

CLEP

Principles of Marketing

Time—90 Minutes
100 Questions

For each question below, choose the best answer from the choices given.

1. An example of a psychographic characteristic as applied to businesses is
 - (A) industry classification
 - (B) whether a company sponsors cultural or sporting events
 - (C) company size
 - (D) whether a company is publicly or privately held
 - (E) number of employees
2. Position bias is a problem in
 - (A) product placement in a retail store
 - (B) selecting where to target a new product for the marketplace
 - (C) choosing a market segment
 - (D) conducting surveys
 - (E) determining the outlets for new products
3. A SWOT analysis might look at all of the following external conditions EXCEPT the
 - (A) bargaining power of suppliers
 - (B) amount of competition
 - (C) cost to enter a market
 - (D) loyalty of customers to the market leader
 - (E) company's ability to move quickly into a market
4. In which of the following forms of pricing does a manufacturer pay no shipping costs on goods being sent to distributors?
 - (A) FOB
 - (B) Freight absorption pricing
 - (C) Allowance
 - (D) UDP
 - (E) Zone pricing

Clep Principles Of Marketing

**James E. Finch, James Ogden, Denise
Ogden**

Clep Principles Of Marketing:

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