

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 1) Which of the following is main the reason why organizations constantly monitor the marketing environment?
- A) To capitalize on new opportunities and curtain potential threats
  - B) To limit the flow of information within the organization
  - C) To estimate the human resource requirements
  - D) To curtail the weaknesses of an organization

Answer: A

- 2) Elements such as technological forces, regulatory forces, and demographic forces constitute \_\_\_\_\_.
- A) organizational strengths
  - B) marketing intermediaries
  - C) marketing environment
  - D) microeconomic environment

Answer: C

- 3) Marketing environmental scan is the process of \_\_\_\_\_.
- A) using internal information to identify trends, strengths, and weaknesses of a business
  - B) continually acquiring information on events occurring outside an organization
  - C) using internal information to identify trends, opportunities, and threats to a business
  - D) evaluating the performance variables of an organization

Answer: B

- 4) A SWOT analysis is
- A) Assessing how well a company is doing
  - B) Both the internal factors and the external factors
  - C) Internal factors
  - D) External factors

Answer: A

- 5) A SWOT looks at the business in relation to?
- A) Six key areas that affect the business
  - B) It's socio-cultural forces
  - C) It's competition and demographics
  - D) What other companies are doing

Answer: A

- 6) Which of the following differentiates a firm's strengths from its opportunities?
- A) Companies can create opportunities, whereas they cannot build strengths.
  - B) Strengths are situational variables, whereas opportunities are person variables.
  - C) Strengths are positive attributes, whereas opportunities can be positive or negative.
  - D) Strengths are internal aspects, whereas opportunities are external aspects.

Answer: D

- 7) Characteristics such as age, gender, and occupation refer to \_\_\_\_\_ forces.
- A) economic
  - B) demographic
  - C) regulatory
  - D) competitive

Answer: B

- 8) \_\_\_\_\_ is the term used to describe people born between 1946 and 1965.  
A) Generation Y                      B) Generation Z                      C) Generation X                      D) Baby boomer  
Answer: D

- 9) Which of the following is a valid observation of baby boomers?  
A) Baby boomers are people born between 1965 and 1975.  
B) They are also referred to as the echo boomers or millennials.  
C) They are increasingly using digital technology for communication.  
D) Baby boomers are people born between 1975 and 1991.

Answer: C

- 10) Which of the following products target baby boomers exclusively?  
A) Social networks                      B) Retirement homes  
C) Cosmetics                              D) Bathroom accessories

Answer: B

- 11) Albert, a retired individual, was born in the year 1954. He usually buys products such as anti-wrinkle creams and grey-hair products. Identify the group that Albert belongs to.  
A) Generation X                      B) Generation Z                      C) Baby boomer                      D) Millennial

Answer: C

Albero Products is a company that manufactures and markets consumer goods. The company markets products such as cosmetics, packaged foods, detergents, and groceries. Many of the company's products are targeted at certain demographic groups.

- 12) The company markets an anti-wrinkle cream that targets people aged 50 and above. Identify the likely target market of this product.

- A) Baby boomer                      B) Generation Y                      C) Generation X                      D) Millennial

Answer: A

- 13) Baby products of the company target young parents aged between 25 and 35. Which of the following is the target market of these products?

- A) Baby boomer    B) Prophet Generation  
C) Generation X    D) Generation Y

Answer: D

- 14) The company launches toys for children aged between 5 and 10. Which of the following segments will be the end users of this product?

- A) Millennial                              B) Generation Z                              C) Generation X                              D) Baby boomer

Answer: B

- 15) Which of the following is the difference between baby boomers and Generation Y?
- A) Baby boomers spend more on consumer goods, whereas Generation Y spend more on music and computer goods.
  - B) Generation Y are highly brand loyal, whereas baby boomers are not brand loyal.
  - C) Generation Y prefer products such as video games, whereas baby boomers are avid users of social media.
  - D) Baby boomers prefer technological products more than the Generation Y.

Answer: A

- 16) Generation X refers to the group of people born \_\_\_\_\_.
- A) between 1966 and 1971
  - B) between 1946 and 1965
  - C) after generation Y consumers
  - D) between 1972 and 1992

Answer: A

- 17) Which of the following is a key difference between Generation X and Baby Boomers?
- A) Baby boomers are better educated than the consumers from generation X.
  - B) Baby boomers are more self-reliant than the consumers from generation X.
  - C) Generation X consumers display more brand loyalty than baby boomers.
  - D) Generation X consumers are less prone to materialism than baby boomers.

