

## **Chapter 1**

1. Relationship marketing assumes that many consumers and business customers prefer to have an ongoing relationship with one organization rather than switch continually among providers in their search for value.

- a. True
- b. False

*ANSWER:* True

*RATIONALE:* Relationship marketing assumes that many consumers and business customers prefer to have an ongoing relationship with one organization rather than switch continually among providers in their search for value. See 1-3: Differences between Sales and Market Orientations

*POINTS:* 1

*DIFFICULTY:* Easy

*QUESTION TYPE:* True / False

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.03

*TOPICS:* A-head: Differences between Sales and Market Orientations  
Bloom's: Remember  
BUSPROG: Analytic  
Marketing Orientation

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2. The fundamental problem with a sales orientation is a lack of understanding of the needs and wants of the marketplace.

- a. True
- b. False

*ANSWER:* True

*RATIONALE:* The fundamental problem with a sales orientation, as with a production orientation, is a lack of understanding of the needs and wants of the marketplace. Sales-oriented companies often find that, despite the quality of their sales force, they cannot convince people to buy goods or services that are neither wanted nor needed. See 1-2: Marketing Management Philosophies

*POINTS:* 1

*DIFFICULTY:* Easy

*QUESTION TYPE:* True / False

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.02

*TOPICS:* A-head: Marketing Management Philosophies  
Bloom's: Remember  
BUSPROG: Analytic  
Marketing Management

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3. A local grocer groups his customers into specific groups based on what they buy and when they shop. The grocer then schedules shipments of specific items based on these customer segments and offers different promotions to different customer groups. This is an example of customer relationship management.

- a. True
- b. False

*ANSWER:* True  
*RATIONALE:* Customer relationship management is accomplished by organizing the company around customer segments, establishing and tracking customer interactions with the company, fostering customer-satisfying behaviors, and linking all processes of the company from its customers through its supplier. See 1-3: Differences between Sales and Market Orientations

*POINTS:* 1  
*DIFFICULTY:* Moderate  
*QUESTION TYPE:* True / False  
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Bloom's: Apply  
BUSPROG: Reflective Thinking  
Marketing Concepts

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4. A market-oriented organization targets its products at "everybody" or "the average customer."

- a. True
- b. False

*ANSWER:* False  
*RATIONALE:* A sales-oriented organization targets its products at "everybody" or "the average customer." A market-oriented organization aims at specific groups of people. See 1-3: Differences between Sales and Market Orientations

*POINTS:* 1  
*DIFFICULTY:* Easy

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*TOPICS:* A-head: Differences between Sales and Market Orientations  
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5. Nonprofit organizations should adopt a sales orientation rather than a market orientation.

- a. True
- b. False

*ANSWER:* False  
*RATIONALE:* Nonprofit organizations can and should adopt a market orientation. See 1-3: Differences between Sales and Market Orientations  
*POINTS:* 1  
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6. A market-oriented organization recognizes that different customer groups want different features or benefits.

- a. True
- b. False

*ANSWER:* True  
*RATIONALE:* A market-oriented organization recognizes that different customer groups want different

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features or benefits. It may therefore need to develop different goods, services, and promotional appeals. See 1-2: Marketing Management Philosophies

*POINTS:* 1  
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*QUESTION TYPE:* True / False  
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7. A production-oriented firm focuses on its internal capabilities.

- a. True
- b. False

*ANSWER:* True  
*RATIONALE:* A production orientation is a philosophy that focuses on the internal capabilities of a firm rather than on the desires and needs of the marketplace. It asks questions such as "What can we do best?" and "What can our engineers design?" See 1-2: Marketing Management Philosophies  
*POINTS:* 1  
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Bloom's: Remember  
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8. The societal marketing orientation extends the marketing concept by acknowledging that some products that customers want may not really be in their best interests or the best interests of society as a whole.

- a. True
- b. False

*ANSWER:* True  
*RATIONALE:* The societal marketing orientation extends the marketing concept by acknowledging that some products that customers want may not really be in their best interests or the best interests of society as a whole. See 1-2: Marketing Management Philosophies  
*POINTS:* 1  
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9. Which of the following opinions is a critic of the sales-orientation philosophy most likely to hold?

