

## iMAG Test 1 Level 2

### True/False

Indicate whether the sentence or statement is true or false.

- \_\_\_ 1. In business, a marketing concept will list information such as ethnic background, age, income level and geographic location.
- \_\_\_ 2. Selling camping gear through catalogs mailed to Sierra Club members and other outdoorspeople is an example of place utility.
- \_\_\_ 3. People who share similar needs and wants and who can purchase your products are called a market.
- \_\_\_ 4. A marketing mix is a formal written document which directs activities for a specific time.
- \_\_\_ 5. Understanding ethnic backgrounds and household income is part of market segmentation.

### Multiple Choice

Identify the letter of the choice that best completes the statement or answers the question.

- \_\_\_ 6. Which economic utility increased when fast food restaurants began accepting credit cards?
  - a. possession utility
  - b. form utility
  - c. information utility
  - d. place utility
- \_\_\_ 7. After watching Saturday morning cartoons, Bobby asked his mom to buy him Honey Nut Cheerios. According to the text Bobby is considered...
  - a. a customer
  - b. a consumer
  - c. a target market
  - d. a possession utility
- \_\_\_ 8. The Good Ol' Barbecue Sauce Company began marketing a new sauce that includes spices often found in Asian cuisine. How is the company segmenting its market?
  - a. psychographics
  - b. product benefits
  - c. geographics
  - d. demographics
- \_\_\_ 9. Which of the following purchases would most likely be made with discretionary income?
  - a. fruits and vegetables
  - b. magazine subscriptions
  - c. underwear and socks
  - d. a three-bedroom house
- \_\_\_ 10. The Jack's Potteryware company decided to sell its coffee mugs in the local espresso shops. What type of marketing decision was this?
  - a. price
  - b. place
  - c. promotion
  - d. product
- \_\_\_ 11. The Music Stand direct-mail company wants to send catalogs to music teachers, dancers and other music lovers. What type of data would be helpful in this endeavor?
  - a. demographic
  - b. geographic
  - c. psychographic
  - d. product benefits
- \_\_\_ 12. An industry term that describes the organization of operations needed to complete a task, job, or project is
  - a. flow chart
  - b. design completion
  - c. workflow
  - d. task completion
- \_\_\_ 13. When a design is completed and shown to the client it is called

- a. composite
  - b. proof
  - c. comprehensive
  - d. sign off
- \_\_\_ 14. A stationary system includes
- a. Thumbnail sketch
  - b. logo
  - c. rough layout
  - d. a design concept
- \_\_\_ 15. Type, graphics, and text are examples of
- a. design elements
  - b. design principles
  - c. graphic elements
  - d. page elements
- \_\_\_ 16. In which stage of the designer's workflow is a rough layout created?
- a. layout stage
  - b. design stage
  - c. preliminary stage
  - d. planning stage
- \_\_\_ 17. Making sure a layout will print correctly is called
- a. work flow check
  - b. proofing
  - c. pre-flight
  - d. quality controls
- \_\_\_ 18. A full color print used to check your work is called a
- a. composite
  - b. proof
  - c. comprehensive
  - d. sign off
- \_\_\_ 19. Copy prep for a layout includes
- a. scanning a graphic for the project
  - b. typing the words for the project
  - c. organizing the graphics for the project
  - d. choosing the fonts for the project

### Completion

Complete each sentence or statement.

- 20. During the last three months of the year, a grocery store stocks its shelves with plenty of canned pumpkin in order to increase the pumpkin's \_\_\_\_\_ utility.
- 21. Obtaining the money needed to start and operate a business is a marketing function known as \_\_\_\_\_.
- 22. The employees of a home improvement warehouse are expert craftspeople who enjoy giving their customers advice about do-it-yourself projects. The employees' advice increases the \_\_\_\_\_ utility of their goods.
- 23. A combination of geographic, demographic and psychographic data about a group of people can be used to create a customer \_\_\_\_\_.
- 24. The four basic marketing decisions are price, place, \_\_\_\_\_, and promotion.
- 25. Information about the values and attitudes that shape consumers' lifestyles is called \_\_\_\_\_.

