



Module 4 Exam – Cover Sheet

Instructions

- This is an exam. Do not talk.
- Your books, notes, and electronic devices must be put completely away, out of sight.
- **Do not open the exam** until you are told to begin.
- Once you leave the exam room, you may not return. No bathroom or other breaks during the exam
- Turn in your Scantron in the folder for your Discussion Section number.
- Keep the questions when you leave.
- If you do not have a Scantron form/pencil, take your seat, raise your hand and wait with your \$10
- Any contravention of these instructions will lead to your ejection from the exam with zero points
- While you are waiting to begin, enter the following information on your Scantron:

LINE:	INFO TO ENTER:	EXPLANATION:
Name:	LAST, First, Middle	Make sure your family name comes first
Subject:	1234-5678	Your Student ID Number
Test No.:	«A STRING»	This is your test version (ABCD) and unique ID number (0 to 9999)
Date:	4	This is the module number for this exam
Hour (Period):	101, 102, 103, etc.	This is your Discussion Section number – see below

Section	Day / Time	GSI Name
101	Tu 8-9A	Rajat Gulati
102	Tu 9-10A	Rajat Gulati
103	Tu 10-11A	Chris Dulgarian
104	Tu 11-12P	Chris Dulgarian
105	Tu 2-3P	Mitya Voloshchuk
106	Tu 5-6P	Mitya Voloshchuk
107	W 8-9A	Debora Basso
108	W 9-10A	Claire Bianchi
109	W 10-11A	Claire Bianchi
110	W 11-12P	Steven Truong
111	W 12-1P	Steven Truong
112	W 1-2P	Josie Sullivan
113	W 5-6P	Josie Sullivan
114	Th 8-9A	Debora Basso
115	Th 9-10A	Joseph Hanna
116	Th 10-11A	Joseph Hanna
117	Th 1-2P	Andrea Soto
118	Th 5-6P	Andrea Soto

UGBA 10 – Principles of Business

MODULE 4 EXAM – Spring 2016 4.29.16

Instructor: Professor Hopelain

1. In many ways, Snapple is in the fashion business. It comes in 40 different flavors, and is known for the fun facts on the inside of the cap. Which of the 4 P's are Snapple's famed bottle caps an example of?
 - a. Place
 - b. Product
 - c. Price
 - d. Promotion

2. General Foods' aim to have over 80% of company volume generated by brands in either the #1 or #2 position in their category each year is an example of:
 - a. SMART objectives
 - b. Company mission
 - c. Integrated marketing
 - d. Marketing tactics

3. Farmers Only is one of many dating apps and sites. Their focus on these consumers who farm for a living is an example of which type of segmentation?
 - a. Psychographic-based segmentation
 - b. Demographic-based segmentation
 - c. Behavioral-based segmentation
 - d. Needs-based segmentation

4. H&M advertises that its business concept is "fashion and quality at the best price in a sustainable way". They have collaborated with many high-end designers including Jimmy Choo, Versace, Alexander Wang, and several fashion icons including David Beckham, Madonna and Beyonce. What role do these collaborations play in H&M's positioning?
 - a. They are indicative of the target
 - b. They are the key benefit
 - c. They are the frame of reference
 - d. They are what makes it believable

5. TOMS is motivated by the belief that they can improve people's lives through business. Pick the statement that best describes what TOMS mission does for the organization:
 - a. Defines the industry they compete in
 - b. Details the specific metrics that will be used to evaluate performance
 - c. Motivates employees and attracts recruits
 - d. Details the tactics used to achieve its goals

6. Most consumers fly on more than one airline. Which of these tactics might United Airlines try to increase purchase loyalty among air travelers?
 - a. Create a better in-flight experience
 - b. Run TV ads about United employees passion for customer service
 - c. Get a celebrity spokesperson to be the face of the brand
 - d. Sponsor a travel show on the Travel Network

7. Imagine a consumer who has a Samsung TV and a Sony Playstation as well as an iPhone, Macbook Pro and an iPad, and consistently buys Apple computer products because she thinks they work better together. Which quadrant of the Customer Relationship Group framework would Apple classify this consumer in?
 - a. Butterfly
 - b. True Friend
 - c. Barnacle
 - d. Stranger

8. What is the farthest stage in the TripAdvisor marketing funnel that a TripAdvisor user who books hotel rooms based on reviews he reads on TripAdvisor, and regularly writes his own reviews on TripAdvisor after each stay has reached?
 - a. Trial
 - b. Consideration
 - c. Aided awareness
 - d. Advocacy

9. Domino's Pizza changed its name recently to Domino's. Which quadrant of the Product/Market Expansion matrix, does its name change suggest that Domino's is pursuing? (Note: there are only three options offered)
 - a. Market penetration
 - b. Market expansion
 - c. Product expansion