- a. Reducing prices is the most effective technique that helps increase product sales.
- b. Customers do not buy products unless the products are adequately promoted.
- c. Business firms should give maximum emphasis to advertising strategies.
- d. Business firms need to have a good understanding of the needs of the marketplace.

*ANSWER:* d  
*RATIONALE:* The fundamental problem with a sales orientation, as with a production orientation, is a lack of understanding of the needs and wants of the marketplace. Sales-oriented companies often find that, despite the quality of their sales force, they cannot convince people to buy goods or services that are neither wanted nor needed. See 1-2: Marketing Management Philosophies  
*POINTS:* 1  
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*TOPICS:* A-head: Marketing Management Philosophies  
Bloom's: Understand  
BUSPROG: Analytic

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Sales Concept

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10. A firm that extensively uses relationship-marketing strategies is most likely to:
- a. focus on the internal rather than the external business environment.
  - b. rely on aggressive sales strategies.
  - c. be highly centralized.
  - d. encourage teamwork among employees.

*ANSWER:* d  
*RATIONALE:* Most successful relationship marketing strategies depend on customer-oriented personnel, effective training programs, employees with the authority to make decisions and solve problems, and teamwork. See 1-3: Differences Between Sales and Market Orientation

*POINTS:* 1  
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Marketing Concepts

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11. Which of the following statements is true about on-demand marketing?
- a. It requires firms to focus on the internal rather than the external business environment.
  - b. It gives maximum emphasis to aggressive personal selling strategies.
  - c. It is aimed at enhancing customer relationships.
  - d. It is used by sales-oriented firms.

*ANSWER:* c  
*RATIONALE:* For on-demand marketing to be successful, companies must deliver high-quality experiences across all touch points with the customer, including sales, service, product use, and

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marketing. See 1-3: Differences Between Sales and Market Orientation

*POINTS:* 1  
*DIFFICULTY:* Moderate  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
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12. Which of the following is a difference between a market-oriented firm and a sales-oriented firm?
- a. Unlike a market-oriented firm, a sales-oriented firm puts customers at the center of its business.
  - b. Unlike a market-oriented firm, a sales-oriented firm uses relationship-marketing strategies.
  - c. Unlike a market-oriented firm, a sales-oriented firm gives little emphasis to promotion activities.
  - d. Unlike a market-oriented firm, a sales-oriented firm targets its products at the average customer.

*ANSWER:* d  
*RATIONALE:* A sales-oriented organization targets its products at "everybody" or "the average customer." A market-oriented organization aims at specific groups of people. See 1-3: Differences Between Sales and Market Orientation

*POINTS:* 1  
*DIFFICULTY:* Moderate  
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13. Which of these statements is true about customer relationship management?

- a. It involves linking all processes of the company from its customers through its suppliers.
- b. It tries to convince potential customers to buy, even if the seller knows that the customer and product are mismatched.
- c. It is used more by sales-oriented firms than market-oriented firms.
- d. It is most extensively used by production-oriented firms.

*ANSWER:* a

*RATIONALE:* Customer relationship management is accomplished by organizing the company around customer segments, establishing and tracking customer interactions with the company, fostering customer-satisfying behaviors, and linking all processes of the company from its customers through its suppliers. See 1-3: Differences Between Sales and Market Orientation

*POINTS:* 1

*DIFFICULTY:* Moderate

*QUESTION TYPE:* Multiple Choice

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.03

*TOPICS:* A-head: Differences Between Sales and Market Orientation  
Bloom's: Understand  
BUSPROG: Analytic  
Marketing Concepts

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14. A sales-oriented firm places minimal emphasis on:

- a. promotional strategies.
- b. building long-term customer relationships.
- c. pricing strategies.
- d. personal selling and direct selling activities.

*ANSWER:* b

*RATIONALE:* Sales-oriented organizations place a higher premium on making a sale than on developing a long-term relationship with a customer. See 1-3: Differences Between Sales and Market Orientation

*POINTS:* 1

*DIFFICULTY:* Moderate

*QUESTION TYPE:* Multiple Choice

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.03

*TOPICS:* A-head: Differences Between Sales and Market Orientation



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Bloom's: Understand  
BUSPROG: Analytic  
Sales Concept

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15. Relationship-management strategies depend on:

- a. centralization.
- b. employee empowerment.
- c. deregulation.
- d. greenwashing techniques.