Answer: D

- 18) Which of the following refers to the group of people born between 1972 and 1992?
- A) Baby Boomers
  - B) Generation X
  - C) Generation Z
  - D) Generation Y

Answer: D

- 19) Which of the following groups of people are mostly children of baby boomers?
- A) Generation Y
  - B) Generation X
  - C) Youth boomer
  - D) Net generation

Answer: A

- 20) An Internet company launches a social networking website to attract young people born between 1985 and 1990. This company is targeting \_\_\_\_\_.
- A) Baby boomers
  - B) Generation Z
  - C) Generation X
  - D) Generation Y

Answer: D

- 21) Which of the following groups is referred to as the pioneers of social media?
- A) Generation Y
  - B) Generation X
  - C) Generation Z
  - D) Baby boomer generation

Answer: C

- 22) Generation Z consumers are the people born \_\_\_\_\_.
- A) between 1993 and beyond
  - B) before baby boomers
  - C) between 1975 and 1991
  - D) before generation Y consumers

Answer: A

- 23) Andrew was born in 1996. Which of the following statements is most likely to be true about him?
- A) He will rarely use product offerings such as social media.
  - B) He is likely to be brand loyal to most products.
  - C) He will be objective in his purchases.
  - D) He belongs to the least disruptive generation.

Answer: C

- 24) An animation company develops a game that is aimed to attract children aged 15 or younger. Identify this company's target market.
- A) Baby boomer generation
  - B) Generation Y
  - C) Generation X
  - D) Generation Z

Answer: D

- 25) Which of the following refers to the problem of big city dwelling that Canada is facing?
- A) Big cities in the country lag behind the other cities in growth rates.
  - B) Population growth has been declining in big cities of Canada.
  - C) Population of women is greater in urban areas than in rural areas.
  - D) Most Canadians live in urban areas or their suburbs.

Answer: D

- 26) Which of the following is a valid observation of socio-cultural changes?
- A) It is easy to identify societal and cultural shifts in attitudes.
  - B) Socio-cultural changes can be monitored clearly.
  - C) Straightforward statistical data is available on societal and cultural shifts in attitudes.
  - D) Socio-cultural changes tend to be gradual in nature.

Answer: D

- 27) Identify the term that refers to cultural values, ideas, and attitudes, as well as society's morals and beliefs.
- A) Demographic forces
  - B) Socio-cultural forces
  - C) Neutral forces
  - D) Internal forces

Answer: B

- 28) Marketers are responding to socio-cultural changes in what areas?
- A) Unstable markets
  - B) Group attitudes
  - C) Communications and the media
  - D) Financial slowdown

Answer: C

- 29) What role does the media play in socio-cultural forces?
- A) Consumers find that there is too much clutter in the communication channel.
  - B) Consumers have taken the reins of the communication channel.
  - C) Consumers no longer listen to marketing messages.
  - D) Consumers choose one device to receive their marketing messages.

Answer: B

- 30) In Canada, we find a society that:
- A) Is very active physically.
  - B) Is able to spend holidays without electronic communication
  - C) Relies on electronic communication
  - D) Prefers face to face communication

Answer: C

- 31) Which of the following is a valid observation about the evolving gender roles in Canada?
- A) Men are becoming more involved in household duties.
  - B) Female membership in public schools has declined.
  - C) Women are working part-time to perform household duties.
  - D) Gender disparity has increased vastly in recent times.

Answer: A

- 32) Identify the product whose business is most likely to be affected by an economic slowdown.
- A) Entertainment
  - B) Vegetables
  - C) Automobiles
  - D) Home cooked meals

Answer: C

- 33) Identify the product whose business is most likely to be affected by an economic slowdown.
- A) sweaters
  - B) flour
  - C) clothing
  - D) smart phones

Answer: D

- 34) Which of the following products is likely to do better business in a poor economy than in a strong economy?
- A) automobiles
  - B) luxury apparel
  - C) flour
  - D) packaged food

Answer: C

- 35) Which of the following is an example of a macroeconomic force?
- A) disposable income
  - B) fixed cost
  - C) variable cost
  - D) inflation

Answer: D

- 36) Which of the following terms refers to the state of a country's economy as a whole?
- A) microeconomic forces
  - B) nominal economic forces
  - C) regulatory forces
  - D) macroeconomic forces

Answer: D

- 37) \_\_\_\_\_ is a period when the cost to produce and buy products and services gets higher as prices rise.
- A) Biflation
  - B) Inflation
  - C) Depression
  - D) Recession

Answer: B

- 38) Prices of necessary goods increase in a country due to an increase in the cost of raw materials and labour. This is an example of \_\_\_\_\_.
- A) recession                      B) depression                      C) biflation                      D) inflation

Answer: D

- 39) Which of the following terms is used to define a time of slow economic activity with two consecutive periods of negative growth?
- A) recession                      B) deflation                      C) inflation                      D) stagflation

Answer: A

- 40) Albama Technologies is a firm that manufactures electronic appliances. Which of the following describes a scenario in which a microeconomic force is affecting the company's business?
- A) The company's sales have declined sharply after it increased the prices of its products.  
B) Fluctuating exchange rates exposed the company's business to uncertain revenue projections.  
C) The company has a production plant in Japan and Japan is undergoing a recession.  
D) High levels of inflation increased the employees' demand for higher salaries.