10. Choose the best way to complete this sentence from the options given. Customer or buyer profiles describe:
 - a. Customer hobbies, demographics and psychographics
 - b. The physical appearance of the majority of customers
 - c. The average discretionary income of customers
 - d. The highest level of educational attainment of most customers

11. Choose the best way to complete this sentence from the options given. Buyer profiles are useful because they help marketers:
 - a. Address gaps in their product and service offering
 - b. Set pricing to maximize profitable growth
 - c. Place their marketing where potential customers are most likely to see it
 - d. Hire the most talented job applicants for their marketing team

12. Domino's views itself as the worldwide leader in pizza delivery, and promises your pizza will be delivered warm. They designed the DXP delivery car with a built-in warming oven to help keep food warm while it's en route to a customer's home. Which part of Domino's home delivery positioning does the DXP belong in?
 - a. SMART objectives
 - b. Mission
 - c. Reasons to believe
 - d. Target audience

13. If one of Amazon's marketing objectives were to increase e-commerce revenue, an example of a strategic initiative to achieve this objective would be to:
 - a. Reward customers for writing product reviews
 - b. Drive more traffic to the website
 - c. Give customers the option of picking up their orders
 - d. Increase the number of orders placed on the website

14. Which of these could be one of Gap, Inc's non-financial marketing objectives?
 - a. Increase the average transaction size in Gap stores and websites
 - b. Increase the percentage of consumers who rate Gap as 'very innovative'
 - c. Increase the number of transactions per day at Gap stores and websites
 - d. Decrease the number of product returns

15. The Echo is one of many Amazon products that fall in the Question Mark quadrant of the BCG Growth Share Matrix. As a question mark, the main marketing challenge for the Echo is:
 - a. Increasing market share
 - b. Maximizing marketing efficiency
 - c. Increasing loyalty
 - d. Staying relevant

16. Businesses in different quadrants of the Growth-Share Matrix receive different levels and types of marketing investment. If you're working in a Star business like Amazon Web Services (AWS), you are likely to
 - a. Have a smaller marketing budget than colleagues working the Question Marks like the Echo
 - b. Focus your marketing on increasing AWS's market share
 - c. Focus your marketing building sustainable advantage
 - d. Focus your marketing spending on growing the market for AWS services

17. Whole Foods new chain of stores is targeting the subset of millennial consumers who are interested in affordable natural and organic products made or raised with the quality standards Whole Foods is known for. Based on just this information, what type of segmentation underlies the new chain's positioning?
 - a. Demographic
 - b. Behavioral
 - c. Psychographic
 - d. Price sensitivity

18. Which of these questions is addressed by a product's positioning?
 - a. When will the product break even?
 - b. How will employees participate in the product's financial success?
 - c. Where should the product be sold?
 - d. Why will customers choose the product?

19. The classic value proposition framework includes 3 key elements. Which of these is NOT one?
 - a. What we do
 - b. How we price
 - c. Who we are
 - d. Why what we do matters

20. Read this theoretical positioning statement for Snapchat's advertising business:

For advertisers looking to reach tightly knit communities, Snapchat is an exciting new social ad platform that delivers higher engagement and conversion because only Snapchat presents personal, tiny, disappearing messages that mimic real conversations.

Which of these is Snapchat's frame of reference?

- a. Advertisers
- b. Higher engagement and conversion
- c. Personal, tiny, disappearing messages
- d. Social ad platform

21. Mastercard's successful and long-running marketing campaign is: "There are some things money can't buy. For everything else, there's MasterCard." What does this slogan tell you about Mastercard's positioning?

- a. The target is things money can't buy
- b. The frame of reference is anything that money can buy
- c. Mastercard is exclusive and can only be used in a limited number of merchants
- d. The benefit is saving money

22. Which of these is an example of the Apple's use of the Place lever in marketing the Apple Watch?

- a. Running a 12-page ad in Vogue
- b. Offering three versions and multiple watchbands at launch
- c. Only allowing pre-orders on apple.com
- d. Having several mobile apps adapted for the Apple Watch at launch

23. A management consultant who belongs to the Hilton, Hyatt and Marriott loyalty programs and likes them all equally chooses where to stay based on which one is closest to the client. Which quadrant of the Customer Relationship Group Framework does she fit in?

