

## 绪论单元测试

1. Who are suitable to take the course?  
A:College students in the major of business administration.  
B:Senior high school students planning to study abroad.  
C:Governmental officials in charge of foreign affairs.  
D:People using English to communicate in business settings.  
答案:D
2. How many subject areas are included in this course?  
A:6  
B:4  
C:12  
D:5  
答案:D

## 第一章测试

1. Who usually conducts a SWOT Analysis for a business?  
A:Managers  
B:Lawyers  
C:Banks  
D:Employees  
答案:A
2. Which of the following SWOT elements are internal factors for a business?  
A:Weaknesses and Threats  
B:Strengths and Weaknesses  
C:Strengths and Opportunities  
D:Opportunities and Threats  
答案:B
3. Which of the following could be a strength for a business?  
A:The location of a business  
B:Weather  
C:A new international market  
D:A price that is too high  
答案:A
4. Which of the following should be asked when you try to identify the strengths of your company?  
A:Which trends can negatively affect your business?  
B:What do you do better than your competitors?  
C:Does political climate help you develop your business?  
D:Which advantages does your company lack?  
答案:B
5. Which of the following could be a weakness for a business?  
A:Competitors with better financial support  
B:Special marketing expertise

C:Poor quality of goods and services

D:A developing market

答案:C

6. Which of the following is true about weaknesses?

A:It's external and helpful.

B:It's internal and harmful.

C:It's external and harmful.

D:It's internal and helpful.

答案:B

7. Which of the following could be an opportunity for a business?

A:Damaged reputation

B:A new competitor in its home market

C:Having quality processes and procedures

D:Moving into new thriving market segments

答案:D

8. A new vocational training project can be considered as a/an \_\_\_\_\_ for an employee.

A:threat

B:strength

C:weakness

D:opportunity

答案:D

9. Which of the following could be a threat for a business?

A:A market vacated by an incapable competitor

B:Lack of marketing expertise

C:Changes in technology

D:Location of the business

答案:C

10. \_\_\_\_\_ could be a threat for Simon, who has worked in the company for 30 years after graduating from high school.

A:A new position that matches his skills

B:His limited educational experience

C:A Possible downsizing at his company

D:His poor communication skills

答案:C

## 第二章测试

1.

1. According to Maslow's theory, the needs of \_\_\_\_\_ are the most basic needs of human being.

A:biology and physiology

B:esteem

C:safety

D:self-actualization

答案:A

2.

2. When all of the physiological needs are met, people tend to become concerned with \_\_\_\_\_.

A:sel-acutalization needs

B:esteem needs

C:social needs

D:safety needs

答案:D

3.

3. “Catherine is well recognized by her peers for being creative and has recently promoted to a higher position, and she feels satisfied with her responsibility and role.” This example shows that Catherine has well fulfilled her \_\_\_\_\_ needs.

A:biological and physiological

B:esteem

C:social

D:belonging and love

答案:B

4.

4. The order of Maslow’s Hierarchy of Needs, from bottom to top is: \_\_\_\_\_.

A:Safety, Esteem, Social, Self-actualization, Physiological

B:Safety, Physiological, Esteem, Social, Self-actualization

C:Physiological, Social, Safety, Esteem, Self-Actualization

D:Physiological, Safety, Social, Esteem, Self-Actualization

答案:D

5.

5. Which of the following can possibly satisfy the needs of safety, according to Maslow’s theory?

A:Free lunches.

B:Reasonable wages.

C:Retirement benefits.

D:Travel bonuses.

答案:C

6.

6. What should a company do if it wants to motivate employees by meeting their esteem needs?

A:Offer training and higher job titles.

B:Create comfortable working environment.

C:Buy life insurance for them.

D:Organize team-based projects.

答案:A

- 7.
7. Which of the following statements is true in Maslow's motivation theory.
- A:(D) People move up to seek satisfaction at a higher level even the basic needs have not met yet.
- B:The order of the hierarchy of needs is not fixed.
- C:Effective leaders should adapt to the changing needs in different settings.
- D:Food, shelter and wages fall into the category of safety needs.
- 答案:C
- 8.
8. Which of the following is NOT the satisfaction of self-actualization needs in terms of management?
- A:Develop career potential.
- B:Offer challenging jobs.
- C:Give self-improvement training.
- D:Arrange after-work get-togethers.
- 答案:D
- 9.
9. One employee becomes depressed and lonely, and feels isolated from group activities and social events. According to Maslow, which category of needs has not been fulfilled?
- A:Safety needs.
- B:Social needs.
- C:Physiological needs.
- D:Esteem needs.
- 答案:B
- 10.
10. Esteem needs, displayed at the \_\_\_\_\_ layer in Maslow's hierarchy, are the need for appreciation and respect.
- A:third
- B:second
- C:fourth
- D:first
- 答案:C

### 第三章测试

- 1.
1. Which of the following is the purpose of 360-degree performance appraisal?
- A:All of the above.
- B:To reach decision whether the employ should be promoted or not.
- C:To establish training plan.

