Sample Exam Questions: First Midterm

1. When marketers lose focus on their customers, this is called:
   a. Macromarketing
   b. Marketing myopia
   c. Demarketing
   d. None of the above

2. Compared to overall U.S. demographics, Nevada:
   a. Has about the same percentage of Hispanics
   b. Has about the same higher educational attainment
   c. Has about the same median household income
   d. Two of the above

3. A common “low involvement” product for most people would be:
   a. Cars
   b. Furniture
   c. Clothing
   d. Toothpaste

4. The Lands’ End video stressed:
   a. Innovative transportation schemes
   b. Product life cycles
   c. “Quick Response” inventory systems
   d. None of the above

5. Family Life Cycles:
   a. Are totally irrelevant due to changes in family structure
   b. Still illustrate spending needs of households
   c. Are especially valuable in analyzing demand for durable goods
   d. More than one of the above

6. According to the text, a majority of Asian Americans are immigrants.
   a. True
   b. False

7. When organizations focus on retaining current customers, this is called:
   a. Mass marketing
   b. Relationship marketing
   c. External marketing
   d. Internal marketing