

## 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

**John Williams, Tony Curtis**



## **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.

**Marketing Management in Practice 2007-2008** John Williams, Tony Curtis, 2007. BH CIM Coursebooks are crammed with a range of learning objective questions, activities, definitions and summaries to support and test your understanding of the theory. The 07/08 editions contain new case studies which help keep the student up to date with changes in Marketing strategies. Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly, interactive and relevant. 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 which can be accessed at any time. Written specially for the Marketing Management in Practice module by the Senior Examiner. The only coursebook fully endorsed by CIM. Contains past examination papers and examiners' reports to enable you to practise what has been learned and help prepare for the exam.

**CIM Coursebook 08/09 Marketing Management in Practice** Tony Curtis, John Williams, 2012-05-31. Butterworth Heinemann's CIM Coursebooks have been designed to match the syllabus and learning outcomes of our new qualifications and should be useful aids in helping students understand the complexities of marketing. The discussion and practical application of theories and concepts with relevant examples and case studies should help readers make immediate use of their knowledge and skills gained from the qualifications. Professor Keith Fletcher, Director of Education, The Chartered Institute of Marketing. Here in Dubai we have used the Butterworth Heinemann Coursebooks in their various forms since the very beginning and have found them most useful as a source of recommended reading material as well as examination preparation. Alun Epps, CIM Centre Coordinator, Dubai University College, United Arab Emirates. Butterworth Heinemann's official CIM Coursebooks are the definitive companions to the CIM professional marketing qualifications. The only study materials to be endorsed by The Chartered Institute of Marketing. CIM all content is carefully structured to match the syllabus and is written in collaboration with the CIM faculty. Now in full colour and a new student friendly format key

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**Business Management for the IB Diploma Exam Preparation Guide** Alex Smith,2017-03-23 A comprehensive second edition of Business Management for the IB Diploma revised for first teaching in 2014 *CIMA Official Exam Practice*

*Kit Organisational Management and Information Systems* Darren Sparkes, 2008-05 HELPING YOU TO PREPARE WITH CONFIDENCE AVOID PITFALLS AND PASS FIRST TIME Supplementing the Official CIMA Learning Systems and Revision Cards the CIMA Exam Practice Kits consolidate learning by providing an extensive bank of practice questions Each solution provides an in depth analysis of the correct answer it is ideal for independent study or tutored revision course helping you prepare with confidence and pass first time The CIMA Exam Practice Kit includes Exam level questions with type and weighting to match the format of the exam Fully worked model answers Access to CIMA Official Q As from May and November 2007 Summaries of key theory Designed to follow the structure of the Official Learning Systems and CIMA s Learning Outcomes OFFICIALLY ENDORSED BY CIMA AND WRITTEN BY LEADING CIMA TUTORS THE EXAM PRACTICE KITS PROVIDE A VALUABLE INSIGHT ON HOW TO SCORE TOP MARKS Helps CIMA students to prepare and pass the 2005 syllabus first time Practice applying and displaying knowledge so CIMA examiners can award you marks Provides worked answers to fully explain the correct answer and analysis of incorrect answers helping CIMA students avoid common pitfalls

**CIM Coursebook 07/08 Marketing Management in Practice** John Williams, Tony Curtis, 2012-05-23 BH CIM Coursebooks are crammed with a range of learning objective questions activities definitions and summaries to support and test your understanding of the theory The 07 08 editions contains new case studies which help keep the student up to date with changes in Marketing strategies Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant 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 which can be accessed at any time Wiley CMAexcel Learning System Exam Review 2015 + Test Bank IMA, 2014-08-04 Wiley CMA Learning System Part 1 Financial Planning Performance and Control covers the topics of Planning Budgeting and Forecasting Performance Management Cost Management Internal Controls and Professional Ethics Many of these topics also provide a foundation for the concepts and methodologies that will be the subject of the Part 2 exam Containing key formulas knowledge checks at the end of each topic study tips and practice questions Wiley CMA Learning System Part 1 provides a candidate with what they need to pass Part 1 of the CMA It includes access to the CMA test bank which has over 900 multiple choice questions Also included is a one year access to the Part 1 test bank **Auditing & systems : exam questions and explanations** Irvin N. Gleim, William A. Hillison, 2005 **Marketing** Jim Blythe, 2006-03-10 The SAGE Course Companion on Marketing is an accessible introduction to the subject that will help readers to extend their understanding of key concepts and enhance their thinking skills in line with course requirements It provides support on how to revise for exams and prepare for and write assessed pieces Readers are encouraged not only to think like a marketer but also to think about the subject critically Designed to compliment existing textbooks for the course the companion provides Easy access to the key themes in Marketing Helpful summaries of the approach taken by the main course textbooks Guidance on the essential study skills required to pass the course Sample

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