

Midterm Exam Prep: Pre-test Questions for Class Sessions #2-#9

Note: Questions for session #1 were not based on course content.

Pre-test #2: Situation Analysis, Part I

Which of the following is **false** about a sustainable competitive advantage?

- a) A sustainable competitive advantage should be something that the firm can maintain.
- b) A sustainable competitive advantage lasts forever.
- c) A sustainable competitive advantage should be something that is difficult for competitors to copy.
- d) A sustainable competitive advantage should combine multiple macro strategies.

Zappos, the online shoe and clothing retailer is famous for always going the extra mile. The stories are legendary: The best man at a wedding ordered his shoes via Zappos, but they were mis-delivered by the post office and would not arrive on time for his flight to the destination wedding. When he contacted Zappos, they offered to overnight a new pair of shoes for free to the wedding destination *and* refund all of his money. In other words, Zappos overnighted him a free pair of shoes! Based on stories like these, Zappos has attempted to build a sustainable competitive advantage based on:

- a) operational excellence.
- b) product excellence.
- c) customer excellence.
- d) promotional excellence.

Assume that Coke's signature beverage, Coca-Cola, has a high relative market share in a low growth market, while its newer beverage, Coca-Cola Life, which is marketed as a more natural and lower calorie cola, has a low relative market share in a high growth market. Coca-Cola is a ___ and Coca-Cola Life is a ___.

- a) cash cow; question mark
- b) question mark; dog
- c) star; question mark
- d) cash cow; dog

As described in the "Marketing Plan Outline" reading, a marketing plan should include a situation analysis, a description of the market segmentation, and ___.

- a) an analysis of the competitive landscape
- b) a description of why the target segment(s) use the product
- c) a strategy for product differentiation
- d) a discussion of the selected marketing strategy as well as other alternatives

According to the "SWOT Analysis" reading, the **internal** environment may create ___ and ___ for a company.

- a) strengths; weaknesses
- b) threats; strengths
- c) opportunities; threats
- d) weaknesses; opportunities

Pre-test #3: Situation Analysis, Part II

Laurel runs a small letterpress card company and sells her cards via Etsy. To increase her chances for success and as part of a value-based approach, Laurel considers everything from ___ point of view when she analyzes her business.

- a) her competitors'
- b) a profit-maximization
- c) a target return
- d) her consumers'

In Canada, Amazon works with Purolator, Canada Post, and UPS to ensure customers' packages are delivered in a timely manner. For Amazon, Canada Post is a ___.

- a) competitor
- b) corporate partner
- c) customer
- d) cooperative

Which of the following is **not** part of a macroenvironmental analysis?

- a) company culture
- b) social issues and trends
- c) demographic factors
- d) technological advances

A few days ago, Netflix launched in 130 new countries. Before launching in a new country, Netflix likely performed a situation analysis to understand the characteristics of the new market. If they examined the breakdown of age, gender, and ethnicity in the country, which type of macroenvironmental factor did they analyze?

- a) Culture
- b) Economic situation
- c) Demographics
- d) Political environment

Nature's Path Foods is a company that sells safe and eco-friendly food items, such as cereals and granola bars that cater to consumers' growing interest in environmentally friendly products. This is an example of:

- a) green marketing.
- b) greenbaiting.
- c) greenwashing.
- d) brown marketing.

Pre-test #4: Marketing Research

Save-More Groceries wants to re-organize their aisle displays so that products consumers use together are grouped together on the shelves. To determine which products consumers use together, Save-More Groceries might choose to conduct **secondary research** even though it has the disadvantage(s) of _____.

- a) requiring extensive training in data collection
- b) potentially not being specific enough to address the research question
- c) being more time-consuming to collect
- d) all of the above

Save-More Groceries wants to re-organize their aisle displays so that products consumers use together are grouped together on the shelves. To determine which products consumers use together, Save-More Groceries might choose to conduct **primary research** even though it has the disadvantage(s) of _____.

