Foundational Marketing Concepts

Marketing · Practice Test · 10 Questions

1. Which marketing concept, developed by Philip Kotler, describes the process of creating, communicating, and delivering and exchanging offerings that have value for customers, clients, partners, and society at large?

A) Market Segmentation
B) Customer Relationship Management
C) Marketing Exchange
D) Value Proposition

2. What is the primary objective of a SWOT analysis in marketing?

A) To measure customer satisfaction levels.
B) To identify and analyze a company's internal strengths and weaknesses, and external opportunities and threats.
C) To forecast future market trends.
D) To evaluate the effectiveness of advertising campaigns.

3. The '4 Ps' of the marketing mix are Product, Price, Place, and what?

A) People
B) Promotion
C) Planning
D) Profit

4. Which term refers to the exclusive right granted by law to an inventor or creator to exclude others from making, using, or selling an invention or artistic work?

A) Trademark
B) Copyright
C) Patent
D) Trade Secret

5. What is the core concept of 'market penetration' as a growth strategy?

A) Developing new products for existing markets.
B) Entering new markets with existing products.
C) Increasing market share within existing markets with existing products.
D) Diversifying into entirely new products and markets.

6. In marketing, what does 'brand equity' primarily represent?

A) The physical assets of a brand.
B) The value a brand adds to a product or service beyond its functional benefits.
C) The total cost of producing a brand's offerings.
D) The number of employees within a brand's organization.

7. Which pricing strategy involves setting a high initial price for a new product to recoup development costs and then gradually lowering it?

A) Penetration Pricing
B) Skimming Pricing
C) Psychological Pricing
D) Cost-Plus Pricing

8. What is the primary purpose of a 'unique selling proposition' (USP) in marketing?

A) To describe a company's mission statement.
B) To highlight what makes a product or service different and better than competitors'.
C) To list all the features of a product.
D) To outline the target market demographics.

9. What does the term 'customer lifetime value' (CLV) measure in marketing?

A) The average time a customer interacts with a brand.
B) The total revenue a business can expect from a single customer over the duration of their relationship.
C) The cost of acquiring a new customer.
D) The percentage of customers retained annually.

10. Which marketing channel refers to the process of getting a product from the producer to the final consumer?

A) Advertising
B) Public Relations
C) Distribution
D) Sales Promotion