1. What does applying the customer-orientation element of the marketing concept enable the business to do? (NCCTE.9_12.ME.6621.1.01)

- A. Offer products that consumers want to buy
- B. Persuade customers to buy its products
- C. Provide more products than consumers need
- D. Coordinate its marketing activities

2. By increasing awareness of the need for environmental controls, what has marketing done? (NCCTE.9_12.ME.6621.1.01)

- A. Made buying more convenient
- B. Regulated the standard of living
- C. Improved the quality of life
- D. Added usefulness to products

3. According to the marketing concept, which option shows company commitment? (NCCTE.9_12.ME.6621.1.01)

- A. Leaving marketing to the marketing department
- B. Teaching marketing to college marketing students
- C. Setting aside funds to research what customers want
- D. Pricing a product to maximize profitability per item

4. After the popularity of a product dropped, the business needed a new product to promote that would help to improve its image. Which marketing function would come up with the new product? (NCCTE.9_12.ME.6621.1.01)

- A. Channel management
- B. Product/Service management
- C. Selling
- D. Promotion
5. Paul's plant food is losing its popularity among his customer base. What marketing function would come up with the improved product? (NCCTE.9_12.ME.6621.1.01)

- A. Channel management
- B. Product/Service management
- C. Selling
- D. Promotion

Correct Answer: B

8. What marketing career involves determining why customers do what they do? (NCCTE.9_12.ME.6621.1.02)

- A. Advertising
- B. Distribution/Warehousing
- C. Sales
- D. Marketing research

Correct Answer: D

6. What does the selling function involve that makes it so important? (NCCTE.9_12.ME.6621.1.01)

- A. Setting high prices
- B. Displaying products
- C. Contacting customers
- D. Obtaining feedback from vendors

Correct Answer: C

9. What marketing career involves catching customers' attention, informing them of products and persuading them to buy? (NCCTE.9_12.ME.6621.1.02)

- A. Marketing research
- B. Advertising
- C. Public relations
- D. Product management

Correct Answer: B

7. What is the marketing function that provides information to consumers that will assist them in making a decision to purchase a good or service? (NCCTE.9_12.ME.6621.1.01)

- A. Pricing
- B. Promotion
- C. Production
- D. Distribution

Correct Answer: B

10. Kwacky Kwackers needs a new package design for its crackers. What marketing professional would be responsible for creating the new package? (NCCTE.9_12.ME.6621.1.02)

- A. Marketing research
- B. Product management
- C. Advertising
- D. Channel management

Correct Answer: B
11. What is at the center of all marketing activities? (NCCTE.9_12.ME.6621.1.02)
   ○ A. Math
   ○ B. Technological know-how
   ○ C. Purchasing
   ○ D. Communication

12. Booking hotel rooms for vacationers is an example of _________ marketing. (NCCTE.9_12.ME.6621.1.02)
   ○ A. feature
   ○ B. service
   ○ C. benefit
   ○ D. sports

13. What type of duties do customer-service professionals often perform? (NCCTE.9_12.ME.6621.1.02)
   ○ A. Preparing ads
   ○ B. Paying invoices
   ○ C. Handling complaints
   ○ D. Receiving shipments