

# MGT 3300 Study Guide Test I – Tuesday 9/22 & Wednesday 9/23 Page 1 of 2

## 1.. TEST FORMAT, RULES, POLICIES:

- **CRIB SHEET** to be collected with test/stapled. **FOUR Pages 8 ½ X 11:** type, handwrite, whatever must be "generated" by you; no copying of book, lecture slides, homework, etc.
- **NO CELL PHONES VISIBLE. Automatic 25 Point Deduction. You will need a calculator for some various questions including pricing, etc. Bring a Calculator.**
- **Bring Photo ID [Student ID or Drivers License] as Proctor will check during test .. leave out**
- Proctor not available for questions.

## 2.. FORMAT: Combination of:

- Multiple, Multiple Choice (Up to six possible answers with many answers having multiple correct choices)
- Possible Word Bank Matching (with a lot more possibilities than needed)
- Exercises Requiring:
  - ◆ Short Answers <> More Involved Answers <> Documents Similar to Assignments

## 3.. What Will NOT Be On Test: Gantt Charts and Marketing Ethics (Chapter 3)

## 4.. In General How I Would Approach Preparation

- Do I understand assignments; especially conceptually
- Do I know terminology and concepts contained on (i) Lecture Slides provided by Professor Heller , (ii) Video Worksheets and (iii) Quizzes.  
If in book, and not either in lecture slides, Videos or covered in a Quiz, then you won't see it on Test.
- Have I been listening in class to understand the application of topics to real world situations, etc.

## 5.. What To Know By Functional Area/Chapters

### I. Chapter 2: Marketing Process/SWOT

- Strategies to Achieve Sustainable Competitive Advantage: Four Areas Strategically
- SWOT: Be prepared to develop portion(s) of this document in a real application: New, Class, Assign?
- Growth Strategies: Market Penetration, Market Development, Product Development, Diversification

### II. Pricing (Chapters 13 and 14)

- Skimming vs Penetration Issues/Differences
- Taco Bell Video
- Price Elasticity and Cross-Price Elasticity: Computations and Analysis/Understanding
- Break-even Analysis and Incremental Profit Contribution
  - Computations and Terminology: FC, VC, Contribution Per Unit, Break Even Point (No Graphing)
  - Incremental Profit Contribution:
    - ◆ Understanding Analyzing Options: VC compared to Revenue;
    - ◆ What industry characteristics are the benefits most drastic: \_\_\_\_\_
    - ◆ Most effective if incremental markets don't interfere with: \_\_\_\_\_
- Impact of Competition Model (Monopolistic, Oligopoly, Pure Competition)
- Cannibalization:
- Three Basic Pricing Strategies:
  - Cost: Understand Applying Upfront Start-up Costs, Markup <> Competition:
  - Value-based: Quantifying Savings Over Typically 3→5 Year Period; Applying % to Cost Major Assumption: \_\_\_\_\_
- Pricing Approaches:
  - EDLP, High-Low (One or the other): Consumer profile drives: Necessity, Luxury (Frequency)
  - Skimming vs Market Penetration
  - Additional Approaches and/or To Incorporate with Above: Leader, Price Lining, Bundling
  - Pricing Response Issues: Issues: Brand Loyalty, Relative Cost Structure, Promotion, Price Wars
  - Deceptive Approaches and Difficulty to Prosecute Predatory Pricing Anti-trust violations

**MGT 3300 Study Guide Test I – Tuesday 9/22 & Wednesday 9/23****Page 2 of 2****III. Business to Business Marketing (B2B): Chapter Six and Database Applications**

- Avoids the consumer; higher level, BIG/Repetitive \$\$
- Databases, Two major Classification Systems and industry applications based on assignments
- Request For Proposals (RFPs) – Specific Items
  - Apples to Apples Schedules
  - Bidding Flexibility Instructions to achieve best pricing and items
- Request For Proposals (RFPs) – Professional Services; Understanding Key Issues, Strategies and Protection Vehicles
  - Terminology: Fixed "Competitive" Price vs Time and Materials (whatever they expend)
  - Necessity to Bid Entire Project out on Competitive Forum vs Piecemeal: (I → VII, vs Award I → III; then bid out to existing contractor IV → VII)
  - Importance of Company defining Project Scope: \_\_\_\_\_
  - Clauses: A. (Bait and Switch) with Project Scope Omission  
B. Other Potential Fees
  - Bidder Project Experience: Similar/Identical: \_\_\_\_\_
  - Bidder Personnel Assurances: \_\_\_\_\_
- Purpose of Pre-qualification RFPs in overall process:
  - Time efficiencies achieved
  - Number of Bidders applicable for Prequalification RFP vs Standard RFP
- Target Number of Bidders:
  - Receive Prequalification RFP
  - Receive formal, standard (long) RFP
  - Obtain quality responses back to formally evaluate, meet with, negotiate and award

**IV. Marketing Environment and Segmentation, Positioning and Targeting**

- Geodemographic Segmentation:
  - Major Chart and applying it to real situations
  - What does this "profile" drive in the marketing process
  - Major tool available in marketplace: PRIZM and application to American Red Cross
  - What is meant with Consumer and Purchaser Profile being different ?
- Psychographic Segmentation: VALS, Indicator Types
- Four major Segmenting Types: Terms, Industry Examples
- Video & Assignment/McDonalds: Other STP strategies ...
  - Their corporate approach and how it differs from many companies
  - New Store Design, Operational and Menu Changes:
    - \_\_\_\_\_ Purpose
    - \_\_\_\_\_ Groups

**V. Miscellaneous Topics and Strategies**

- Vital importance of Sales Growth; why most companies can't settle for "flat" sales that drives the marketing strategies for growth and more growth.
- Common growth barriers domestically for McDonald's and Starbucks; what's the strategical answer
- Non-financial issues when considering the desirability of a cost center even if unprofitable.
- Sales Force Administration: Strategies in allocation