Answer: A

- 41) Anderson's family earns \$150,000 a year including taxes. This amount is referred to as the family's \_\_\_\_\_.
- A) gross income                      B) variable income  
C) disposable income                      D) net income

Answer: A

- 42) Joseph earns \$150,000 a year, while his wife Jennifer earns \$200,000 a year. The couple file taxes jointly and the total taxes they pay amount to \$60,000. What is the gross income of this family?
- A) \$175,000                      B) \$145,000                      C) \$290,000                      D) \$350,000

Answer: D

- 43) Which of the following is used to define the after-tax income that consumers have left for spending and savings?
- A) variable income                      B) discretionary income  
C) disposable income                      D) gross income

Answer: C

The total amount of money that Robert earns in a year is \$100,000. He pays income tax \$18,000 and other taxes of \$5,000. He spends \$15,000 to buy necessities.

- 44) What is Robert's gross income?
- A) \$67,000                      B) \$82,000                      C) \$100,000                      D) \$76,000

Answer: C

- 45) What is Robert's disposable income?
- A) \$82,000                      B) \$67,000                      C) \$76,000                      D) \$100,000

Answer: C

- 46) What is Robert's discretionary income?  
A) \$100,000                      B) \$82,000                      C) \$61,000                      D) \$76,000

Answer: C

- 47) Brad has \$50,000 after-tax income left after paying for necessities such as food, shelter, and clothing. This amount refers to his \_\_\_\_\_.  
A) disposable income                      B) discretionary income  
C) variable income                      D) gross income

Answer: B

- 48) Which of the following is a key difference between disposable income and discretionary income?  
A) Unlike disposable income, discretionary income is used to pay for food and clothing.  
B) Discretionary income will always be more than disposable income.  
C) Discretionary income refers to the after-tax income, whereas disposable income refers to the before-tax income.  
D) Unlike disposable income, discretionary income is used only for purchases that are not deemed a necessity.

Answer: D

- 49) Sunshine Vacations is a firm that offers holiday packages to customers in Canada. Which of the following statements, if true, will weaken the firm's business?  
A) Employee salaries in Canada, on average, have increased by 25 percent.  
B) Necessities such as rent and clothing have become cheaper in Canada.  
C) Consumers' disposable income has increased in the recent past.  
D) The government of Canada raised income tax rates in the previous month.

Answer: D

- 50) Which of the following is an item that people are less likely to purchase, if their discretionary income is very low?  
A) movie                      B) sweater                      C) flour                      D) milk

Answer: A

- 51) Which of the following refers to inventions or innovations that stem from scientific or engineering research?  
A) market forces                      B) competitive forces  
C) technological forces                      D) pioneering forces

Answer: C

- 52) Cloud computing refers to the ability to \_\_\_\_\_.  
A) access and use programs on the Internet without owning the software  
B) install application software in a variety of operating systems  
C) use technologies that are considered unstable for commercial purposes  
D) access and use programs on a personal computer without obtaining a licence

Answer: A

53) Which of the following is an application that uses cloud computing?

