**Question 1**

The \_\_\_\_\_\_\_\_\_\_\_\_\_ is the center of all marketing efforts.

A) product

B) marketing mix

C) mission

D) consumer

E) firm

**Question 2**

\_\_\_\_\_\_\_\_\_\_ is the shared meanings, beliefs, morals, values, and customs of a group of people.

A) Demographics

B) Culture

C) A generational cohort

D) Ethnicity

E) A social trend

**Question 3**

Consumers' privacy concerns led to enactment of:

A) the Robinson-Patman Act.

B) the Federal Trade Commission's Do Not Call registry.

C) the Federal Trade Commission's Do Not Email registry.

D) the Child Protection Act.

E) All of these.

**Question 4**

By paying close attention to customer needs and continuously monitoring the \_\_\_\_\_\_\_\_\_\_\_\_\_\_, marketers can identify potential opportunities.

A) buyers' cognitive dissonance

B) environment in which it operates

C) just-in-time marketing promotions

D) regional psychographic groups

E) all of the above.

**Question 5**

Which of the following is NOT a macroenvironmental factor?

A) The economic situation

B) Changes in laws and regulations

C) Demographics

D) Culture

E) The firm's competitors

**Question 6**

Which of the following is NOT an important trend marketers must monitor in the macroenvironment?

A) Green marketing.

B) Red/blue marketing in election years.

C) Restrictions on marketing to children.

D) Concerns about invasions of privacy.

E) Getting the attention of customers who are faced with many demands on their time.

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**Question 7**

Major factors that must be considered by marketers in examining the economic situation include all of the following EXCEPT:

A) inflation rates.

B) foreign currency fluctuations.

C) income of target customers.

D) interest rates.

E) All of the above must be considered when analyzing the economic situation.

**Question 8**

Marketers must consider the political and regulatory environment, which may have a profound impact on competition, promotion, product safety and the operation of the marketplace. Key players include all of the following EXCEPT:

A) legislators

B) regulatory agencies

C) political parties

D) courts

E) stock exchanges

**Question 9**

Compared to other groups, members of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ generational cohort are more likely to marry and buy homes later, are more cynical, are shopping savvy and are relatively less interested in luxury brands.

A) Baby Boom

B) Generation X

C) Generation Y

D) Generation Z

E) Seniors

**Question 10**

A firm's macroenvironment includes \_\_\_\_\_\_\_\_\_\_\_\_\_ factors, which the marketer cannot \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

A) economic; anticipate

B) customer-focused; effectively monitor

C) demographic; measure

D) external; control

E) competition; ignore