

Marketing Niches Self-Assessment Questions

1. Which of the following is essential for the voluntary exchange of values to take place?
 - A. Need
 - B. Demand
 - C. Interest
 - D. Awareness
 - E. Want

2. Which of the following is NOT a characteristic of services?
 - A. Intangible
 - B. Inseparable (from the provider)
 - C. Variable
 - D. Perishable
 - E. All the above are characteristics of services

3. In which phase of the Product/Service Life Cycle are new competitors most likely?
 - A. Introduction
 - B. Growth
 - C. Maturity
 - D. Decline

4. Consumers' prior expectations influence their satisfaction following a service encounter.
 - A. True
 - B. False

5. Opinion leaders score high in which of the following on the Prospect Priority Index?
 - A. Influence
 - B. Referral potential
 - C. Motivation
 - D. Access