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MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) _____ is the marketing of products to companies, governments, or not-for-profit organizations for use in the creation of goods and services that they then produce and market to others.
- A) Micromarketing
 - B) Business marketing
 - C) Retail marketing
 - D) Consumer marketing

Answer: B

- 2) Which of the following is an organizational buyer?
- A) A girl buying Timbits from Tim Hortons.
 - B) A group of friends pooling their funds and buying a Lotto 6/49 ticket.
 - C) A couple buying a mega pack of cleaning supplies from Costco for their cottage.
 - D) Girl Guides buying mint cookies for selling in the neighbourhood to raise funds for charity.

Answer: D

- 3) Which of the following statements represents an organizational buying decision?
- A) Mr. Crowe buys a Toyota minivan to commute to work.
 - B) Mr. Langley hires a housecleaning service to clean his apartment.
 - C) A dentist buys a new DVD player for her den.
 - D) A restaurant owner hires a snow removal service to keep the parking lot clear for its clients.

Answer: D

- 4) Which of the following is true about organizational buyers?
- A) They purchase and lease smaller amounts of supplies than ultimate consumers.
 - B) Their total purchases in a year are far more than that of ultimate consumers.
 - C) They purchase only raw materials for their firm.
 - D) They purchase only business services for their firm.

Answer: B

- 5) An industrial firm:

Test Questions For Marketing 11th Edition Kerin

Roger A. Kerin, Robert A. Peterson



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Study Guide for Use with First Canadian Edition Marketing [by] Berkowitz, Kerin, Rudelius, Crane Erica S.

Michaels, Frederick Gerard Crane, 1991 EBOOK: Marketing: The Core KERIN, 2017-01-26 EBOOK Marketing The Core

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