D:To evaluate staff performance.

答案:A

2.

2. Which statement is true about 360-degree performance appraisal?

A:It is used only as a development tool.

B:It is neither an administrative tool nor a developmental tool

C:It is useful as a feedback for both developmental and administrative purposes.

D:It is used only as an administrative tool.

答案:C

3.

3. \_\_\_\_\_ is the process of using multiple sources of appraisal to gain a comprehensive perspective on one's performance.

A:Superior appraisal

B:360-degree performance appraisal

C:Subordinate appraisal

D:Peer appraisal

答案:B

4.

4. Which of the following method is often used in 360-degree performance appraisal?

A:Telephone interview.

B:Presentation.

C:Group discussion.

D:Rating scale.

答案:D

5.

5. Which is the most important component in 360-degree performance appraisal?

A:Superior appraisal

B:Peer appraisal

C:Subordinate appraisal

D:All of the above

答案:D

6.

6. \_\_\_\_\_ is an important part of the Performance appraisal process where the employees themselves give the feedback or their views and points regarding their performance.

A:Self appraisal.

B:Client appraisal.

C:Subordinate appraisal.

D:Peer appraisal.

答案:A

7.

7. \_\_\_\_\_ forms the traditional part of the 360 degree appraisal where the employees' responsibilities and actual performance is rated by the immediate higher level supervisor.  
A:Superior appraisal  
B:Subordinate appraisal  
C:Self appraisal  
D:Peer appraisal  
答案:A
8. 8. The subordinate appraisal is an evaluation tool whereby employees assess the performance of \_\_\_\_\_.  
A:peers  
B:supervisors  
C:subordinates  
D:themselves  
答案:B
9. 9. \_\_\_\_\_ appraisal is a type of performance evaluation that is done by one or more people of matching competencies. It is usually done among the members of the same team. This is a method employed to preserve the quality standard at a desired level.  
A:Subordinate  
B:Superior  
C:Self  
D:Peer  
答案:D
10. 10. Which of the following is advantage of 360-degree performance appraisal?  
A:It arouses suspicion within an organization.  
B:It provides detailed information on an employee's performance.  
C:It is both time-consuming and would cost a large sum of money.  
D:It is difficult to figure out the results.  
答案:B

#### 第四章测试

1. 1. Which of the following is NOT the goal of the S-T-P process?  
A:To help the organization develop an appropriate marketing mix.  
B:To enable the organization to make important marketing decisions concerning where they should compete.  
C:To evaluate how effective an organization's marketing mix is.  
D:To guide the organization to the implementation of an appropriate

marketing mix.

答案:C

2.

2. Which statement is NOT true about the benefits of the S-T-P process?

A:The S-T-P process helps marketers arrange the importance of different offers from a company.

B:The S-T-P process guides marketers to develop and deliver personalized and relevant messages to different audiences.

C:The S-T-P process guides a company to divide its customers into small groups.

D:The S-T-P process helps a company match its products with its customers.

答案:C

3.

3. Which of the following approach belongs to market segmentation?

A:Psychological approach.

B:Linguistic approach.

C:Behavioral approach.

D:Physical approach.

答案:C

4.

4. A company usually divides a market into small groups of consumers based on \_\_\_\_\_.

A:how valuable the market is

B:the requirement of consumers

C:shared characteristics

D:the need of the company

答案:C

5.

5. With \_\_\_\_\_, marketers may have a greater understanding of the marketplace as they gain knowledge of differing consumer needs within the same market.

A:market targeting

B:product positioning

C:market segmentation

D:market selection

答案:C

6.

6. \_\_\_\_\_ is the second step in the S-T-P process.

A:Targeting

B:Segmentation

C:Advertising

D:Positioning

答案:A

- 7.
7. In order to select target markets, a company needs to \_\_\_\_\_.
- A:develop appropriate marketing strategy and goals  
B:enter the most profitable market segment  
C:assess the attractiveness of different segments  
D:focus the company's marketing offers on related consumers  
答案:C
- 8.
8. Positioning is about how a company wants its product to be \_\_\_\_\_ by the target market against main competitors.
- A:assessed  
B:thought of  
C:bought  
D:selected  
答案:B
- 9.
9. The goal of positioning is to create a clear and positive image about \_\_\_\_\_.
- A:how a product competes against competitors  
B:when a product will reach the market  
C:where consumers can get a product  
D:what a product is about  
答案:D
- 10.
10. If a company positions a product by use or application, the company would \_\_\_\_\_ in its marketing activities.
- A:highlight how the product is used to show that it is the best solution for the task  
B:focus on the products best features  
C:indicate that the product would contribute to the user's social identity  
D:emphasize that the product represents significant value  
答案:A

## 第五章测试

- 1.
1. The 4Ps model is a flexible concept, so when planning marketing activities, marketers can \_\_\_\_\_.
- A:focus more or less on one element  
B:consider how the four elements work together  
C:pay attention to customer needs  
D:monitor the four elements from time to time  
答案:A
- 2.

