1. A marketing-information management system is an organized way of continuously gathering, accessing, synthesizing, evaluating, and disseminating information for use in making business decisions. The system compiles data generated from many sources such as a double-entry bookkeeping system, employee records, and inventory control. The system's ability to compile this information and to analyze it helps marketers to make effective decisions. A)TRUE B) FALSE
2. Computerized databases make it possible for marketing researchers to obtain desired information immediately. A)TRUE B) FALSE
3. Predictive research is marketing research used to help the business forecast future business developments. A)TRUE B) FALSE
4. Before introducing a product to the marketplace, a business should not be concerned with its competitors pricing strategies. A)TRUE B) FALSE
5. When quotes are put around phrases, search engines will select only those websites containing the exact phrase. A)TRUE B) FALSE
6. An important factor to consider when evaluating information is its
7. Timeliness B) Spelling C) Length D) Expertise

7. Technology that is no longer used is said to be “decentralized”. A)TRUE B) FALSE -

8. \_\_\_\_\_\_\_\_\_\_\_keep employees connected to the information they need while working at home (A) Hard Drives. B) Wireless Networks C) Security Software. D) Land Lines

9. A computerized information system that processes daily, routine business transactions at the operational level of companies is known as a transaction processing System. A)TRUE B) FALSE

10. To use software programs, a computer must have an internet connection A)TRUE B) FALSE

11. Paul received an email message from his supervisor and wants to send it to his coworker, Jackie. What email function key would Paul use to send the message to Jackie?

1. Reply B. Forward C. Edit D. New

12. A business wants to send a mailing to all customers who have ordered at least $5,000 in merchandise in the past year. To obtain the appropriate list of customers, the business should set the query by

A. credit rating and location.

B. last name and account number.

C. product code and zip code.

D. sales dollars and dates.

13. Brian is developing a web page for a new bed-and-breakfast inn. He wants to add information on the web page that describes local tourist attractions and restaurants. To allow website visitors the ability to visit these other websites from the bed-and breakfast inn's website, Brian should create

A. a site map.

B. portals.

C. cookies.

D. hyperlinks.

14. Groupware computer applications allow employees to access the same information from different locations. When employees have easy access to the information they need to do their jobs, their efficiency and productivity levels increase because they do not need to go to other locations (work stations) to obtain what they need. A) True. B) False

15. Which step in the new-product development process involves seeking feedback from consumers in order to know what response they would give to a proposed product?

A. Idea generation

B. Product screening

C. Concept testing

D. Feasibility analysis

16. What is one question that a company must answer about a product that is in the introductory stage of its life cycle?

A. Should we regionalize the product?

B. Does the product need to be modernized?

C. Should we take the product off the market?

D. How can we make the public aware of our product?

17. A warranty that covers the entire product is known as a(n) \_\_\_\_\_\_\_\_\_\_ warranty.

1. full B. limited C. express D. implied

18. When you set your price high at first then lower it when demand falls, you are engaging in this type of pricing strategy

1. Penetration
2. Competitive
3. Skimming
4. Prestige

19. The four elements of visual design revolve around these areas of a retail store: store front, layout, interior, and displays. A) True B) False

20. Complacent colors are color that are opposite on the color wheel A) True B) False

21. The place on a display where the viewer looks at first is known as the

1. View point. B) Focal Point. C) Initial Point. D) Attention Point.

22. If something is asymmetrically balanced, the right side and left side look exactly the same. A) True B) False

23. The space in which you keep your inventory in a store is known as A) Storage Space. B) Customer Space. C) Personnel Space. D) Selling Space.

24. The area in which you instruct your sales staff to start selling is known as A) Storage space. B) Customer Space. C) Personnel Space. D) Selling Space.

25. The space that is designated for your employees to take their breaks is known as A) Storage space. B) Customer Space. C) Personnel Space. D) Selling Space.

26. A couch that faces a television that is placed in the store so that a customer can take a break and relax, is an example of A) Storage space. B) Customer Space. C) Personnel Space. D) Selling space.

27. Areas that are designed to make customers stop and take notice of something are known as speed bumps. A) True. B) False

28. You should always keep high demand items on the lowest shelf. A) True B) False

29. The checkout area should be located at a natural stopping point in the shopping experience or on a path that you've purposefully created and designed. A) True B) False

30. PoS, lengthened to Point of Sale, refers to a checkout area where customers make impulse purchases. A) True B) False

31. A planogram details how the merchandising and layout of a store is planned out. A) True B) False

32. Ambience revolves around creating an atmosphere in your store that is most likely to drive sales A) True B) False

33. A planogram details how the merchandising and layout of a store is planned out. The planogram forms as a schematic or diagram for merchandising teams to follow and is generally included as part of a wider brief - or Visual Merchandising directive. A) True B) False

34. The phenomenon that suggests that women will not shop on a narrow aisle for fear of having strangers crowd them (and bump into them) is known as the \_\_\_\_\_ effect

1. Crowded Aisle B) Butt Brush C) Narrow d) Bump

35. Stores like IKEA, who build displays so that they look similar to how you would use their items in their own home (i.e. a living room set with a fireplace, book case, rug, etc.) utilize this type of display system to sell their merchandise A) Store decorations. B) Closed Displays C) Open Displays. D) Architectural Displays

a typical customer, ntially brush another customer's backside or have their backside brushed.