*ANSWER:* b  
*RATIONALE:* Relationship marketing is a strategy that focuses on keeping and improving relationships with current customers. Most successful relationship marketing strategies depend on customer-oriented personnel, effective training programs, employees with the authority to make decisions and solve problems, and teamwork. See 1-3: Differences Between Sales and Market Orientation

*POINTS:* 1  
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*QUESTION TYPE:* Multiple Choice  
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Marketing Concepts

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16. Which of the following statements is true of customer relationship management?

- a. It involves targeting the average customer or everybody.
- b. It involves establishing and tracking customer interactions with the company.
- c. It considers all the customers of the firm as one large group that should be targeted with a single promotional

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strategy.

d. It is used by sales-oriented firms to convince customers to buy their products.

*ANSWER:* b

*RATIONALE:* Customer relationship management is a company-wide business strategy designed to optimize profitability, revenue, and customer satisfaction by focusing on highly defined and precise customer groups. This is accomplished by organizing the company around customer segments, establishing and tracking customer interactions with the company, fostering customer-satisfying behaviors, and linking all processes of the company from its customers through its suppliers. See 1-3: Differences Between Sales and Market Orientation

*POINTS:* 1

*DIFFICULTY:* Moderate

*QUESTION TYPE:* Multiple Choice

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.03

*TOPICS:* A-head: Differences Between Sales and Market Orientation  
Bloom's: Understand  
BUSPROG: Analytic  
Marketing Management

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17. Which of the following is a drawback of the production-orientation philosophy?

- a. It ignores the importance of assessing a firm's internal capabilities.
- b. It overlooks the importance of market research.
- c. It places little emphasis on the assessment of manufacturing plants and facilities.
- d. It gives importance to the sales function over other functions.

*ANSWER:* b

*RATIONALE:* A production orientation falls short because it does not consider whether the goods and services that the firm produces most efficiently also meet the needs of the marketplace. See 1-2: Marketing Management Philosophies

*POINTS:* 1

*DIFFICULTY:* Moderate

*QUESTION TYPE:* Multiple Choice

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.02

*TOPICS:* A-head: Marketing Management Philosophies  
Bloom's: Understand  
BUSPROG: Analytic  
Production Concept

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18. A market-oriented firm:
- defines its mission in terms of the benefits its customers seek.
  - targets the average customer.
  - is highly centralized.
  - defines its business in terms of the goods and services it produces.

*ANSWER:* a  
*RATIONALE:* A market-oriented firm defines its business in terms of the benefits its customers seek. See 1-3: Differences Between Sales and Market Orientation  
*POINTS:* 1  
*DIFFICULTY:* Moderate  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
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*TOPICS:* A-head: Differences Between Sales and Market Orientation  
Bloom's: Understand  
BUSPROG: Analytic  
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19. Which of the following strategies is most closely associated with a societal marketing orientation?
- Using greenwashing techniques
  - Fostering opportunism
  - Using clean energy sources
  - Increasing overhead production costs

*ANSWER:* c  
*RATIONALE:* The societal marketing orientation extends the marketing concept by acknowledging that some products that customers want may not really be in their best interests or the best interests of society as a whole. This philosophy states that an organization exists not only to satisfy customer wants and needs and to meet organizational objectives but also to preserve

**Chapter 1**

or enhance individuals' and society's long-term best interests. See 1-2: Marketing Management Philosophies

*POINTS:* 1  
*DIFFICULTY:* Moderate  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.02  
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Bloom's: Apply  
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Marketing Management  
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20. Which of the following strategies illustrates a market orientation?

- a. Targeting the average consumer
- b. Implementing centralization
- c. Increasing overhead production costs
- d. Creating customer value

*ANSWER:* d  
*RATIONALE:* Achieving a market orientation involves obtaining information about customers, competitors, and markets; examining the information from a total business perspective; determining how to deliver superior customer value; and implementing actions to provide value to customers. See 1-3: Differences Between Sales and Market Orientation

*POINTS:* 1  
*DIFFICULTY:* Moderate  
*QUESTION TYPE:* Multiple Choice  
*HAS VARIABLES:* False  
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KCTI-8RSU-KQBW-GOSU-GCJU-CESS-EQDD-8R4D-KAJI-E7JI-YT4D-JFNN-4OTI-GO4W-NQNBEE

21. Which of the following questions which companies consider is best aligned with the production orientation philosophy?

