

QUESTION 1: [Multiple choice questions]

[40 marks]

Choose the correct answer and use the table provided on **page 8** to answer the following multiple-choice questions. Detach and insert it into your answer booklet. Each question only has **ONE** correct answer and 2 marks shall be awarded for each correct answer. **(2 x 20 = 40 Marks)**

1.1 Which of the following statements regarding the changing marketing landscape is correct?

- a) Digital technology has changed the way we live.
- b) Global competition only affects marketing in large companies.
- c) Marketing plays no role in the strategies of not-for-profit organizations.
- d) Today's post-recession era consumers buy more, use fewer coupons, use their credit cards more and save less.

1.2 What is the second step in the marketing process?

- a) Designing a marketing strategy
- b) Understanding the marketplace and customer needs
- c) Capturing value from customers
- d) Delighting customers

1.3 A firm's strategy is set into action through plans and programs that consist of the marketing mix. The marketing mix is referred to as the four Ps of marketing. Which of the following are the four Ps?

- a) Product, price, promotion, and people
- b) Product, price, place, promotion
- c) Product, place, promotion, people
- d) Product, price, place, people

1.4 John is hungry and chooses to go to Food Lover's for a salad. Mary's hunger is a _____ and her choice of a salad is a _____.

- a) want; demand
- b) need; demand
- c) want; need
- d) need; want

Past Exam Papers Marketing Fundamentals

Clemens Wendtner



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