|  |
| --- |
| True / False |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. A firm’s marketers must write a marketing plan before formulating an overall marketing strategy.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |

 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 2. Every marketing plan requires a budget, a time schedule for implementation, and a system for monitoring the plan’s success or failure.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |

 |

|  |
| --- |
| Multiple Choice |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 3. Which of the following is used to identify the firm’s strengths, weaknesses, opportunities, and threats within the marketing environment?

|  |  |  |
| --- | --- | --- |
|   | a.  | Business portfolio analysis |
|   | b.  | Breakeven analysis |
|   | c.  | SWOT analysis |
|   | d.  | Marginal analysis |

|  |  |
| --- | --- |
| *ANSWER:* | c |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 4. Tony is reviewing his team's proposed marketing plan for their company's newest model of computer keyboard. The section he's reading states that the keyboards will be introduced with in-store displays, a giveaway to encourage sales, and a social media campaign, all within the first month of implementing the plan. He must be reading about:

|  |  |  |
| --- | --- | --- |
|   | a.  | the SWOT analysis. |
|   | b.  | the marketing strategies. |
|   | c.  | the marketing tactics. |
|   | d.  | the key performance indicators. |

|  |  |
| --- | --- |
| *ANSWER:* | c |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 5. Tracy is reviewing a marketing plan, and she is currently looking at the company description, marked "Company Analysis." Which of the following types of information should she NOT look for in this section?

|  |  |  |
| --- | --- | --- |
|   | a.  | A description of the firm's core competencies |
|   | b.  | A summary of the company's history and products |
|   | c.  | A plan for achieving a sustainable competitive advantage over its rivals |
|   | d.  | A list of the key performance indicators for the plan |

|  |  |
| --- | --- |
| *ANSWER:* | d |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 6. Grace is working on a new marketing plan for her dog accessory business, and she's developing some company objectives. Which of the following objectives belongs in the section marked "financial objectives"?

|  |  |  |
| --- | --- | --- |
|   | a.  | To design new branding, including a new logo, for the company |
|   | b.  | To expand distribution across the state of California |
|   | c.  | To increase revenue by eight to ten percent in the next six months |
|   | d.  | To build out the e-commerce section of her website |

|  |  |
| --- | --- |
| *ANSWER:* | c |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 7. Rick needs to get a small business loan in order to expand his food truck business, so he's writing up a marketing plan that includes specific objectives. Which of the following objectives belongs in the section marked "nonfinancial objectives"?

|  |  |  |
| --- | --- | --- |
|   | a.  | To donate two percent of his profits to the local food bank |
|   | b.  | To increase the prices of his menu items by three percent |
|   | c.  | To increase revenues by fifteen percent in the next twelve months |
|   | d.  | To secure a loan for $40,000 |

|  |  |
| --- | --- |
| *ANSWER:* | b |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 8. Magic Meals is a subscription meal delivery service that promises to deliver all the already-prepared ingredients and recipes you need to make healthy, kid-friendly meals in less than half an hour. Which of the following people is most likely to be a member of Magic Meals' target market?

|  |  |  |
| --- | --- | --- |
|   | a.  | A working mother of two young children |
|   | b.  | A single man in his 30s who has no children |
|   | c.  | A college-aged, single man who has no children |
|   | d.  | A stay-at-home mother of three teenagers |

|  |  |
| --- | --- |
| *ANSWER:* | a |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 9. Magic Meals is a subscription meal delivery service that delivers healthy, already-prepared ingredients and recipes to its customers. The company wants to increase revenues by focusing on a new target market. Which of the following provides the best growth potential with the least additional investment?

|  |  |  |
| --- | --- | --- |
|   | a.  | Targeting people with special dietary restrictions by developing new low-sodium meals |
|   | b.  | Targeting overweight people by developing new low-calorie meals |
|   | c.  | Targeting vegetarians and vegans by developing appropriate meals |
|   | d.  | Targeting older adults by emphasizing the convenience and quality of existing products |

|  |  |
| --- | --- |
| *ANSWER:* | d |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10. Imagine that you're the marketing manager of a small community theater called the Bayside Playhouse. Someone on the board of directors has suggested that you start making tickets available for sale at other local businesses, rather than requiring people to come to the box office, which has limited hours. You think this is an excellent:

|  |  |  |
| --- | --- | --- |
|   | a.  | pricing strategy. |
|   | b.  | product strategy. |
|   | c.  | promotions strategy. |
|   | d.  | distribution strategy. |

|  |  |
| --- | --- |
| *ANSWER:* | d |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 11. Imagine that you're the marketing manager of a small community theater called the Bayside Playhouse. While having dinner at your favorite restaurant one night, the owner suggests that you join forces with him and other local eateries to stage a "Taste of Bayside" event at the playhouse. You recognize this as an excellent:

