1. Business markets are generally more concentrated than consumer markets in several ways.
   a. True
   b. False

2. A forecasting method that "smooths" or reduces the effect of random variation in data is:
   a. The Delphi Technique
   b. Moving averages
   c. Multiple regression
   d. Focus groups

3. A troublesome issue in primary business market research is:
   a. Questionnaire design
   b. Multi-collinearity
   c. Political agendas of respondents
   d. Locating appropriate "key informants" (respondents)

4. Which of the following are structural bonds in the relationship between Boeing and Southwest Airlines:
   a. Specialized training received by Southwest pilots
   b. Spare Boeing parts inventoried by Southwest
   c. Friendships between Boeing and Southwest employees
   d. Two of the above

5. A demographic variable used to segment business markets is:
   a. Lifestyle
   b. Education
   c. Industry code
   d. Income

6. A feature of the Lands’ End video was a discussion of:
   a. Innovative transportation solutions
   b. “Quick Response” inventory systems
   c. Response rates in direct (catalog) marketing
   d. Fashion cycles in the clothing business

7. The article “The Wal-Mart No One Knows” mentioned:
   a. The importance of timely deliveries by vendors
   b. The company’s “penalty box” (like in hockey)
   c. The loss of vendor jobs to other countries
   d. All of the above