- a. What are the product preferences of our customers?
- b. How can we sell our products more aggressively?
- c. What can our engineers design?
- d. How can we gather more information about customer needs?

*ANSWER:* c

*RATIONALE:* A production orientation means that management assesses its resources and asks these questions: "What can we do best?" "What can our engineers design?" "What is easy to produce, given our equipment?" See 1-2: Marketing Management Philosophies

*POINTS:* 1

*DIFFICULTY:* Moderate

*QUESTION TYPE:* Multiple Choice

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.02

*TOPICS:* A-head: Marketing Management Philosophies  
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Production Concept

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22. Companies that rely on the marketing concept and have implemented a market orientation strategy recognize that:

- a. price is the most important variable for customers.
- b. products should be targeted at everybody or the average customer.
- c. customer wants can be satisfied by integrating activities of the firm.
- d. good promotion and advertising strategies can save a bad product.

*ANSWER:* c

*RATIONALE:* The marketing concept includes integrating all the organization's activities, including production, to satisfy customer wants. See 1-2: Marketing Management Philosophies

*POINTS:* 1

*DIFFICULTY:* Moderate

*QUESTION TYPE:* Multiple Choice

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.02

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*TOPICS:* A-head: Marketing Management Philosophies  
Bloom's: Understand  
BUSPROG: Analytic  
Marketing Orientation

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23. A sales-oriented firm:
- carefully identifies market segments.
  - extensively uses relationship-marketing strategies.
  - extensively uses personal selling and advertising.
  - increases sales by creating customer value and satisfaction.

*ANSWER:* c

*RATIONALE:* Sales-oriented organizations seek to generate sales volume through intensive promotional activities, mainly personal selling and advertising. See 1-3: Differences Between Sales and Market Orientation

*POINTS:* 1

*DIFFICULTY:* Moderate

*QUESTION TYPE:* Multiple Choice

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.03

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Bloom's: Understand  
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Sales Concept

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24. Filmin Inc. has decided to increase the production of its printers. Filmin does not conduct market research before making its marketing decisions. To ensure profits for the company, Filmin has instructed its marketing force to aggressively advertise and promote its printers. The CEO of Filmin believes that the market will absorb more products if powerful promotion strategies are used. After increasing production of printers, the company plans to reduce the prices of the printers to encourage customers to buy them. Filmin appears to have a \_\_\_\_\_ orientation.
- task

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- b. production
- c. sales
- d. customer

*ANSWER:* sales

*RATIONALE:* Filmin is most likely to be a sales-oriented firm. A sales orientation is based on the belief that people will buy more goods and services if aggressive sales techniques are used. See 1-2: Marketing Management Philosophies

*POINTS:* 1

*DIFFICULTY:* Challenging

*QUESTION TYPE:* Completion

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.02

*TOPICS:* A-head: Marketing Management Philosophies  
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25. Libra Electronic Inc. has launched a new range of light-weight vacuum cleaners with enhanced features. Before developing the product, Libra Electronic conducted a thorough study about customer requirements. The company also studied the quality of its competitors' vacuum cleaners. Based on insights about customer wants and competitor strengths and weaknesses, Libra Electronic has designed vacuum cleaners that can be clearly distinguished from other brands. Libra Electronic most likely has a \_\_\_\_\_ orientation.

*ANSWER:* market

*RATIONALE:* Libra Electronic most likely has a market orientation. Achieving a market orientation involves obtaining information about customers, competitors, and markets; examining the information from a total business perspective; determining how to deliver superior customer value; and implementing actions to provide value to customers. See 1-2: Marketing Management Philosophies

*POINTS:* 1

*DIFFICULTY:* Challenging

*QUESTION TYPE:* Completion

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*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.02

*TOPICS:* A-head: Marketing Management Philosophies  
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26. Consumer's expectations of doing new things with varied kinds of information in ways that create value have resulted in the emergence of \_\_\_\_\_.

