

Hempstead High School

**MARKETING: Section 4**

## Lesson 2-2 Quiz A

Due Date: **September 28, 2024**

Instructor: **Merrill Kazanjian**

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

Score:  / 100

Question 1

/1

Read the section of chapter 2-2 below and answer the question.

It would be easy to say that marketing has always positive results. That is not always the case. If not used appropriately, marketing can have negative effects. The misuse of marketing has led to some criticisms and has created a negative image for some marketing activities. Businesspeople must take criticisms of marketing seriously. If consumers have a negative opinion about an important part of a business, it can affect whether or not they will be customers.

### Marketing Causes Unneeded Purchases

Because of marketing, consumers have many choices of products to purchase. Those products are readily available in many stores. They are displayed in ways that make them easy to purchase, and they are packaged to attract attention. Advertising is used extensively to encourage people to consider specific brands of products. Credit and special financing arrangements are often available for expensive products to make them seem more affordable. Marketing activities and the power of promotion can increase the sales of products and services.

Businesses using the marketing concept should carefully consider the potential impact of marketing activities on consumers. While it might seem appropriate to use any tool that will result in more sales of a product, the long-term results of the sale should also be considered. If a customer buys a product because of marketing rather than because the product is really needed, there is a good chance the customer will be dissatisfied. How many times have you Purchased something and then quickly decided you really did not want or need the item? What actions did you take?

Many consumers simply return the item for a refund. The business has now lost the sale, and it also has a product that is worth much less than before and perhaps cannot be resold. Even if the consumers do not return the products, they are likely to be dissatisfied. Do you believe the consumers will buy that product again? The business is left with returned merchandise, a dissatisfied customer, and possibly a bad reputation among the customer's friends.

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Finally, the business must value long-term relationships with customers. One sale is not enough. The business will be successful only when customers return repeatedly because they are satisfied with the business and believe the business is concerned about their needs.

### Marketing Wastes Money

As seen in Figure 2-2, the average cost of all marketing activities is about 50 percent of the price of products. For some products it is much higher, and for others, it is a very small percentage. Since many people think of marketing as only advertising and selling, they are upset when they believe those activities double the price of their purchases.

In reality, promotion and selling are a small part of the cost of marketing typically about 2 to 10 percent of the product's price-and effective promotion and selling do increase the value to the customer. Advertising can provide product information so that you can make the best choice. It can inform you where a product can be purchased and when it is on sale. Advertising can even result in savings because of the information provided. A salesperson who helps you select the best product for your needs rather than sells you something you do not want helps you spend your money more effectively. Economists who study the impact of marketing activities on product prices have demonstrated that marketing actually results in lower prices in the long run. Because of marketing, products can be sold to more customers. This, in turn, creates more competition among businesses. When consumers have more choices of products, they will usually buy those that are reasonably priced. That encourages businesses to keep prices as low as possible to be competitive. According to the economists, increased sales volume and competition result in lower prices for consumers.

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Why might marketing cause unneeded purchases?

- Marketing helps consumers make informed decisions
- Marketing makes products more expensive
- Marketing encourages the purchase of products regardless of consumer needs
- Marketing increases product availability and convenience

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Question 2

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What can happen when a customer buys a product they don't need due to marketing?

- The customer may return the product or become dissatisfied
- The business will gain long-term customers

The customer will recommend the product to others

The customer is always satisfied

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How can businesses address the criticism that marketing causes unnecessary purchases?

By only promoting products that meet customer needs

By avoiding marketing altogether

By encouraging customers to buy more

By offering deep discounts on all products

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Question 4

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What percentage of a product's price is typically spent on all marketing activities?

- 10 percent
- 25 percent

50 percent

75 percent

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Question 5

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**How can marketing result in lower prices for consumers in the long run?**



By increasing product variety and competition

- By making salespersons unnecessary
- By eliminating unnecessary products
- By reducing the need for advertising

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Question 6

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Why is a business that is committed to long-term customer relationships less likely to use high-pressure sales tactics?

High-pressure tactics can lead to customer dissatisfaction and harm relationships

- High-pressure tactics are the most effective way to achieve long-term relationships
- Long-term relationships require more aggressive sales approaches
- High-pressure tactics increase customer loyalty

**Instructions for grading:** Grade each question and tally the score to obtain the total test points. If the factor does not equal 1, multiply the total points by the factor to obtain the student's final score.

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Why might marketing cause unneeded purchases?

Marketing encourages the purchase of products regardless of consumer needs

1 possible pts.

## Question 2

Read the section of chapter 2-2 below and answer the question.

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Businesses using the marketing concept should carefully consider the potential impact of marketing activities on consumers. While it might seem appropriate to use any tool that will result in more sales of a product, the long-term results of the sale should also be considered. If a customer buys a product because of marketing rather than because the product is really needed, there is a good chance the customer will be dissatisfied. How many times have you purchased something and then quickly decided you really did not want or need the item? What actions did you take?

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Finally, the business must value long-term relationships with customers. One sale is not enough. The business will be successful only when customers return repeatedly because they are satisfied with the business and believe the business is concerned about their needs.

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What can happen when a customer buys a product they don't need due to marketing?

The customer may return the product or become dissatisfied

1 possible pts.

## Question 3

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How can businesses address the criticism that marketing causes unnecessary purchases?

By only promoting products that meet customer needs

1 possible pts.

## Question 4

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What percentage of a product's price is typically spent on all marketing activities?

50 percent

1 possible pts.

## Question 5

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**How can marketing result in lower prices for consumers in the long run?**



By increasing product variety and competition

1 possible pts.

## Question 6

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Why is a business that is committed to long-term customer relationships less likely to use high-pressure sales tactics?

High-pressure tactics can lead to customer dissatisfaction and harm relationships

1 possible pts.

