Principles of Marketing

Diagnostic Test

Direction: Read and answer the following questions carefully. Encircle the letter of your answer.

- It is the process of continuously & profitably satisfying target customer's needs, wants & expectations superior to competition.
 - a. Company b. Customer c. Marketing d. Competition
- 2. Its objective is to satisfy the needs, wants & expectations of target customers.
 - a. Company b. Customer c. Marketing d. Competition
- Its objective is to ensure corporate health and profit.
 - a. Company b. Customer c. Marketing d. Competition
- It is the result of satisfying the customer's needs & wants.
 a. Sales b. Profit c. Market Shares d. Users.
- It is the ratio of your brand sales versus the total sales in your market.
 a. Sales b. Profit c. Market Shares d. Users

- 9. It is a procedure, flow of activities, and other mechanisms that deliver the intended experience.

 a. Physical environment b. Process c. People d. Product
- 10. These are the members of the team who contribute to the delivery of the service & its brand promise whether at the front line or in the back office, on-site or off-site.
 a. Physical environment
 b. Process
 c. People
 d. Product
- 12. Place where service is performed; includes all touch points leading to the place.
 a. Physical environment b. Process c. People d. Product
- This concept reflects customer loyalty, a reliable way of evaluating customer's satisfaction.
 a. Change
 b. Loyal cutomer
 c. Sales
 d. Price
- It comes after trial of the product/services.
 Customer trial b. Customer error c. Customer loyalty d. Customer satisfaction
- It comes after the repeat purchase.
 Customer trial b. Customer error
 Customer loyalty
 Customer satisfaction
- 16. This is done by understanding and contextualizing pain points of consumers and creating features or attributes that remove those pain points.

 a. Functional benefit

 b. Emotional benefit

 d. Economic benefit
- 17. Takes into consideration how customers want to be perceived by others using a product or service.
 a. Functional benefit c. Social benefit b. Emotional benefit d. Economic benefit

Test Yourself Principles Of Marketing

Andrew Hammond

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