A) WinZip

B) MS Word

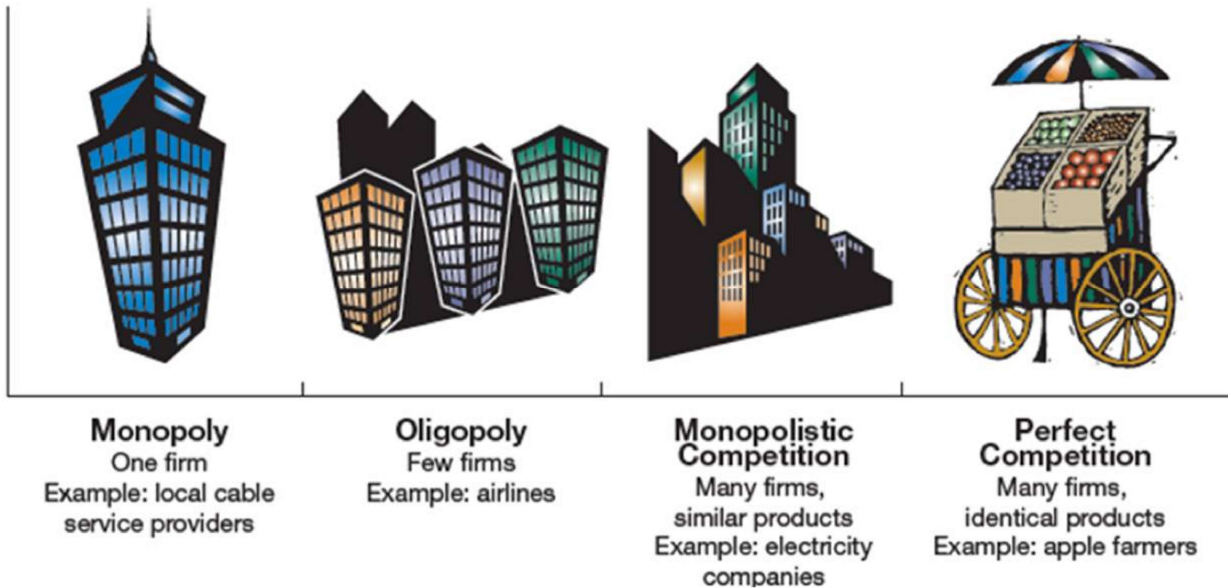
C) Adobe Acrobat

D) Google Drive

Answer: D

The visual below shows the four basic types of competition as identified by economists.

### Types of competitions



54) Which of the following refers to the type of competition that occurs when only one company dominate a market?

A) duopoly

B) oligopoly

C) monopoly

D) monopolistic competition

Answer: C

55) Four banks dominate the banking sector in the United Kingdom. This market is an example of \_\_\_\_\_.

A) monopoly

B) duopoly

C) perfect competition

D) oligopoly

Answer: D

56) The telecommunication industry of a country is characterized by intense competition. Many competitors are present in the market and they offer products that are similar. Which type of competition exists in this market?

A) oligopoly

B) monopoly

C) perfect competition

D) monopolistic competition

Answer: D



- 57) Which of the following is a type of competition where there are many sellers with nearly identical products and little differentiation?
- A) monopsony
  - B) perfect competition
  - C) oligopoly
  - D) monopoly

Answer: B

- 58) Alternative products that can satisfy a specific market's needs are called \_\_\_\_\_.
- A) competitive forces
  - B) direct forces
  - C) social forces
  - D) fundamental forces

Answer: A

- 59) Direct competitors refer to \_\_\_\_\_.
- A) products that are used by the same customer
  - B) very similar products sold in the same category
  - C) dissimilar products that compete in the same market
  - D) products that have the shortest life cycle in a market

Answer: B

- 60) Indirect competitors refer to products that \_\_\_\_\_.
- A) contend for a different segment of customers in the same category
  - B) compete for a different segment of customers in different categories
  - C) compete for the same buying dollar in a slightly different category
  - D) are very similar and compete in the same category

Answer: C

- 61) The postal system is run by the government with competition forbidden by law in a country. This is an example of a(n) \_\_\_\_\_.
- A) monopoly
  - B) duopoly
  - C) monopolistic competition
  - D) oligopoly

Answer: A

- 62) Which of the following is a valid observation of monopolies?
- A) A monopoly exists when there is only one company selling in the market.
  - B) The effect of substitute products is prominent in a monopoly.
  - C) Monopolies are an illegal form of business in most countries including Canada.
  - D) This is the most common form of market competition.

Answer: A

- 63) Which of the following refers to the type of competition that occurs when a few companies control a market?
- A) monopolistic competition
  - B) monopoly
  - C) oligopoly
  - D) duopoly

Answer: C

Charcos Oil is an oil marketing company. The company has only three competitors in the country where it operated an agreement with the competitors to fix the prices of their offerings. This move was essential because of sensitivity of the oil market.

- 64) The market in which Charcos Oil competes exemplifies \_\_\_\_\_.
- A) oligopoly
  - B) monopoly
  - C) perfect competition
  - D) duopoly

Answer: A

- 65) Which of the following is likely to occur if Charcos Oil reduces its prices?
- A) Some of the competitors will stop business.
  - B) The company's profitability will increase.
  - C) The market will become a monopoly.
  - D) Competitors will also follow the price cut.

