Pre-test #1: INTRODUCTION:
This first pre-test was a combination of getting to know you and academic integrity quiz. It did not cover marketing concepts.

Pre-test #2: SITUATION ANALYSIS
Which of the following best describes the key areas explored by a situation analysis?
   a) company and customers  
   b) company, collaborators, competitors, customers, and climate  
   c) collaborators and competitors  
   d) company, competitors, and climate  
   e) company, customers, competitors, collaborators, climate, and communication

According to the “PEST Analysis” reading, which of the following is not part of a macroenvironmental analysis?
   a) Local pricing regulations  
   b) Demographic trends  
   c) Company strengths and weaknesses  
   d) Technological advancements  
   e) Unemployment rates

If British businesses analyze the potential impact of Brexit on trade regulations and import/export taxes, which type of macroenvironmental factor are they considering?
   a) Economic  
   b) Technological  
   c) Social  
   d) Political  
   e) Stability

According to the “SWOT Analysis” reading, the external environment may create ____ and ____ for a company.
   a) opportunities; threats  
   b) strengths; weaknesses  
   c) threats; strengths  
   d) weaknesses; opportunities  
   e) strengths; opportunities

Which of the following is false about a SWOT analysis?
   a) The SWOT should pull information from multiple sources with different viewpoints.  
   b) Because facts can have positive and negative aspects, their assignment to a specific SWOT quadrant should be explained.  
   c) The SWOT is a high-level summary of the detailed information produced by a situation analysis.  
   d) The SWOT is a useful framework to consider when developing and implementing strategies.  
   e) The SWOT quadrants should be considered one-by-one to avoid possible interactions.
Pre-test #3: CONSUMER BEHAVIOUR

In the movie *Wonder Woman*, Steve takes Diana shopping for new clothes. Diana wants an outfit which enables her to fight, whereas Steve cares more about the outfit making Diana blend in to WWI London. Diana is trying to fulfill a ___ need; Steve is trying to fulfill a ___ need.

a) functional; functional  
b) functional; psychological  
c) psychological; functional  
d) personal; psychological  
e) functional; personal

In search of a compromise outfit, Diana tries on over 226 outfits. Because she spends a great deal of time searching for information about the different available options, which of the following is most likely to be true?

a) Diana perceives the costs of searching to outweigh the benefits of searching.  
b) Diana thinks there is no performance risk (e.g., there’s no chance she might buy an outfit that has functional issues, such as fitting poorly).  
c) Diana has an internal locus of control.  
d) Diana thinks there is no psychological risk (e.g., there’s no chance that she will be disappointed in her purchase).  
e) Diana thinks there is no safety risk (e.g., there’s no chance that she might buy an outfit that will make her trip and fall).

Although there are dozens of clothing brands in London, Diana only learns of a few. Suppose she states that she will only buy clothes from Harrod’s. Harrod’s represents her ___ set.

a) evoked  
b) universal  
c) retrieval  
d) attribution  
e) evaluative

Suppose a moviegoer paid extra to see *Wonder Woman* in 3D with DBOX motion technology. The moviegoer enjoys the movie, but regrets the expensive ticket since they could have paid much less to see the movie in 2D in a normal seat, which might not have been that different. The moviegoer is experiencing ____.

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

Suppose you’re browsing Amazon for a movie to stream. You add *Wonder Woman* to your cart, but get distracted by texts from your friends before completing the purchase. If Amazon sends you a reminder that you have items remaining in your cart, they are trying to increase their:

a) churn rate.  
b) conversion rate.  
c) determinant attributes.  
d) consumer index rate.  
e) negative word of mouth.
Pre-test #4: SEGMENTATION, TARGETING, & POSITIONING (STP)
Target received a lot of press for changing their segmentation of toys from gender-based (i.e., boys’ toys vs. girls’ toys) to usage-based (i.e., grouping toys by how they’re used). Target’s new strategy is based on ___ segmentation.
   a) demographic  
   b) geographic  
   c) behavioural  
   d) lifestyle  
   e) psychographic

Tide offers a variety of laundry detergents; each detergent offers a different promise, such as removing tough stains, making clothes smell fresh, reducing energy use during washing, or not irritating sensitive skin. Tide is using ___ segmentation.
   a) decision roles  
   b) usage rate  
   c) benefit  
   d) loyalty status  
   e) attitude toward product

Jak has identified a possible market segment for the product he manages. Jak 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) similar to; similar to  
   b) different from; similar to  
   c) different from; different from  
   d) similar to; different from  
   e) none of the above

Companies like Unilever adopt a differentiated targeting strategy because it diversifies a company’s business.
Differentiated targeting:
   a) Focuses on a single need for a single segment.  
   b) Widely markets basic commodities.  
   c) Focuses on multiple needs for a single segment.  
   d) Focuses on different needs for different segments.  
   e) Customizes products for each individual user.

