**3.01**

\_\_\_\_\_1. Tammy designs sales brochures that include the value, features, and benefits of hand-crafted furniture. This is an example of which marketing function?

\_\_\_\_\_2. DMS has opened many warehouses throughout the city. This has especially increased convenience for its business customers. This is an example of which marketing function?

\_\_\_\_\_3. Carnival Cruise Lines now offers 20 ounce bottles of water instead of the 12 ounce bottles it previously sold. This is an example of which marketing function?

\_\_\_\_\_4. New York Fashions Clothing Company surveys customers to find out which zip codes most of their customers reside. The results will help with the company's relocation plans. This is an example of which marketing function?

\_\_\_\_\_5. Dunkin’ Donuts offers a free donut to customers that complete an on-line survey. The feedback will help with the future product options. This is an example of which marketing function?

\_\_\_\_\_6. A travel agency usually offers vacation packages starting at $399. The manager has determined that its operating expenses have increased; therefore, it will increase its markup by 45%. What will the new starting price for a vacation packages?

\_\_\_\_\_7. Which is an example of direct channel of distribution?

\_\_\_\_\_8. Which is an example of personalized promotion?

\_\_\_\_\_9. Lowes Home Improvement provides credit lines to other businesses in order to meet its organizational goals. This is an example of which marketing function?

\_\_\_\_\_10. Pop-up advertisements for video games appear whenever Amy visits a website of a sports store. This is an example of which marketing function?

\_\_\_\_\_11. Many small businesses that sell unique products realized it is easier to make a profit by having businesses online as opposed to a physical location. This is an example of which marketing function?

1. Distribution
2. Promotion
3. Distribution
4. Product management
5. Marketing-information management
6. Marketing-information management
7. $578.55
8. Mary takes care of all the marketing functions for her cupcake company.
9. Jade met with a couple to discuss the benefits of detoxing.
10. Financing
11. Promotion

**3.02**

\_\_\_\_\_1. Mary plans to order 300 cameras for her store inventory. Where is she in the consumer decision- making process?

\_\_\_\_\_2. Joan read a newspaper article about a new and improved product coming on the market next week. This is an example of which type of consumer information source?

\_\_\_\_\_3. Mary checks the label on all products she buys for warnings. This is an example of which type of consumer information source?

\_\_\_\_\_4. John needed to purchase a soda as quick as possible. Which type of store would be the quickest to purchase a soda?

\_\_\_\_\_5. Mary decided to order more Casio, Epson, Nikon, and Sony cameras for her store. These cameras have received the best reviews from her customers. Where is she in the consumer decision- making process?

\_\_\_\_\_6. Office Depot sells office supplies and copying services. It promotes its supplies and services to customers that operate a home office or a business office. Which step of the marketing strategy has it performed?

\_\_\_\_\_7. Mary is debating about which four of the following cameras to purchase: Canon, Casio, Epson, Konica Minolta, Nikon, Panasonic, and Sony cameras. These cameras have better performance records. Where is she in the consumer decision-making process?

\_\_\_\_\_8. Soho sells its shoes directly to the consumer through its own stores at discounted prices. This is an example of which type of store?

\_\_\_\_\_9. Brad refuses to eat a new product because of a warning from the United States Department of Agriculture. This is an example of which type of consumer information source?

\_\_\_\_\_10. Mary has reviewed several camera dealers’ websites, talked with other camera store operators, and surveyed potential customers about cameras. Where is she in the consumer decision-making process?

\_\_\_\_\_11. Dr. Scholl’s provides a variety of products for the feet. It promotes its product to people who want to make their feet more comfortable. Which step of the marketing strategy has it performed?

\_\_\_\_\_12. Mary will be opening her own camera store soon. She is trying to figure out which types of cameras to sell. Where is she in the consumer decision-making process?

\_\_\_\_\_13. Ken reviews the nutritional content on the product label to avoid saturated fat. This is an example of which type of consumer information source?

1. Business sources
2. Business sources
3. Convenience
4. Determine the effectiveness of the decision
5. Factory outlet
6. Gather information
7. Gather information
8. Government agencies
9. Identify a target market
10. Identify a target market
11. Make a purchase
12. Media
13. Select and evaluate alternatives