- a) requiring extensive training in data collection
- b) potentially not being specific enough to address the research question
- c) not offering any additional behavioural insights above and beyond secondary research
- d) all of the above

Suppose Save-More Groceries tests a re-organization of their aisle displays in one store. If they have researchers ask a random sample of consumers about their experiences with the new organization, Save-More is using _____.

- a) sentiment mining
- b) syndicated data
- c) scanner data
- d) survey research

Suppose Save-More Groceries tests a re-organization of their aisle displays in one store. If they then ask shoppers closed-ended questions with a discrete set of answer choices, they're conducting _____.

- a) qualitative research
- b) unstructured research
- c) churn research
- d) quantitative research

Suppose Save-More Groceries tests a re-organization of their aisle displays in one store. If they decide to develop a questionnaire to assess customers' reactions, they should avoid asking, "On a scale where 1 = fine and 5 = outstanding, please rate how wonderful our new displays are." What is the problem with this question?

- a) It is an unstructured question.
- b) It asks respondents two questions at once.
- c) It is a leading question.
- d) It asks respondents to provide sensitive information.

Pre-test #5: Assignment Research Strategies

This pre-test is designed to help you maintain your academic integrity by avoiding plagiarism and cheating. Although this pre-test is timed to precede the first of the Marketing Plan Assignments, the principles involved apply to all assignments and exams as well as your post-college careers. For more information or for help completing the test, you may access the [library's academic integrity and plagiarism resources](#). (Note: This pre-test is adapted from: Simon Fraser University Library. (2015). Plagiarism tutorial. Retrieved from: <http://www.lib.sfu.ca/help/tutorials/plagiarism-tutorial>)

Integrity Pledge:

I pledge on my honour that I will adhere to UBC and course policies about academic integrity; I will not engage in activities that might be considered plagiarism or cheating.

- a) Agree
- b) Disagree

It's the night before your paper is due, and you haven't done any work. You buy a paper from an online essay mill. Is this plagiarism?

- a) Yes.
- b) No.

Your friend took the course last year, and she gives you her paper. You change the wording here and there and insert a few of your own ideas. Is this plagiarism?

- a) Yes.
- b) No.

You need an image for your essay. You go online and find one. You don't cite the source of your image, because images on the web aren't protected by copyright. Is this plagiarism?

- a) Yes.
- b) No.

You copy a paragraph directly from an article you found. You cite the source, but you forget to use quotation marks. Is this plagiarism?

- a) Yes.
- b) No.

You find a neat idea in an article, so you use it in your paper. You don't bother to cite the source of the idea because you've expressed it in your own words. Is this plagiarism?

- a) Yes.
- b) No.

You copy a short passage from an article you found. You change a couple words, so that it's different from the original – this way you don't need quotation marks. You carefully cite the source. Is this plagiarism?

- a) Yes.
- b) No.

You pay a tutor for editing assistance, and she drastically rewrites your original paper. You hand in this new edited version to your professor. Is this plagiarism?

- a) Yes.
- b) No.

Which of the following statements is **false**?

- a) Citing your sources protects you from committing plagiarism by acknowledging that specific information in your paper has been taken from another source.
- b) It is not necessary to cite sources found on the web.
- c) You don't have to cite the source for a fact in your paper if it's something that most people would already know.
- d) There are many different citation styles.

Which of the following situations require you to cite your source?

- a) You quote directly from a source.
- b) You use an idea you found in a source.
- c) You use a fact from a source. You think it could be common knowledge, but you're not sure.
- d) All of the above.

Which of the following statements is **true**?

- a) Good note-taking techniques help protect you from committing plagiarism by ensuring you know the source of each fact or idea in your notes and you can clearly distinguish between your own ideas and points taken from your sources.
- b) Preparing citations and a list of works cited is a quick and easy task you can leave for the last minute.

What happens if one teammate in a group project does not cite properly in his section of the paper, but the other members either don't double-check all citations or ignore the problem and submit the paper anyway?

- a) Only the student who did not cite properly faces the consequences of having plagiarized.
- b) The entire team faces the consequences of having plagiarized.

Where can you find information about how to properly cite sources for your Marketing Plan Assignments?