### Matching

*Match each item with the correct statement.*

- |                      |                               |
|----------------------|-------------------------------|
| a. pricing           | f. distribution               |
| b. market share      | g. product/service management |
| c. industrial market | h. marketing mix              |
| d. selling           | i. goods                      |
| e. marketing         | j. utility                    |

- \_\_\_ 26. Deciding how much to charge for goods and services
- \_\_\_ 27. The added value of a product in economic terms
- \_\_\_ 28. Providing customers with goods and services they want
- \_\_\_ 29. Planning, promoting, and distributing products
- \_\_\_ 30. Tangible items
- \_\_\_ 31. Percentage of total sales generated by competing companies
- \_\_\_ 32. Deciding how goods get into customers hands
- \_\_\_ 33. Businesses that buy products for use in their operations
- \_\_\_ 34. Product, price, place, promotion

*Match each item with the correct statement.*

- |                      |                        |
|----------------------|------------------------|
| a. Generation Y      | d. marketing mix       |
| b. geographics       | e. market segmentation |
| c. disposable income | f. demographics        |

- \_\_\_ 35. characteristics such as age, gender, ethnic background, income
- \_\_\_ 36. information about where people live
- \_\_\_ 37. separating large groups into smaller groups based on characteristics
- \_\_\_ 38. a combination of four strategies used to market a product
- \_\_\_ 39. money left after taking out taxes

## **iMAG Test 1 Level 2 Answer Section**

### **TRUE/FALSE**

- |           |            |
|-----------|------------|
| 1. ANS: F | REF: p. 15 |
| 2. ANS: T | REF: p. 10 |
| 3. ANS: T | REF: p. 13 |
| 4. ANS: F | REF: p. 32 |
| 5. ANS: T | REF: p. 39 |

### **MULTIPLE CHOICE**

- |            |            |
|------------|------------|
| 6. ANS: A  | REF: p. 10 |
| 7. ANS: B  | REF: p. 15 |
| 8. ANS: D  | REF: p. 39 |
| 9. ANS: B  | REF: p. 39 |
| 10. ANS: B | REF: p. 27 |
| 11. ANS: C | REF: p. 40 |
| 12. ANS: C |            |
| 13. ANS: C |            |
| 14. ANS: B |            |
| 15. ANS: D |            |
| 16. ANS: D |            |
| 17. ANS: C |            |
| 18. ANS: A |            |
| 19. ANS: B |            |

### **COMPLETION**

- |                         |            |
|-------------------------|------------|
| 20. ANS: time           |            |
|                         | REF: p. 10 |
| 21. ANS: financing      |            |
|                         | REF: p. 6  |
| 22. ANS: information    |            |
|                         | REF: p. 11 |
| 23. ANS: profile        |            |
|                         | REF: p. 39 |
| 24. ANS: product        |            |
|                         | REF: p. 27 |
| 25. ANS: psychographics |            |

REF: p. 40

**MATCHING**

- |            |            |
|------------|------------|
| 26. ANS: A | REF: p. 6  |
| 27. ANS: J | REF: p. 9  |
| 28. ANS: D | REF: p. 7  |
| 29. ANS: E | REF: p. 16 |
| 30. ANS: I | REF: p. 5  |
| 31. ANS: B | REF: p. 14 |
| 32. ANS: F | REF: p. 6  |
| 33. ANS: C | REF: p. 13 |
| 34. ANS: H | REF: p. 16 |
| 35. ANS: F | REF: p. 39 |
| 36. ANS: B | REF: p. 40 |
| 37. ANS: E | REF: p. 36 |
| 38. ANS: D | REF: p. 27 |
| 39. ANS: C | REF: p. 39 |