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MARKETING: Section 4 Tests/Quizzes

Lesson 1-4 Quiz B

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7 questions · 7 pts

1 Determine the best answer.

In the era in which the marketing efforts of a business were devoted to distribution, the business was said to have a:

Multiple Choice - 1 point

2 Relationship marketing is good for a business because it

Multiple Choice - 1 point

3 An approach to customer service that gives employees the authority to solve many customer problems is

Multiple Choice - 1 point

4 True or False: Because businesses have become more concerned about profits and competition, marketing is less important today than it was in the past.

Multiple Choice - 1 point

5 **Employee Empowerment:** To most customers, a business is represented by the employees with whom they deal on a regular basis. If an employee has an uncaring or indifferent attitude, cannot answer customers' questions, appears unconcerned about a problem, or is unable to solve a problem, a customer will quickly become dissatisfied and will look for another place to shop. **Employee empowerment** is an approach to customer service that gives employees the authority to solve many customer problems. Employee empowerment requires that businesses trust employees to make good decisions in the best interests of the company and the customer. Empowered employees are given training to understand the resources that are available to them when they work on a problem. They are also given guidelines to determine the appropriateness of possible solutions. Businesses have learned that empowered employees who understand the marketing concept make good decisions that satisfy customers.

Question: What is the primary benefit of employee empowerment in customer service?

Multiple Choice - 1 point

The Changing Approach To Marketing

While marketing is necessary in all exchanges, businesses have not always believed marketing was important to their success. They expected customers to take most of the responsibility for completing marketing activities. It took many years before businesses began to realize the value of effective marketing. There are several changes in the role that marketing has played in U.S. businesses during the past century. The historical development of marketing is summarized in Figure 1-6.

Production Emphasis

In the early years of the last century (1900- 1920), production processes were very simple, and few product choices were available. People had limited money to spend on products, and much of their purchasing was for basic necessities. Transportation systems were not well developed, so it was difficult to get products from where they were manufactured to people throughout the United States.

Businesses believed that if they could produce products, they would be able to sell them. They focused on developing new products and improving production. Their only marketing effort was devoted to distribution-moving products from the producer to locations where customers could buy them.

Sales Emphasis

During the 1930s and into the 1940s, businesses became more effective at producing products. Industrial improvements and modern methods of producing large numbers of products at a low cost, such as assembly lines, were introduced. Transportation systems, including the use of trains, boats, and trucks, improved, making it easier to get products to customers. At the same time, the standard of living of many Americans improved, so they had more money to spend on goods.

These changes resulted in increased competition among businesses. They could no longer rely on customers buying their products just because they were able to get the products to the customers. Companies began to rely on salespeople to convince customers that their products were better than the products of competitors. Good salespeople could introduce products that customers had not purchased before and demonstrate the advantages of ownership

Marketing Department Emphasis

The sales emphasis continued into the 1950s for many businesses and well beyond that time for others. After World War II, the U.S. economy expanded rapidly, and wage levels increased for consumers as their hours of work declined. Consumers had more money to spend and more time to enjoy the use of many products. Companies increasingly found that consumers were not easily convinced to purchase products when they had many choices available to them. Therefore, businesses had to find different ways to be sure that consumers purchased their products. Companies began to organize marketing departments that were responsible for developing those new methods.

One of the first efforts of the new marketing departments was to expand the use of advertising. Advertising had an important role of informing consumers about a company's products, the reasons to buy the products, and where they could locate the products. The use of newspapers and magazines, the expanded use of radio, and the growth of television provided outlets to reach consumers with many forms of advertising.

New methods of getting products to customers were developed including catalog sales with mail delivery to rural areas, expanded and improved truck and rail distribution, and even the use of airplanes to rapidly move perishable products. The expanding number of retail stores and the growth of city shopping centers gave customers easier access to product choices. Competition brought product prices down, and customers were offered credit to make purchases more affordable. As companies worked to find more ways to encourage customers to buy, they increasingly relied on marketing to find ways to expand markets and sell more products.

Marketing Concept Emphasis

The marketing department emphasis showed that marketing could be a very important tool for businesses. A number of activities were now available that had not been used in the past. However, just because more marketing activities were used, companies were not always more successful. It was discovered that marketing was becoming quite expensive. Also, since the goal of the marketing department was to sell the products of the company, marketers began to misuse marketing activities. These inappropriate activities might have increased sales, but they also led to customer complaints. Examples included high-pressure sales, misleading advertising, and customer services that were not provided as promised. These past actions help explain why even today some people have a negative attitude toward marketers and some marketing activities.

Marketers also discovered that no matter how hard they tried, there were some products that customers did not want to buy. If customers did not believe that a product would satisfy their needs, marketing was not effective. Yet marketers were not involved in developing the products.

In the 1970s, some companies began to realize they could be more successful if they listened to consumers and considered customer needs as they developed products and services. The marketing concept uses the needs of customers as the primary focus during the planning, production, pricing, distribution, and promotion of a product or service.

When the marketing concept was adopted, marketing became more than the work of one department. It was now a major part of the business. Marketing personnel worked closely with people in other parts of the company. Activities were completed with customer satisfaction in mind. By coordinating the efforts of the departments in the company and by focusing on satisfying customers' needs, companies were able to develop and market products that customers wanted and that could be sold at a profit. Since its first use in the 1970s, the marketing concept has been proven as an effective

method. It is now used by the majority of businesses and by other organizations.

During the Production Emphasis period (1900-1920), what was the main focus of businesses in marketing their products?

Multiple Choice - 1 point

7

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Add Question

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Question: Why did some people develop a negative attitude toward marketers during the Marketing Concept Emphasis period?

Multiple Choice - 1 point
