

Marketing Management FINAL EXAM

Quiz 1 "Customer Focus, Customer Performance, and Profit Impact"

1. With reference to the six-category scale, a consumer satisfaction index (CSI) of 20 denotes that the customer is _____.
 - a. Satisfied
 - b. Somewhat dissatisfied
 - c. **Dissatisfied**
 - d. Somewhat satisfied
 - e. Very Satisfied
2. Julio lives in Summit County, in Colorado. He has taken health insurance from Pro-Life Inc., a health maintenance organization in Colorado that has a network of health care providers. Julio can visit the health care providers in the Pro-Life Inc. network, and get services at much lower rate. Julio regularly visits Dr. Amy Page, the best general physician in the Pro-Life Inc. network in Summit County even though he is not satisfied with her services. When any of his friends require medical services, Julio does not recommend Dr. Amy Page to them. For Dr. Amy Page, Julio is a(n) _____ customer.
 - a. **Captive**
 - b. Loyal
 - c. Unprofitable
 - d. Intermediate
 - e. Repeat
3. Which of the following is a component of customer loyalty index?
 - a. Customer's demographic details
 - b. Average customer life
 - c. **Desire to repurchase**
 - d. Customer satisfaction
 - e. Customer's income level
4. A captive customer is most likely to _____.
 - a. Have a low purchase amount
 - b. **Have a weak product preference**
 - c. Have a high desire to repurchase
 - d. Have a high customer loyalty index
 - e. Recommend a brand or company to others
5. Minimal customer focus results in a reduction in the cost of marketing and sales. **False**
6. The most significant impact of satisfying and retaining customers is _____.
 - a. That a business can eliminate the need for advertising.
 - b. **That it can result in tremendous financial leverage**
 - c. That a business can redirect marketing efforts to better serve dissatisfied customers.
 - d. That a desired increase in the level of profitability requires an increase in sales volume of only half as much.
 - e. That a business can redirect marketing efforts to attain new customers.
7. With reference to the six-category scale, a consumer satisfaction index (CSI) of 60 denotes that the customer is _____.
 - a. Satisfied.
 - b. **Somewhat satisfied.**
 - c. Somewhat dissatisfied.

14 Introductory Marketing Management Final Exam Scope

BM King



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Marketing Management Michael R. Czinkota, Masaaki Kotabe, Demetris Vrontis, S. M. Riad Shams, 2021-08-24 This textbook provides students with comprehensive insights on the classical and contemporary marketing theories and their practical implications. A fourth revised edition of Marketing Management, the text features new classical and contemporary cases, new interdisciplinary and cross functional implications of business management theories, contemporary marketing management principles and futuristic application of marketing management theories and concepts. The core and complex issues are presented in a simplified manner, providing students with a stimulating learning experience that enables critical thinking, understanding, and future application. Each chapter features a chapter summary, key terms review, and discussion questions, and a practice quiz. Throughout the text, there are also specific teaching features to provide students and instructors with an enhanced pedagogical experience. These features include The Manager's Corner. These sections provide real world examples that instructors may highlight to exemplify theory or as mini cases for discussion. Marketing in Action. These sections ask students to apply concepts and theories to actual business situations. Web Exercises. These mini sections provide students with real world issues and suggest websites for more information. In addition, the authors provide ancillary lecture notes and a Solution Instructors manual online to aid instructors in their teaching activities.

Introduction to EU Competition Law Peter Willis, 2013-09-05 This book provides an introductory but thorough guide to EU competition law, covering the underlying economics and the key substantive areas of anticompetitive agreements, Article 81 abuses of dominance, Article 82, the application to the most common types of commercial agreement, state aids, state measures limiting competition, and mergers. It also examines the procedures under which the relevant competition authorities apply the rules, private enforcement of the rules before the courts, and minimising risk by implementing a compliance programme. The emphasis is practical rather than theoretical; the authors are practitioners in the field of competition law and economics with many years' individual and collective experience in the area. This will be an essential reference tool for practitioners, academics, and students of EU Competition Law.

European Banks and the American Challenge Stefano Battilossi, Youssef Cassis, 2002 The book provides a fresh historical perspective on the internationalization of banking business and the emergence of the Euro Dollar and Euro Bond markets from the late 1950s to the early 1970s, a process which laid the foundations of the subsequent financial globalization. Since the mid 1950s, multilateralism and rapidly growing trade among OECD countries, the gradual though asymmetrical relaxation of exchange controls, and the return to external convertibility had sowed the seeds of economic interdependence and financial integration. All these factors actively encouraged American and European banks to pursue the expansion of their international business, largely free of regulations and controls affecting their domestic activity. International banking of the 1960s was also the forge of a restless wave of financial innovations. In fact, Euro Dollars, along with other minor Euro Currencies and Euro Bonds, fostered the emergence of fast growing international

money and capital markets mainly based in the City of London which rapidly became the new frontier of growth for banking business Aggressive behaviour of American banks in Europe coupled with an efficient multinational structure and a remarkable degree of financial creativity added a sharp competitive edge to Euro banking Following their multinational customers as much as escaping from cumbersome domestic regulation US banks rapidly attained a dominant position in London while establishing at the same time their footholds on the Continent This volume is based primarily upon largely unexplored archive records and addresses original issues The causes of the primacy of London as an international financial centre are investigated as well as the impact of Euro banking on British clearing banks as a boost towards liability management and business diversification Some wider perspectives are also included which focus on innovative strategies designed by European banks such as consortium banking and other cooperative ventures in response both to the American challenge and to the establishment of the European Community

PGT Commerce - Unit 8 Human Resource Management & Marketing Management (2025 Edition) - Self Study Series Book Dheeraj K Singh and Daniel Robert, The book is specially written for PGT Commerce examinations like KVS NVS DSSSB HTET Level III UP PGT All other state level teaching examinations The book is an attempt to clarify the theoretical concept and provide practical problem solving aptitude to crack the objective type examinations This book also contains a scanner of questions asked in previous exams Besides this there is a chapter wise segregation of the exam questions

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Product Strategy and Management Michael John Baker,Susan J. Hart,2007 This is a review and analysis of the issues involved in managing products through their life cycle The work has a managerial orientation and will be ideal for students of marketing business studies and product development courses

Company Law in Context David Kershaw,2012-06-28 Company Law in Context is an ideal main text for company law courses David Kershaw places company law in its economic business and social context making more accessible and relevant the cases statutes and other forms of regulation A running case study provides a practical perspective

Scientific and Technical Aerospace Reports ,1984 **Marketing Information Guide** ,1965

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