*ANSWER:* on-demand marketing  
*RATIONALE:* Consumer's expectations of doing new things with varied kinds of information in ways that create value have resulted in the emergence of on-demand marketing. See 1-3: Differences Between Sales and Market Orientation  
*POINTS:* 1  
*DIFFICULTY:* Challenging  
*QUESTION TYPE:* Completion  
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27. Researchers at PPG Industries Inc. spent considerable time, effort, and money developing a bluish windshield that would let in filtered sunlight but block out heat. PPG had not conducted market research before deciding to design the windshield. Moreover, the windshield is priced higher compared to the other brands. The company has now introduced the windshield in the market and is hoping that the customers will like it. PPG most likely has a(n) \_\_\_\_\_ orientation.

*ANSWER:* production  
*RATIONALE:* PPG is most likely to be a production-oriented firm. A production orientation is a philosophy that focuses on the internal capabilities of a firm rather than on the desires and needs of the marketplace. It asks questions such as "What can we do best?" and "What can our engineers design?" See 1-2: Marketing Management Philosophies  
*POINTS:* 1  
*DIFFICULTY:* Challenging  
*QUESTION TYPE:* Completion  
*HAS VARIABLES:* False  
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## **Chapter 1**

**TOPICS:** A-head: Marketing Management Philosophies  
Bloom's: Apply  
BUSPROG: Reflective Thinking  
Production Concept

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28. A company that sets its goals and strategies based on what its current equipment can manufacture, what its engineering can design, and what the company itself can do best has a(n) \_\_\_\_\_ orientation.

**ANSWER:** production

**RATIONALE:** A production orientation is a philosophy that focuses on the internal capabilities of a firm rather than on the desires and needs of the marketplace. It asks questions such as these: "What can we do best?" "What can our engineers design?" "What is easy to produce, given our equipment?" See 1-2: Marketing Management Philosophies

**POINTS:** 1

**DIFFICULTY:** Challenging

**QUESTION TYPE:** Completion

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29. Discuss the concept of customer relationship management.

**ANSWER:** Customer relationship management is a company-wide business strategy designed to optimize profitability, revenue, and customer satisfaction by focusing on highly defined and precise customer groups. This is accomplished by organizing the company around customer segments, establishing and tracking customer interactions with the company, fostering customer-satisfying behaviors, and linking all processes of the company from its customers through its suppliers.

**POINTS:** 1

## **Chapter 1**

*DIFFICULTY:* Moderate  
*QUESTION TYPE:* Essay  
*HAS VARIABLES:* False  
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30. What is customer value? What are the six ways marketers can make sure customers perceive their companies/products as sources of value?

*ANSWER:* Customer value is the relationship between benefits and the sacrifice necessary to obtain those benefits. Marketers who want to be perceived by their customers as offering value can (1)offer products that perform, (2)earn trust, (3)avoid unrealistic pricing, (4)give the buyer facts, (5)offer organization-wide commitment in service and after-sales support, and (6)co-creation.

*POINTS:* 1  
*DIFFICULTY:* Moderate  
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31. Discuss the elements needed to implement successful relationship marketing strategies.

*ANSWER:* Most successful relationship marketing strategies depend on:Customer-oriented personnel:  
An employee maybe the only contact a customer has with the firm; in that customer's eyes, the employee is the firm. Any person, department, or division that is not customer oriented

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weakens the positive image of the entire organization. Training: Training is important to quality customer service and relationship building. Empowerment: In empowerment, delegation of authority is used to solve customer problems quickly, usually by the first person the customer notifies regarding a problem. Teamwork: Teamwork is the collaborative efforts of people to accomplish a common objective. Job performance, company performance, product value, and customer satisfaction all improve when people in the same department or workgroup begin supporting and assisting each other and emphasize cooperation instead of competition.

*POINTS:* 1  
*DIFFICULTY:* Moderate  
*QUESTION TYPE:* Essay  
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32. A company that sets its goals and strategies based on what its current equipment can manufacture, what its engineering can design, and what the company itself can do best has a(n) \_\_\_\_\_ orientation.
- a. marketplace
  - b. sales
  - c. exchange
  - d. production

*ANSWER:* d  
*RATIONALE:* A production orientation is a philosophy that focuses on the internal capabilities of a firm rather than on the desires and needs of the marketplace. It asks questions such as these: "What can we do best?" "What can our engineers design?" "What is easy to produce, given our equipment?" See 1-2: Marketing Management Philosophies

*POINTS:* 1  
*DIFFICULTY:* Easy  
*QUESTION TYPE:* Multiple Choice  
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 Production Concept

**Chapter 1**

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33. Researchers at PPG Industries Inc. spent considerable time, effort, and money developing a bluish windshield that would let in filtered sunlight but block out heat. PPG had not conducted market research before deciding to design the windshield. Moreover, the windshield is priced higher compared to the other brands. The company has now introduced the windshield in the market and is hoping that the customers will like it. PPG most likely has a(n) \_\_\_\_\_ orientation.