|  |  |  |
| --- | --- | --- |
|   | a.  | pricing strategy. |
|   | b.  | product strategy. |
|   | c.  | promotions strategy. |
|   | d.  | distribution strategy. |

|  |  |
| --- | --- |
| *ANSWER:* | c |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 12. As the marketing manager of a small community theater called the Bayside Playhouse, you meet with the other board members once a month. As a group, you decide to attract more families to the playhouse by staging at least one kid-friendly play or musical each year. This is an excellent:

|  |  |  |
| --- | --- | --- |
|   | a.  | pricing strategy. |
|   | b.  | product strategy. |
|   | c.  | promotions strategy. |
|   | d.  | distribution strategy. |

|  |  |
| --- | --- |
| *ANSWER:* | b |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 13. As the marketing manager of a small community theater called the Bayside Playhouse, you meet with the other board members once a month. You all recognize that the playhouse is attracting mostly seniors and that you need to appeal to a younger crowd to keep your playhouse alive. The other board members approve your proposal to offer discounts to teens and college students because they agree it's an excellent:

|  |  |  |
| --- | --- | --- |
|   | a.  | pricing strategy. |
|   | b.  | product strategy. |
|   | c.  | promotions strategy. |
|   | d.  | distribution strategy. |

|  |  |
| --- | --- |
| *ANSWER:* | a |

 |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 14. William is the marketing director of a large firm that manufactures and sells gourmet food products across the country. Recently a customer found ground glass in a jar of his company's pesto sauce, and the news coverage went national. Despite a public apology and a recall, sales have plummeted, and the CEO is counting on William to turn things around. He suggests a new \_\_\_\_\_\_\_\_\_\_\_ that includes tactics such as issuing coupons, launching a social media campaign, and adding video testimonials to the website.

|  |  |  |
| --- | --- | --- |
|   | a.  | pricing strategy. |
|   | b.  | product strategy. |
|   | c.  | promotions strategy. |
|   | d.  | distribution strategy. |

|  |  |
| --- | --- |
| *ANSWER:* | c |

 |

|  |
| --- |
| Essay |

|  |  |  |
| --- | --- | --- |
| 15. Describe the different components of a business plan.

|  |  |
| --- | --- |
| *ANSWER:* | The different components of a business plan are as mentioned below:1. An executive summary briefly answers the who, what, when, where, how, and why questions for the plan.2. A company description or competitive analysis section focuses on the environment in which the marketing plan is to be implemented.3. The situation and competitive analysis, or market analysis, details how the company compares to its main competitors, especially in terms of weaknesses that create opportunities.4. Company objectives details specific financial and nonfinancial objectives to be achieved with the marketing plan.5. The target market description provides as much detail as possible about the potential customers and how they will be reached.6. The product strategy details the specific product or products to be marketed.7. The pricing strategy describes how the product(s) will be positioned in the market and why.8. The distribution strategy explains how the product(s) will be sold.9. The promotion strategy describes how the product(s) will be introduced to the target audience.10. The budget and schedule offers a timeline for implementing the plan, along with the analytics that will be used to monitor the effectiveness of the plan. |

 |

|  |  |  |
| --- | --- | --- |
| 16. What are the reasons a company should develop a marketing plan?

|  |  |
| --- | --- |
| *ANSWER:* | A company should develop a marketing plan to:- obtain financing as banks and most private investors require a detailed business plan.- provide direction for the firm’s overall business and marketing strategies.- support the development of long-term and short-term organizational objectives.- guide employees in achieving these objectives.- serve as a standard against which the firm’s progress can be measured and evaluated. |

 |

|  |  |  |
| --- | --- | --- |
| 17. What is the relationship between a marketing plan and a business plan?

|  |  |
| --- | --- |
| *ANSWER:* | Although a company's business plan is a far more thorough document describing the company's current position, operations, and plan for future growth, a marketing plan should draw from the business plan and restate parts of the executive summary, company description, and competitive analysis. This helps ensure that the marketing plan aligns with the company's overall plans and objectives. |

 |

|  |  |  |
| --- | --- | --- |
| 18. Describe at least three types of information a marketer should collect and detail in the Situation and Competitive Analysis section of a marketing plan.

|  |  |
| --- | --- |
| *ANSWER:* | Students' answers will vary but should include:- a list of the company's major competitors, both large and small, including specific details of the products/services they sell.- an analysis of how competitors are marketing their products/services.- some data on the overall market, such as the total value of goods/services sold annually.- environmental and industry factors that are influencing sales of the products/services.​ |

 |