Coke and Pepsi are very similar products. However, compared to Coke, Pepsi is a bit sweeter, which is something many consumers want in a cola product. Greater cola sweetness is ___.
   a) an unmet customer need  
   b) an unneeded benefit for Pepsi  
   c) a redundant benefit for Coke and Pepsi  
   d) a value proposition for Pepsi  
   e) a product category for Coke and Pepsi
Pre-test #5: PRODUCT STRATEGY, PART I

Alibaba Group is a massive e-commerce company that operates several different businesses, including Alibaba.com (the business-to-business marketing platform), TaoBao (the consumer-to-consumer marketing platform), Tmall.com (the business-to-consumer marketing platform), and Aliyun (the cloud computing platform). If we think of each of these as a different product line, then together they measure Alibaba Group’s ___.

a) breadth  
b) depth  
c) diversity  
d) height  
e) length

Marriott International operates several different hotel chains, including Marriott, Ritz-Carlton, SpringHill Suites, and Residence Inn. If each hotel chain is a different product line, the number of different Residence Inn locations represents ___.

a) breadth  
b) diversity  
c) variability  
d) volume  
e) depth

Apple is adding a new product line, the HomePod, to its product mix. Which of the following is a reason why Apple might make this change?

a) To meet changing customer preferences  
b) To realign company resources  
c) To capture new markets  
d) To cut losses from a low-margin product line  
e) To increase product mix depth

The manager of the Dew Drop Inn knows from experience that five to seven last-minute customers will call after 7pm each evening looking for a room and asking the price. She asks her staff to offer discounts when the hotel is largely vacant and to quote the standard price when the hotel is close to full. She knows her service is __________, meaning that if no one stays in the room, it generates no revenue that evening.

a) intangible  
b) inseparable  
c) variable  
d) perishable  
e) heterogeneous

Pippa works at a tattoo parlour. Before she begins to ink someone, she asks them a lot of questions about the tattoo they want. She does this because she knows her service is ____, which means that, since purchase and consumption are simultaneous, customers cannot return an unsatisfactory tattoo.

a) inseparable  
b) intangible  
c) variable  
d) perishable  
e) impermeable
Pre-test #6: PRODUCT STRATEGY, PART II

When you are introducing a new product, ___ help the product gain initial acceptance by willingly testing unknown products; acceptance by ___ indicates the product has reached a combined 50% of the population.

a) early adopters; the late majority
b) laggards; innovators
c) the early majority; the late majority
d) innovators; early adopters
e) innovators; the early majority

Which of the following is not a factor that speeds diffusion?

a) The new product is clearly better than existing alternative products.
b) The new product is easy to use.
c) The new product is compatible with how consumers solve the relevant need.
d) The new product is widely available.
e) The new product is complicated.

The market for Product Category X does not offer many product variations. The few firms in the product category are using concentrated targeting strategies to pursue innovators and/or early adopters. Due to high research and development costs, many firms’ profits are close to zero, or even negative. What product life cycle stage is this product category in?

a) Introduction
b) Growth
c) Maturity
d) Decline
e) Pre-launch

LG has added innovative new features, such as a wifi-enabled, LCD touchscreen control panel, to its SmartThinQ refrigerator. LG may also be considering new distribution channels and price incentives to maintain their market share. These are strategies that help LG respond to refrigerators being in the ___ stage.

a) growth
b) introduction
c) maturity
d) decline
e) pre-launch

Which of the following is false about the product life cycle curve?

a) The shape of the product life cycle curve can differ for different product categories.
b) The product life cycle can be used to predict sales for a specific brand.
c) Companies can only make educated guesses about which stage of the product life cycle their product is in.
d) The product life cycle can lead to a self-fulfilling prophecy.
e) The beginning and end of each stage of the product life cycle can be unclear.
Pre-test #7: PRICING STRATEGY

When consumers make purchase decisions, they typically:

a) Consider the purchase price.
b) Consider associated costs, such as shipping and downstream fees.
c) Consider product benefits.
d) Consider the relationship between costs and benefits.
e) All of the above.

Price elasticity is likely to be high when:

a) There are many available substitute products.
b) Prices are hard to compare.
c) Products are bundled.
d) The price seems fair.
e) All of the above.

Imagine Taco Bell is releasing a new product: dessert tacos—essentially crepes filled with toppings like cinnamon and sugar or chocolate sauce. When considering how to price the new offering, Taco Bell should consider:

a) Competitors’ pricing for similar offerings.
b) Their corporate pricing objectives.
c) Customer perceptions of value.
d) Their breakeven point.
e) All of the above.

