Marketing Principles Chapter One Quiz

Includes questions regarding the Company Clips Video (Method) as well as the Case Study Assignment (Netflix)

VIDEO ASSIGNMENT: Method

1. What kind of a marketing orientation does Method have?
   a. sales
   b. Marketing
   c. societal marketing
   d. technology
   e. production

2. Method focuses on what its customers want so it can distinguish its products from competitors’ offerings. This is evidence that Method is using:
   a. the marketing concept
   b. market share
   c. market segmentation
   d. market development
   e. a marketing mix

3. Method customers choose the beautiful package and better-smelling fragrance of a Method product over cheaper, but blander looking and smelling products. That is shows that Method provides:
   a. sales orientation
   b. credence quality
   c. derived demand
   d. customer value
   e. search quality

4. When a customer decides to buy Method hand soap and pays a store cashier for the product, a(n)__________ takes place.
   a. sales proposal
   b. learned behavior
   c. follow-up
   d. exchange
   e. supply chain
CASE STUDY ASSIGNMENT: Netflix

1. What is Netflix’s marketing management philosophy?
   a. production orientation  
   b. sales orientation 
   c. marketing orientation 
   d. societal marketing orientation 
   e. Internet marketing orientation

2. When Hastings decided to use the Internet for his DVD rental service he was:
   a. creating value 
   b. delivering value 
   c. communicating value 
   d. creating exchange 
   e. building relationships

3. Netflix’s recommendation software, Cinematch, helps the company to:
   a. deliver sales messages 
   b. be socially responsible 
   c. communicate value 
   d. certify exchange 
   e. build relationships

4. Which mission statement best describes Netflix’s business?
   a. We rent DVDs. 
   b. We are Internet-based. 
   c. We deliver videos. 
   d. We are a 24-hour virtual media rental store. 
   e. We are expanding into the used DVD market.

5. Which of the following demonstrates an outward organizational focus?
   a. Netflix promotes from within. 
   b. Netflix considered adding video game rentals because it would be convenient for the company to do so. 
   c. Netflix added the Friends feature because of consumer requests. 
   d. Wal-Mart turned its customer list over to Netflix. 
   e. Netflix has distribution centers in a wide range of geographic locations.
6. Are consumers using Cinematch taking part in an exchange?
   a. No, because exchange must occur in person, not online.
   b. No, because consumers don’t always choose to rent the movies it recommends.
   c. Yes, because consumers are trading their time and willingness to use the service in exchange for movie recommendations.
   d. No, because consumers don’t pay extra for the service.
   e. Yes, because the service used consumer-supplied ratings.

7. If Netflix refocused its expertise in supply chain management on collecting and distributing new and used documentary DVDs to schools, it would indicate the company was implementing a ______ orientation.
   a. product  
   b. sales  
   c. marketing  
   d. educational 
   e. societal marketing

8. By eliminating late fees, Netflix:
   a. improves customer value  
   b. improves customer satisfaction  
   c. builds relationships with suppliers  
   d. increases its catalog  
   e. advertises to a broader range of customers

9. Netflix’s network of 34 distribution centers is a key factor in keeping ______ high.
   a. customer value  
   b. customer satisfaction  
   c. exchange ratings  
   d. teamwork  
   e. revenue

10. According to the case, one reason Wal-Mart was forced out of the movie rental business was because of Netflix’s:
    a. low pricing  
    b. value proposition  
    c. teamwork  
    d. customer-oriented personnel  
    e. attractive promotions