

## Marketing Management FINAL EXAM

### Quiz 1 "Customer Focus, Customer Performance, and Profit Impact"

1. With reference to the six-category scale, a consumer satisfaction index (CSI) of 20 denotes that the customer is \_\_\_\_\_.
  - a. Satisfied
  - b. Somewhat dissatisfied
  - c. **Dissatisfied**
  - d. Somewhat satisfied
  - e. Very Satisfied
  
2. Julio lives in Summit County, in Colorado. He has taken health insurance from Pro-Life Inc., a health maintenance organization in Colorado that has a network of health care providers. Julio can visit the health care providers in the Pro-Life Inc. network, and get services at much lower rate. Julio regularly visits Dr. Amy Page, the best general physician in the Pro-Life Inc. network in Summit County even though he is not satisfied with her services. When any of his friends require medical services, Julio does not recommend Dr. Amy Page to them. For Dr. Amy Page, Julio is a(n) \_\_\_\_\_ customer.
  - a. **Captive**
  - b. Loyal
  - c. Unprofitable
  - d. Intermediate
  - e. Repeat
  
3. Which of the following is a component of customer loyalty index?
  - a. Customer's demographic details
  - b. Average customer life
  - c. **Desire to repurchase**
  - d. Customer satisfaction
  - e. Customer's income level
  
4. A captive customer is most likely to \_\_\_\_\_.
  - a. Have a low purchase amount
  - b. **Have a weak product preference**
  - c. Have a high desire to repurchase
  - d. Have a high customer loyalty index
  - e. Recommend a brand or company to others
  
5. Minimal customer focus results in a reduction in the cost of marketing and sales. **False**
  
6. The most significant impact of satisfying and retaining customers is \_\_\_\_\_.
  - a. That a business can eliminate the need for advertising.
  - b. **That it can result in tremendous financial leverage**
  - c. That a business can redirect marketing efforts to better serve dissatisfied customers.
  - d. That a desired increase in the level of profitability requires an increase in sales volume of only half as much.
  - e. That a business can redirect marketing efforts to attain new customers.
  
7. With reference to the six-category scale, a consumer satisfaction index (CSI) of 60 denotes that the customer is \_\_\_\_\_.
  - a. Satisfied.
  - b. **Somewhat satisfied.**
  - c. Somewhat dissatisfied.

# Sample Essay Questions For Marketing Management Exam

**JE Gale**



## **Sample Essay Questions For Marketing Management Exam:**

**The CMA/CFM Exam** Sidney J. Baxendale, Richard Coppage, Alan Levitan, 2001-05 CIM Coursebook 05/06 Marketing Management in Practice John Williams, 2007-07-11 Elsevier Butterworth Heinemann's 2005 2006 CIM Coursebook series offers you the complete package for exam success. Comprising fully updated Coursebook texts that are revised annually and free online access to the MarketingOnline learning interface it offers everything you need to study for your CIM qualification. Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly, interactive and relevant, ensuring it is the definitive companion to this year's CIM marketing course. Each Coursebook is accompanied by access to MARKETINGONLINE [www.marketingonline.co.uk](http://www.marketingonline.co.uk) a unique online learning resource designed specifically for CIM students where you can Annotate, customise and create personally tailored notes using the electronic version of the Coursebook. Receive regular tutorials on key topics from Marketing Knowledge Search the Coursebook online for easy access to definitions and key concepts. Access the glossary for a comprehensive list of marketing terms and their meanings.

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