- a) On the [UBC Library](#) and the [Academic Integrity Resource Centre](#) websites.
- b) Online at www.plagiarism.org.
- c) In many research writer's handbooks available in all UBC library branches.
- d) Via the [Marketing Plan Project page](#) on the course blog
- e) All of the above.

Which of the following is an example of cheating?

- a) Asking a classmate to complete an iClicker question or in-class activity for you if you are unable to attend class.
- b) Agreeing to complete an iClicker question or in-class activity for a classmate who is unable to attend class.
- c) All of the above.

Which of the following is **not** an example of cheating?

- a) Sharing questions or answers from a pre-test **before** the pre-test deadline.
- b) Using pre-test questions and answers to study for the midterm and final.
- c) Using or having open any books, papers, devices, computer files, webpages, or other non-exam materials during exams.

Pre-test #6: Consumer Behaviour, Part I

Alan, Hans, and Brandon are planning a trip for winter break. Alan wants to go somewhere domestic and make sure to get travel insurance. Hans wants to go on a ski trip because it will help him keep his resolution of staying active and in shape. Brandon wants to keep his friends happy and so is willing to go wherever they would prefer. Hans is trying to fulfill a(n) ___ need.

- a) safety
- b) esteem
- c) love
- d) self-actualization

Alan, Hans, and Brandon are planning a trip for winter break and have decided to go skiing somewhere in Canada. Alan wants to go to Banff because he saw that his favourite professional skier regularly goes there. Hans wants to go to Revelstoke because his high school friends all go there. Brandon wants to go to Whistler because his parents recommended it. In this example, all three consumers are being influenced by ___ factors.

- a) psychological
- b) social
- c) situational
- d) marketing mix

Alan, Hans, and Brandon are planning a trip for winter break. Because they're hoping to find some good deals, they go to a travel agent. When they walk into the office, it's really crowded and the travel agents are rude. Alan, Hans, and Brandon decide to look online for deals instead. They were influenced by the ___.

- a) purchase situation
- b) temporal state
- c) shopping situation
- d) reference group

After spending several hours planning a trip for winter break, Alan, Hans, and Brandon head outside. When they pass a food truck, they realize they're quite hungry. They quickly grab food from this first food truck. Unlike their trip purchase, their food purchases are examples of ____.

- a) high-involvement shopping
- b) extended problem solving
- c) deep processing
- d) impulse buying

Alan, Hans, and Brandon are planning a trip for winter break. When looking at a hotel deal, they see that the package costs \$550. Alan thinks that's too expensive whereas Han and Brandon agree that it's a reasonable price. They have similar ____, but different ____.

- a) perceptions; attitudes
- b) attitudes; perceptions
- c) cognitive attitudes; affective attitudes
- d) behavioural attitudes; cognitive attitudes

Pre-test #7: Consumer Behaviour, Part II

Esme recently bought a new backpack. Even though it's not quite big enough to hold all of her stuff, Esme bought it because she thinks it's really cute. For Esme, the backpack fills a ____ need.

- a) functional
- b) psychological
- c) luxury
- d) personal

Edie is thinking about buying a new smartphone. If she spends a great deal of time searching for information about the different available options, which of the following is most likely to be **false**?

- a) Edie has an external locus of control.
- b) Edie perceives the benefits of searching to outweigh the costs.
- c) Edie thinks there is a fair amount of performance risk (e.g., there's a chance she might buy a phone that has functional issues, such as short battery life).
- d) Edie thinks there is some social risk (e.g., there's a chance that her friends will judge her based on her new purchase).

Jareth is considering buying a game console. He is willing to consider a Sony PlayStation 4 or an Xbox One. He is not willing to consider a Nintendo Wii U. The PlayStation and Xbox represent Jareth's ____ set.

- a) universal
- b) retrieval
- c) evoked
- d) criteria

Pablo paid extra to get the FIFA 16 Super Deluxe video game bundle. Once he downloaded the content, he regretted purchasing the Super Deluxe bundle because it was much more expensive, but didn't have that many extras. Pablo is experiencing ____.