- a. Butterfly
- b. True Friend
- c. Barnacle
- d. Stranger

24. Which of these is NOT an example of a SMART marketing objective?

- a. Increase the average order size by 5% within 3 years
- b. Be on Fortune's top 10 best places to work in America next year
- c. Have half of sales come from products less than 3 years old within 18 months
- d. Increase customer lifetime value significantly over the next several years

25. The scandal over Volkswagen's falsification of the performance of its clean diesel engine technology has ramifications for VW and has hurt the credibility of clean diesel technology in general. From the perspective of Mercedes Benz's clean diesel engine initiative, which quadrant of the SWOT analysis does the VW scandal belong in?

- a. Strengths
- b. Weaknesses
- c. Opportunities
- d. Threats

26. Which of these could be a NON-FINANCIAL marketing objective of Twitter:
- Increase advertising revenue per user
 - Improve tweet searchability
 - Generate sponsorship revenue
 - Improve profitability
27. Marketers use a variety of quantitative research techniques to gain insight into customers. Which of these is a methodology for conducting quantitative research?
- Telephone surveys of users and prospects
 - Ethnography
 - Focus groups
 - Online bulletin boards
28. Including the right people in research is one of the most important aspects of research design. Which of the following potential criteria do marketers typically use in screening research participants?
- Availability to participate in the research
 - Interest in the product or category being explored
 - Access to a smartphone
 - Membership in one or more loyalty programs
29. Scandals can hurt a company badly – stock prices drop, lawsuits are filed, people lose their jobs. Which of the tactics listed below is a way companies try to insulate their product brands from scandals affecting other brands in the portfolio and the corporate brand?
- Using the company name in product brand names
 - Using the company name to endorse product brand names
 - Using product brand names that are not linked or related to the company name
 - Using different celebrity spokespeople as the face of each brand
30. Triplt Pro is a paid app that creates integrated travel itineraries automatically combining flight, hotel, and car reservations, and is highly popular among frequent travelers. Which of these tactics is the best option for growing Triplt Pro's revenue and user base?
- Free 3-month subscription for first time buyers to drive trial
 - Discounts for repeat buyers to encourage renewals
 - Discounts for members who buy Triplt Pro for family and friends
 - TV advertising to increase awareness
31. Fairlife is Coca-Cola's new line of filtered protein- and calcium-enriched milk that is low in sugar, and lactose- and fat-free. Which of these is LEAST LIKELY to be a market for Fairlife milk?
- Consumers on a high-protein diet
 - Consumers taking calcium supplements
 - Lactose intolerant kids
 - Consumers on a high-fat diet
32. Imagine you have an assignment to profile millennials who have traveled internationally on vacation in the past year. Which of the following would probably NOT be included in that profile?
- The type of car they own
 - Where they prefer to stay when on vacation
 - How long their international trips usually last
 - Age, income, education, and zip code

33. Which of the following is a marketing advantage of having all customer information in one integrated database?
- Greater insight by having a holistic view of customer relationships
 - Reduced labor expense by simplifying data entry
 - Better security by having only one database to protect customer information
 - Streamlined programming by having only one database to pull customer information from
34. Movie studio marketers have learned that Hispanic moviegoers tend to buy tickets in particularly large groups and that if they hook one family member, they can get an exponential result. As a result, in promoting the launch of Disney's remake of "The Jungle Book," the studio teamed with Hispanic television powerhouse Univision for a five-week stunt that brought "Jungle Book" characters and clips to telenovelas, talk shows and sports coverage.
- Which of the 4 P's is this tactic an example of?
- Product
 - Price
 - Place
 - Promotion
35. General Mills has updated many of its cereal products by removing artificial flavors and colors in order to appeal to new consumers who care about natural ingredients. According to the Product/Market Expansion matrix, what type of growth is this?
- Market Penetration
 - Product Expansion
 - Market Expansion
 - Diversification
36. Ferrari aspires to be a lifestyle luxury brand. Which of the following potential moves would NOT be a proof point of the brand's lifestyle positioning?
- Opening Ferrari World high-end theme parks, starting in Dubai
 - Selling a line of Ferrari fragrances exclusively at Neiman Marcus department stores
 - Selling a line of Ferrari-branded tube socks at JC Penney
 - Competing in Formula 1 racing
37. I have carefully checked my Scantron. My Section number and name is correctly shown
- Yes
 - No
38. This is version "A": fill in the "«A_VERSION»" bubble for this question and write the letter and unique exam identifier "«A_STRING»" in the "TEST NO." box of your Scantron.

IMPORTANT NOTE: IN THE EVENT YOU DO NOT WRITE YOUR UNIQUE IDENTIFIER («A_STRING») ON THE SCANTRON, IF YOUR IDENTIFIER DOES NOT MATCH THAT SHOWN ABOVE OR IF IT HAS BEEN USED BY ANOTHER STUDENT, YOU WILL AUTOMATICALLY SCORE ZERO ON THIS TEST.