- a. exchange
- b. production
- c. sales
- d. promotion

*ANSWER:* b

*RATIONALE:* PPG is most likely to be a production-oriented firm. A production orientation is a philosophy that focuses on the internal capabilities of a firm rather than on the desires and needs of the marketplace. It asks questions such as “What can we do best?” and “What can our engineers design?” See 1-2: Marketing Management Philosophies

*POINTS:* 1

*DIFFICULTY:* Moderate

*QUESTION TYPE:* Multiple Choice

*HAS VARIABLES:* False

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 Production Concept

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34. Filmin Inc. has decided to increase the production of its printers. Filmin does not conduct market research before making its marketing decisions. To ensure profits for the company, Filmin has instructed its marketing force to aggressively advertise and promote its printers. The CEO of Filmin believes that the market will absorb more products if powerful promotion strategies are used. After increasing production of printers, the company plans to reduce the prices of the printers to encourage customers to buy them. Filmin appears to have a \_\_\_\_\_ orientation.

- a. task

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- b. production
- c. sales
- d. customer

*ANSWER:* c

*RATIONALE:* Filmin is most likely to be a sales-oriented firm. A sales orientation is based on the belief that people will buy more goods and services if aggressive sales techniques are used. See 1-2: Marketing Management Philosophies

*POINTS:* 1

*DIFFICULTY:* Challenging

*QUESTION TYPE:* Multiple Choice

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.02

*TOPICS:* A-head: Marketing Management Philosophies  
Bloom's: Apply  
BUSPROG: Reflective Thinking  
Sales Concept

*DATE CREATED:* 5/25/2015 11:49 PM

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*CUSTOM ID:* CBHY4MXRRHH5BRVLK519

*QUESTION ID:* JFND-GO4G-GR3W-EO3O

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35. Libra Electronic Inc. has launched a new range of light-weight vacuum cleaners with enhanced features. Before developing the product, Libra Electronic conducted a thorough study about customer requirements. The company also studied the quality of its competitors' vacuum cleaners. Based on insights about customer wants and competitor strengths and weaknesses, Libra Electronic has designed vacuum cleaners that can be clearly distinguished from other brands. Libra Electronic most likely has a \_\_\_\_\_ orientation.

- a. promotion
- b. market
- c. sales
- d. production

*ANSWER:* b

*RATIONALE:* Libra Electronic most likely has a market orientation. Achieving a market orientation involves obtaining information about customers, competitors, and markets; examining the information from a total business perspective; determining how to deliver superior customer value; and implementing actions to provide value to customers. See 1-2: Marketing Management Philosophies

*POINTS:* 1

*DIFFICULTY:* Challenging

*QUESTION TYPE:* Multiple Choice

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.02

**Chapter 1**

*TOPICS:* A-head: Marketing Management Philosophies  
Bloom's: Apply  
BUSPROG: Reflective Thinking  
Marketing Orientation

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36. Consumer's expectations of doing new things with varied kinds of information in ways that create value have resulted in the emergence of \_\_\_\_\_.
- a. the sales-orientation philosophy
  - b. the production-oriented philosophy
  - c. communicator valence
  - d. on-demand marketing

*ANSWER:* d

*RATIONALE:* Consumer's expectations of doing new things with varied kinds of information in ways that create value have resulted in the emergence of on-demand marketing. See 1-3: Differences Between Sales and Market Orientation

*POINTS:* 1

*DIFFICULTY:* Easy

*QUESTION TYPE:* Multiple Choice

*HAS VARIABLES:* False

*LEARNING OBJECTIVES:* MKTG.LAMB.15.01.03

*TOPICS:* A-head: Differences Between Sales and Market Orientation  
Bloom's: Remember  
BUSPROG: Analytic  
Marketing Management

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