- a) negative word-of-mouth
- b) postpurchase cognitive dissonance
- c) customer satisfaction
- d) conversion

Torrance just booked a flight from Vancouver to Cancún. As she was completing the purchase, the travel website offered her the option to buy a carbon offset (e.g., a donation to a project that reduces greenhouse gas emissions). Torrance had never heard of carbon offsets before that moment. After reading up on carbon offsets, she decided to purchase one to offset the emissions from her air travel. In this scenario, what type of product are carbon offsets?

- a) Specialty
- b) Shopping
- c) Convenience
- d) Unsought

Pre-test #8: STP, Part I

GoldieBlox is a new company that markets engineering-based toys (e.g., construction sets) toward girls in the hopes of increasing the representation of women in STEM careers (i.e., science, technology, engineering, and math). Which segmentation base is GoldieBlox using?

- a) demographic
- b) geographic
- c) behavioural
- d) loyalty

Gap Inc. sells jeans via its Banana Republic label and its Gap label. Banana Republic jeans and clothes are marketed as “a fresh twist on classic” that “reflects how you live”. Gap jeans and clothes are marketed as casual and “embrac[ing] a youthful, infectious spirit”. These different descriptions reflect ___ segmentation.

- a) demographic
- b) geographic
- c) behavioural
- d) lifestyle

Tide offers a variety of laundry detergents; each detergent promises different results, such as clothes cleaned of all stains, fresher-smelling clothes, softer clothes, reduced energy use (during washing), or clothes that are safe for sensitive skin. Tide is using ___ segmentation.

- a) demographic
- b) geodemographic
- c) benefit
- d) loyalty

Sheila has identified a possible market segment for the product she manages. She is now trying to determine whether the segment is identifiable. This means making sure the members of the segment are ___ members of other segments and ___ one another.

- a) different from; similar to
- b) similar to; similar to
- c) different from; different from
- d) similar to; different from

Felix is evaluating three potential market segments to determine which one(s) his start-up should target. He is evaluating whether the segments will react similarly and positively to the product. Felix is evaluating whether the segments are ____.

- a) reachable
- b) responsive
- c) profitable
- d) substantial

Pre-test #9: STP, Part II

Small companies and start-ups sometimes adopt concentrated targeting strategies because it can be an efficient use of limited resources. Concentrated targeting:

- a) Focuses on the needs of a single segment.
- b) Focuses on different needs for different segments.
- c) Widely markets basic commodities.
- d) Markets on a one-to-one basis

Subway and Quiznos offer similar sub-style sandwiches. Suppose Subway “toasts” their subs in a microwave-style oven, but Quiznos toasts their subs via a conveyor belt in a restaurant-style oven, which is something some consumers want in a toasted sandwich. In this case, Quiznos toasting method is part of their ____.

- a) frame of reference
- b) point of parity
- c) value proposition
- d) product overlap

Political campaigns are often criticized for using attack ads. When a candidate runs an attack ad focused on the negatives of “the other guy”, the candidate is positioning him- or herself based on ____.

- a) value
- b) the competition
- c) a symbol
- d) key attributes

Companies create perceptual maps to help them do all of the following **except**:

- a) Understand consumers’ perceptions of the product
- b) Determine competitors’ positions
- c) Understand consumers’ preferences
- d) Evaluate the attractiveness of the target segment(s)

Companies must constantly monitor their positioning strategy because:

- a) consumers’ preferences change
- b) competitors’ positions often change
- c) consumers’ evaluations of products change
- d) all of the above

Answer Key

Pre-test #2: Situation Analysis, Part I: b, c, a, d, a

Pre-test #3: Situation Analysis, Part II: d, b, a, c, a

Pre-test #4: Marketing Research, Part I: b, a, d, d, c

Pre-test #5: Assignment Research Strategies: a, a, a, a, a, a, a, a, b, d, a, b, e, c, b

Pre-test #6: Consumer Behaviour, Part I: b, b, c, d, a

Pre-test #7: Consumer Behaviour, Part II: b, a, c, b, d

Pre-test #8: STP, Part I: a, d, c, a, b

Pre-test #9: STP, Part II: a, c, b, d, d