2. To differentiate a product in the market, a company needs to \_\_\_\_\_.  
A:improve its quality  
B:work on its actual and augmented benefits  
C:emphasize its brand  
D:promote its unique selling proposition  
答案:B
3. To build up sales and market share, a company may use \_\_\_\_\_.  
A:values-based pricing strategy  
B:penetration pricing strategy  
C:skimming pricing strategy  
D:psychological pricing strategy  
答案:B
4. Promotional activities that aim to differentiate product would focus on \_\_\_\_\_.  
A:introducing unique features and benefits  
B:building brand awareness  
C:strengthening the brand  
D:informing consumers of the existence of the product  
答案:A
5. A unique selling proposition is a feature of a product that \_\_\_\_\_.  
A:attracts consumers in the market  
B:satisfies customer needs  
C:makes it different from other similar products  
D:is highlighted in advertisements  
答案:C
6. During the process of developing a marketing mix, marketers need to test the overall offer after drafting it by \_\_\_\_\_.  
A:answering questions concerning the 4Ps  
B:raising questions concerning the 4Ps  
C:changing some elements constantly  
D:asking customer focused questions  
答案:D
7. In the pricing process, in order to understand environmental factors, a company needs to \_\_\_\_\_.  
A:estimate the demand from consumers  
B:calculate fixed and variable costs of its products  
C:adopt a fixed methodology  
D:predict the possible actions its competitors will take and their

- 8.
8. Which of the following is NOT included in a promotional mix?  
A:Advertising  
B:Personal selling  
C:Communication  
D:Sponsorship  
答案:C
- 9.
9. A company provides its product to customers with and without intermediaries. This kind of distribution channel is called \_\_\_\_\_.  
A:indirect distribution  
B:dual distribution  
C:intensive distribution  
D:direct distribution  
答案:B
- 10.
10. Which of the following is correct about distributors?  
A:They purchase goods from different producers in bulk and store them in warehouses.  
B:They stock goods bought from other intermediaries and then sell them to the ultimate end user.  
C:They represent the producer to the user and make money from commissions.  
D:They carry products from a single brand or company.  
答案:D

## 第六章测试

- 1.
1. According to the AIDA model, \_\_\_\_\_.  
A:marketing messages need to motivate customers to buy  
B:the number of prospective customers increases step by step  
C:some customers would jump over some steps to make a purchase  
D:marketing efforts should be tailored for different stages in the customer journey  
答案:D
- 2.
2. To maintain customer interest, marketing messages need to \_\_\_\_\_.  
A:deliver the most important benefits of a product  
B:provide entertaining content about a product  
C:give customers hands-on experience about a product  
D:introduce the detailed features of a product  
答案:A

3. Applying the AIDA model in the planning of marketing activities is about \_\_\_\_\_.  
A:deciding on the time to put out these activities  
B:creating a marketing sequence  
C:selecting a stage to focus these activities on  
D:mapping out the thoughts of consumers
- 4.
4. \_\_\_\_\_ is the first step in the AIDA buyer's journey.  
A:Availability  
B:Attention  
C:Autonomy  
D:Action  
答案:B
- 5.
5. Which of the following is NOT what marketers at the attention stage should focus on?  
A:Motivating customers to buy  
B:Informing customers that the company exists  
C:Letting customers know that they need a product  
D:Raising customer awareness of the product  
答案:A
- 6.
6. Helping consumers develop interest is about \_\_\_\_\_.  
A:Inviting consumers to use their own resources to look into the offer  
B:letting consumers know about the product  
C:encouraging consumers to own the product  
D:giving consumers reasons to want to research further into the company's offer  
答案:D
- 7.
7. Marketing activities at the desire stage aim to \_\_\_\_\_.  
A:persuade customers to actually buy the product  
B:ask customers to notice particular features of the product  
C:let customers feel that they like the product  
D:drive customers to develop a willingness and tendency to buy the product  
答案:D
- 8.
8. Which of the following is NOT a way to stimulate customer desire for a product?  
A:Answering possible objections from customers.  
B:Persuading customers that the product would affect them positively.

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