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QUESTION 1

When conducting a SWOT analysis, opportunities and threats are likely to arise from:

- A. assets and financial performance.
- B. key personnel.
- C. changes in consumer preferences.
- D. the company's core competencies.
- E. the location of the company.

Correct Answer: C

QUESTION 2

Which of the following is true of personal ethics?

- A. Personal ethics are governed by external factors such as laws and government regulations.
- B. Personal ethics refer to an individual's understanding or perception of laws.
- C. Most people, given a chance, will engage in behavior that runs counter to their ethical understanding.
- D. Most people mature in their understanding of what is ethical and what is not by the age of 12.
- E. Most people gain ethical understanding through a continuous process from childhood through adulthood.

Correct Answer: E

QUESTION 3

Which of the following is likely to lead to less conflict in a vertical marketing system?

- A. Increasing the number of channel members
- B. Increasing flexibility and informality within the system
- C. Requiring each member to act in its own interest
- D. Increasing the degree of formalization
- E. Implementing an independent marketing channel

Correct Answer: D

QUESTION 4



According to the AMA Statement of Ethics, a marketer who embraces the ethical value of responsibility is expected to:

- A. contribute to charities and other social causes.
- B. avoid using coercion with all stakeholders.
- C. avoid knowing participation in conflicts of interest.
- D. listen to the needs of customers and make all reasonable efforts to monitor and improve their satisfaction on an ongoing basis.
- E. disclose list prices and terms of financing as well as available price deals and adjustments.

Correct Answer: B

QUESTION 5

Which of the following is true of PSA's?

- A. They focus on issues related to places, politics, or an industry
- B. They are intended to push people towards repurchases.
- C. They are used only during the maturity stage of product life cycle.
- D. They focus on public welfare.
- E. They are always government funded.

Correct Answer: D

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