UBC student Felix Böck recently developed a way to convert used chopsticks into decorative items like coasters and wall panels. Because the idea of decorating with other people’s cleaned, but used chopsticks might take a while to catch on, Felix might want to initially price items low to build interest. Which pricing strategy would this be?

a) Odd pricing
b) Prestige pricing
c) Price skimming
d) Penetration pricing
e) High-low pricing

Last year two recent UBC grads opened up UNIVRS, Vancouver’s first virtual reality gaming lounge. If UNIVRS set prices high initially to attract the innovator and early adopter crowds, they would have been using a/an:

a) High/low pricing strategy.
b) EDLP (Every Day Low Pricing) strategy.
c) Price skimming strategy.
d) Penetration pricing strategy.
e) Odd pricing strategy.
Pre-test #8: DISTRIBUTION (PLACE) STRATEGY

Unlike the other 3 Ps (product, price, and promotion), place or distribution does not affect the rest of the marketing mix.

a) True, distribution decisions are independent from the other Ps.
b) False, distribution decisions affect product decisions, but not the other Ps.
c) False, distribution decisions affect promotion decisions, but not the other Ps.
d) False, distribution decisions affect product, price, and promotion decisions.
e) False, distribution decisions affect price and promotion decisions, but not the other P.

Channel partners add value in many ways. Which of the following is not one of the ways channel partners add value?

a) Channel partners reduce the number of contacts needed by producers and consumers.
b) Channel partners transform assortments of goods to meet consumers’ needs.
c) Channel partners prevent conflicts along the supply chain.
d) Channel partners pass information along the supply chain.
e) Channel partners can spread risk along the supply chain.

Which of the following is not one of WestJet’s channel partners?

a) American Airlines
b) Air Canada
c) WestJet Vacations
d) Expedia
e) Disney

If Mars, Inc. wants to ensure its candy bar product lines, such as M&M, Milky Way, and Twix, appear in as many locations as possible, they will likely prefer a(n) ___ distribution strategy.

a) intensive
b) selective
c) exclusive
d) extensive
e) differentiated

If J. Crew wants to create and maintain a particular image for their clothing brand and tightly control the supply channel, they will likely prefer a(n) ___ distribution strategy.

a) selective
b) intensive
c) collective
d) extensive
e) exclusive
Pre-test #9: PROMOTION STRATEGY, PART I
___ are special incentives or excitement-building programs that are often used to encourage consumers to purchase a particular product.
   a) Advertisements
   b) Personal sales
   c) Sales promotions
   d) Public relations
   e) Direct marketing campaigns

What is an IMC campaign?
   a) A massive communication strategy that utilizes all five elements of the promotion mix.
   b) A coordinated communication strategy that delivers a clear, consistent message across channels.
   c) An advertising blitz that is tied to a major event, such as the Super Bowl or the Academy Awards.
   d) A PR campaign that spins negative press into positive buzz for the brand.
   e) A communication campaign that merges paid, owned, and earned media.

Kunal recently developed a new software solution that he wants to market to other businesses. Given the complexity of the product, he wants to focus his promotional efforts on a method that will allow him to engage in two-way communication with potential clients and have them really listen to the message, even if it costs more. Which promotional mix element is a good fit for Kunal’s preferences?
   a) Advertising
   b) Public relations
   c) Direct marketing
   d) Personal selling
   e) Sales promotions

Which of the following is not a key advantage of direct marketing over mass media advertising?
   a) Direct marketing can happen online.
   b) Direct marketing allows for more personalization of the message.
   c) Direct marketing is more interactive.
   d) Direct marketing can be prepared more quickly.
   e) Direct marketing is more targeted.

When promoting directly to consumers, a company is generally using a:
   a) Push strategy – to stimulate interest among members of the supply chain.
   b) Nudge strategy – to encourage consumers to make the right choice for themselves.
   c) Pull strategy – to get the product into stores by having consumers demand it.
   d) Shove strategy – to force consumers to choose the target product.
   e) Yank strategy – to have competitors’ products removed from shelves.

Pre-test #10: PROMOTION STRATEGY, PART II
This last pre-test was a few short answer questions asking you to apply course concepts to recent marketing headlines.
Answer Key

Pre-test #2: SITUATION ANALYSIS: b, c, d, a, e
Pre-test #3: CONSUMER BEHAVIOUR: a, c, a, d, b
Pre-test #4: SEGMENTATION, TARGETING, & POSITIONING (STP): c, c, b, d, d
Pre-test #5: PRODUCT STRATEGY, PART I: a, e, c, d, a
Pre-test #6: PRODUCT STRATEGY, PART II: e, e, a, c, b
Pre-test #7: PRICING STRATEGY: e, a, e, d, c
Pre-test #8: DISTRIBUTION (PLACE) STRATEGY: d, c, b, a, e
Pre-test #9: PROMOTION STRATEGY, PART I: c, b, d, a, c