

Hempstead High School

MARKETING: Section 4

Lesson 6-7 Relationship Marketing Vs. Transactional Marketing

Due Date: **December 28, 2024**

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

What best describes transactional marketing?

- Primarily product-based
- Requires personal interaction with the seller
- Focused on building long-term customer relationships
- Involves significant emotional engagement

Question 2

/1

2. Which of the following is an example of relationship marketing?

- Receiving a product recommendation from a friend
- Purchasing a product based solely on price and Amazon reviews.
- Buying groceries at a supermarket
- Shopping on Amazon without knowing the seller

Question 3

/1

3. How does Apple exemplify transactional marketing?

- Through their range of products that sync together
- By offering the lowest prices in the market
- By creating emotional connections with customers
- By having a personal relationship with each customer

Name: _____

Question 4

/1

4. What does relationship marketing emphasize?

- The relationship between the seller and the buyer
- The number of products sold
- The quality of the product
- The emotional aspect of the transaction

Question 5

/1

5. Which company is mentioned as having a strong relationship marketing strategy?

- Nike
- eBay
- Amazon
- Walmart

Question 6

/1

6. What are two key elements in successful relationship marketing according to the speaker?

(NOTE: CHOOSE TWO ANSWERS)

- Strong brand loyalty
- Competitive pricing
- High sales volume
- Understanding customer needs and emotions

Name: _____

Question 7

/1

7. What does the speaker suggest about the relationship between transactions and relationships?

- Every transaction has an element of relationship
- Only products matter in marketing
- They are completely separate
- Relationships are less important than transactions

Question 8

/1

8. How did Nike change its marketing approach over the years?

- By creating advertisements for a wider audience
- By increasing their advertising budget
- By focusing only on professional athletes
- By reducing the variety of their products

Question 9

/1

9. Which marketing strategy is less likely to involve personal interaction?

- Relationship marketing
- Transactional marketing
- Direct marketing
- Influencer marketing

Name: _____

Question 10

/1

10. What is a significant takeaway from the lecture regarding marketing?

- Relationships are vital for business growth
- Marketing strategies should only target existing customers
- Products sell themselves
- Price is the most important factor in sales