can not be controlled by marketing professionals.
20. _____ Niche marketing is the process of carving out a small percentage of market share in a crowded marketplace.
21. _____ Content that "goes viral" is most often an unpredictable outcome.
22. _____ Opportunistic Outdoor Home ads are also known as OOH.
23. _____ One example of OOH advertising would be a city transit bus wrapped in a logo promoting an upcoming All-Star Game event.
24. _____ PR (public relations) is considered a key "advertising" channel for many brands because it can be an effective way to tell the product or service's story in an authentic, organic way.
25. _____ TV advertising is traditionally the least expensive form of broadcast media.

MULTIPLE CHOICE (10 questions)

Identify the letter of the choice that best completes the statement or answers the question.

- _____ 1. Which of the following are benefits associated with marketing?
 - a. Adding perceived value to goods and services
 - b. Providing a variety of goods and services
 - c. Increasing production
 - d. All of the above
- _____ 2. Which of the following is a requirement of the exchange process?
 - a. A telephone conversation between parties
 - b. Each party must be free to accept or decline offer
 - c. A third party to observe the exchange
 - d. All of the above



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MULTIPLE CHOICE, cont.

- _____ 3. Price, Product, Place and Promotion are all components of the ____:
- a. Marketing Mix
 - b. Promotion Mix
 - c. Budget
 - d. Publicity Plan
- _____ 4. Which of the following is NOT a segmentation base?
- a. Demographic
 - b. Behavioral
 - c. Statistical
 - d. Psychographic
- _____ 5. ESPN's X-Games programming is an example of ____.
- a. Brand analysis
 - b. Strategic pricing
 - c. Niche market
 - d. All of the above
- _____ 6. Demographic statistics might include information about ____.
- a. Age
 - b. Consumers who dislike sports
 - c. People who enjoy movies
 - d. All of the above
- _____ 7. Which of the following is a consideration when evaluating target markets?
- a. Pricing
 - b. Product
 - c. Promotion
 - d. Reachable
- _____ 8. Classifying consumers in the North, South, East and West regions of the United States is an example of _____ segmentation.
- a. Location based
 - b. Psychographic
 - c. Ineffective
 - d. Geographic
- _____ 9. _____ involves the goods, services, or ideas used to satisfy consumer needs.
- a. Marketing Mix
 - b. Product
 - c. Pricing
 - d. Exchange Process
- _____ 10. According to data from Facebook, nearly one out of every three people in the U.S. that watch baseball on television live in Southern states. This is an example of what type of market segmentation?
- a. Benefits-based segmentation
 - b. Product usage
 - c. Geographic
 - d. Geofencing
- _____ 11. The effective selection of a positioning strategy involves ____.
- a. Identifying possible competitive advantages
 - b. Choosing the right competitive advantage
 - c. Avoiding positioning errors
 - d. All of the above



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MULTIPLE CHOICE, cont.

- _____ 12. Five Hour Energy's effort to promote the fact that its product contains zero calories compared to competing products that are often higher in calories provides an example of _____.
a. Product differentiation b. Product usage
c. Product segmentation d. None of the above
- _____ 13. _____ is a marketers plan for changing consumers' perceptions of a brand in comparison to competing brands about customers to improve business decision making.
a. Re-positioning b. Product differentiation
c. Product Management d. Marketing strategy
- _____ 14. What is UGC?
a. Utility Graphic Card b. User-Gamification Category
c. Utility Game Card d. User-Generated Content
- _____ 15. How do sports consumers participate in the exchange process?
a. They do not participate b. Participants as Consumers
c. Spectators as Consumers d. B and C above
- _____ 16. Market research gathers data relating to groups of people who could potentially be identified as a company's target audience. Which of the following is an example of one of those potential groups?
a. Consumers b. Competition
c. Company d. All of the above
- _____ 17. Which of the following is NOT a step in the research process?
a. Identifying the problem b. Collecting data
c. Selling the information d. Analyzing the information
- _____ 18. Which of the following is important when evaluating a target market?
a. Size of market b. Is the market reachable?
c. Money d. A and B above
- _____ 19. Television and radio commercials are an example of _____.
a. Budgeting b. Advertising
c. Personal selling d. Product differentiation
- _____ 20. Sports marketing professionals must identify where consumers shop to make decisions about which component of the marketing mix?
a. Place b. Product
c. Distribution d. Promotion
- _____ 21. Which of the following is a place you could see cinema advertising?
a. Parking lot b. Lobby
c. On-screen d. All of the above
- _____ 22. Which of the following is not an example of why a company might hire an agency to create an ad campaign?
a. Expertise b. Time and personnel constraints
c. No risk d. "Fresh" perspectives



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MULTIPLE CHOICE, cont.

- _____ 23. Which of the following is not an example of primary market research?
- a. Surveys b. Census reports
- c. Direct mail d. Focus groups
- _____ 24. Digital marketing is effective because it is _____.
- a. Measurable b. Cost efficient
- c. Targeted d. All of the above
- _____ 25. Sponsored content that is meant to look like editorial is known as _____:
- a. A blog b. Affiliate advertising

Match each item with the correct corresponding definition below.

- | | | | | | |
|----|--|----|-------------------------|----|------------------|
| a. | Marketing Concept | b. | Need | c. | Exchange Process |
| d. | Target Market | e. | Demographic Information | f. | Niche Marketing |
| g. | Market Segmentation | h. | Positioning | i. | Advertising |
| j. | The Marketing Mix (The 4 P's of Marketing) | | | | |

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|-------|-----|--|
| _____ | 1. | Information that provides descriptive classifications of consumers. |
| _____ | 2. | Variables that are controlled by marketing professionals in an effort to satisfy the target market. |
| _____ | 3. | A philosophy that a company's success is ultimately dependent upon efficient identification of consumer needs and wants and the ability to satisfy them. |
| _____ | 4. | A marketing transaction in which the buyer provides something of value to the seller in return for goods and services that meet that buyer's needs or wants. |
| _____ | 5. | The process of carving out a relatively tiny part of a market that has a very special need not currently being filled. |
| _____ | 6. | The fixing of your sports or entertainment entity in the minds of consumers in the target market. |
| _____ | 7. | Any paid, non-personal form of communication by an identified company promoting goods and services. |
| _____ | 8. | The process of identifying groups of consumers based on their common needs. |
| _____ | 9. | Something you have to have and that you cannot do without. |
| | 10. | People with a defining set of characteristics that set them apart as a group. |

UNIT 4: MARKETING APPLICATIONS**SHORT ANSWER (5 questions)**

1. List three forms of advertising.

2. What is one benefit of radio advertising?

3. List and explain the three characteristics that must be present for the exchange process to take place.

4. List and explain the components of the marketing mix.

5. Identify two considerations for evaluating a target market.

UNIT 4: MARKETING APPLICATIONS**ESSAY (2 questions)**

1. Explain why marketing activities are so important to businesses.

UNIT 4: MARKETING APPLICATIONS**ESSAY, cont.**

2. Explain how segmentation might be implemented to help a sports franchise reach its ticket sales goals.