

**I.. Real-World Application Focus**

**Application Versus Content In Conjunction With Unannounced Quizzes**

MGT 3300: Quiz 1: Chapter 2

Name: ANSWER KEY

Short Answer and Multiple Choice. Write Neatly !! and Concisely.

1.. The book identifies FOUR characteristics in developing strategies for Customer Value and/or a Competitive Advantage; Name TWO:

- 1. Location
  - 2. Customer
  - 3. Operational
  - 4. Product
- (Need Two)

2.. What does SWOT Stand For:

- S = Strengths
- W = Weaknesses
- O = Opportunities
- T = Threats

3.. How does Market Penetration differ from Market Development Market Penetration focuses on existing customers whereas Market Development focuses reaching new market segments (customers)

4.. Introducing new products or services to a market segment the company is not currently serving is called: Diversification

5... John and his colleagues have been identifying the target markets for his firm's personal care products and then developing the products, prices, distribution and promotion that will appeal to each of those target markets. In doing so, he has also identified what he believes is an advantage his competitors cannot match. John has been working on:

- A. strategic planning
- B. vision development
- C. team-building exercises
- D. a marketing strategy
- E. competitive assessments

6..If a firm wants to develop a sustainable competitive advantage, it should:

- A. begin an aggressive campaign to buy up competitors.
- B. copy the innovative features of other firms that are attractive to customers.
- C. examine its own operations and relations with its customers to identify significant things competitors cannot copy.
- D. begin recruiting as many recent graduating marketing students as it can afford.
- E. arrange to meet with competitors to discuss with them how to avoid direct competition in agreed to market segments.

7.. When conducting a SWOT analysis, in what phase of the strategic marketing process is an organization presently engaged?

- A. planning
- B. implementation
- C. control
- D. segmentation
- E. all of the above.

8.. Whenever Arnold calls his insurance agent, the agent tells Arnold about new types of insurance available. The agent is pursuing a \_\_\_\_\_ growth strategy.

- A. product development
- B. market development
- C. market penetration
- D. diversification
- E. product proliferation

**Grading**

Questions 1 → 4 count 20 pts each ..... 80

Questions 5 → 8 count 20 pts each ..... 40

Total Eligible ..... 120

0 → 100 ..... Receive That Score

101 → 119 ..... Receive 100

120 (Perfect Score) ..... Receive 120

By Paul Heller, Business Educator and Innovator

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**Name:** \_\_\_\_\_

Short Answer and Multiple Choice. **Write Neatly !! and Concisely.**

1. The book identifies FOUR characteristics in developing strategies for Customer Value and/or a Competitive Advantage; Name TWO:

- |          |          |
|----------|----------|
| 1. _____ | 2. _____ |
| 3. _____ | 4. _____ |

2. What does SWOT Stand For:

- |           |           |
|-----------|-----------|
| S = _____ | W = _____ |
| O = _____ | T = _____ |

3. How does Market Penetration differ from Market Development: Market Penetration offers a new product while Development works w/ adding advertising & enhancing what already exists

4. Introducing new products or services to a market segment the company is not currently serving is called: Market

5. John and his colleagues have been identifying the target markets for his firm's personal care products and then developing the products, prices, distribution and promotion that will appeal to each of those target markets. In doing so, he has also identified what he believes is an advantage his competitors cannot match.

John has been working on:

- |  |                            |                            |
|--|----------------------------|----------------------------|
| <input checked="" type="radio"/> A. strategic planning | B. vision development      | C. team-building exercises |
| <input type="radio"/> D. marketing strategy            | E. competitive assessments |                            |

6. If a firm wants to develop a sustainable competitive advantage, it should:

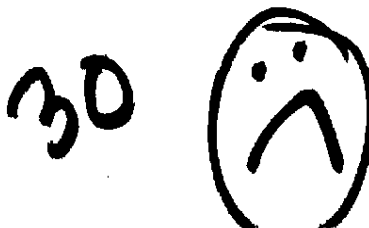
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7. When conducting a SWOT analysis, in what phase of the strategic marketing process is an organization presently engaged?

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8. Whenever Arnold calls his insurance agent, the agent tells Arnold about new types of insurance available. The agent is pursuing a \_\_\_\_\_ growth strategy.

- |   |                          |                       |
|---|--------------------------|-----------------------|
| <input checked="" type="radio"/> A. product development | B. market development    | C. market penetration |
| D. diversification                                      | E. product proliferation |                       |



**I.. Real-World Application Focus**

**Application Versus Content In Conjunction With Unannounced Quizzes**

MGT 3300: Quiz 2: Chapter 14

Name: Answer Key

1.. (25 Pts) Identify at least Two of the Three Pricing Strategies and; provide a brief description of how price is determined:

Pricing Strategy	Brief Description of How Price is Determined
1. <u>Cost Based</u>	<u>Final price based on taking cost to produce and marking up - ignores consumer</u>
2. <u>Competitor Based</u>	<u>Prices reflect those of their Competitors</u>
3. <u>Value Based</u>	<u>Pricing reflects overall value as perceived by customer</u>

2.. (15 Pts) When Walmart doesn't change their prices but leaves them low day in and day out: what did the book refer to this pricing policy as: Every Day Low Pricing (EDLP)

3.. (15 Pts) When Walgreen's prices certain items on the high side, and then runs coupons offering discounts on these higher priced items in the paper, or has certain days in the week with high discounts on these select items; the book refers to this pricing policy as: High/Low Pricing

4.. (15 Pts) Apple's 8GB iPhone was first offered at \$599 and sold them like "hotcakes". Within 60 days the price was lowered to \$399; the book refers to this pricing policy as: Price Skimming

5.. (15 Pts) When a product is offered initially at a low price with the objective to gain sales volume and market share; the book refers to this pricing policy as: Market Penetration Pricing

6.. (15 Pts) When McDonalds offers a Value Meal with 1/4 Lb Cheeseburger, Fries and a Medium Beverage at \$4.29; instead of them priced separately at \$5.58; the book refers to this pricing policy as: Price Bundling

7. (10 Pts) If the Amador County Pest Control Association got together and all members agreed to charge 3 percent of the value of a home for a termite inspection letter, the association members would be engaging in:

- A. loss leader pricing.
- B. bait and switch pricing.
- C. horizontal price fixing.
- D. unfair slotting.
- E. predatory pricing

8. (10 Pts) \_\_\_\_\_ pricing tactics lower the price of a product below cost.

- A. Fixed
- B. Zone
- C. Regular
- D. Loss leader
- E. Cost-based

**Grading: 130 Possible Points**

0 → 100	.....	Receive That Score
101 → 129	.....	Receive 100
130 (Perfect Score)	.....	Receive 120