Answer: D

- 66) Which of the following types of competition is criticized for price collusion?
- A) perfect competition
  - B) differentiated competition
  - C) monopoly
  - D) oligopoly

Answer: D

- 67) Which of the following is a type of competition where a large number of sellers compete with each other and offer customers substitute products with product differentiation?
- A) monopolistic competition
  - B) oligopoly
  - C) monopoly
  - D) monopsony

Answer: A

- 68) Which of the following statements is true of monopolistic competition?
- A) Monopolistic competition is driven by price competition rather than differentiation.
  - B) Companies that sell commodities are in a monopolistic competition.
  - C) Large numbers of sellers compete with each other in monopolistic competition.
  - D) Monopolistic competition occurs when a few companies control a market.

Answer: C

- 69) Which of the following types of products is most likely to instigate perfect competition in a market?
- A) cars
  - B) grains
  - C) packaged foods
  - D) cell phones

Answer: B

- 70) Which of the following is the reason why regulations are placed on marketing practices?
- A) to protect consumers from unscrupulous business practices
  - B) to prevent monopolistic competition in markets
  - C) to promote product differentiation in markets
  - D) to maximize the profitability of individual firms

Answer: A

- 71) Which of the following agencies is primarily responsible for the administration and enforcement of the Competition Act and the Consumer Packaging and Labelling Act?
- A) Canadian R-T Commission
  - B) Canadian Marketing Association
  - C) Competition Bureau
  - D) Better Business Bureau

Answer: C

- 72) Which of the following is a basic function of the Competition Bureau?
- A) monitoring digital information available to customers
  - B) establishing perfect competition in Canadian markets
  - C) endorsing marketing performance in Canada
  - D) curtailing false and misleading representations to sell products

Answer: D

- 73) Which of the following statements is true of the Canadian Children's Food and Beverage Advertising Initiative (CAI)?
- A) The Canadian Children's Food and Beverage Advertising Initiative is an agency of the Canadian government.
  - B) It covers only traditional TV advertising directed to children.
  - C) The initiative does not cover children above 10 years of age.
  - D) The initiative is monitored by the Advertising Standards Canada.

Answer: D

- 74) \_\_\_\_\_ refers to the dissemination of unsolicited electronic messages to recipients.
- A) Spam
  - B) Cookie
  - C) Spoofing
  - D) Virus

Answer: A

- 75) Marketing environmental scans are conducted routinely by marketers to \_\_\_\_\_.
- A) gather data
  - B) ensure that products stay relevant to the consumer
  - C) brainstorm
  - D) see what the competition is doing

Answer: B

- 76) A marketing environmental scan will often be conducted \_\_\_\_\_.
- A) annually
  - B) every 2 years
  - C) every quarter year
  - D) monthly

Answer: A

- 77) How many steps are in an environmental scan?
- A) 8 steps
  - B) 12 steps
  - C) 3 steps
  - D) 6 steps

Answer: C

- 78) The starting point of an environmental scan is?  
A) Conduct competitive reviews  
B) Gather data and information  
C) Brainstorm on marketing ideas  
D) Cluster the information into facts

Answer: B

- 79) How many factors are there in an environmental scan?  
A) 10  
B) 3  
C) 7  
D) 6

Answer: D

- 80) Why should marketers be aware of changes and developments in each area of a marketing environment scan?  
A) to get ahead of their competitors  
B) to go where a company should be directing their energies  
C) to determine where and when further analyses are needed  
D) to understand what a company needs to do

Answer: C

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 81) Demographic forces are a key area that affects the marketing environment of businesses.

Answer:  True  False

- 82) A marketing environmental scan is performed to identify trends and pinpoint opportunities and threats to a business.

Answer:  True  False

- 83) Albert, who was born in 1978, is a baby boomer.

Answer:  True  False

- 84) Generation X is the group of people born between 1972 and 1992 and referred to as millennials.

Answer:  True  False

- 85) Generation Z consumers are considered to be pioneers of social media.

Answer:  True  False

- 86) Socio-cultural forces refer to cultural values, ideas, and attitudes that are learned and shared among a group of people.

Answer:  True  False

- 87) Marketers have noted that consumers have taken the reins of the communication channel.

Answer:  True  False

- 88) Macroeconomic forces refer to the state of a country's economy as a whole.

Answer:  True  False

- 89) Inflation is a period in which product prices rise without an increase in the cost of production.  
Answer: True  False
- 90) A recession is a time of slow economic activity with two consecutive periods of negative growth.  
Answer:  True False
- 91) Greg has \$60,000 left annually for spending after paying all the taxes. Greg's gross income is \$60,000.  
Answer: True  False
- 92) Disposable income is the after-tax income a consumer has left after paying for necessities.  
Answer: True  False
- 93) A consumer has \$100,000 left for spending and savings after paying his taxes. This sum amounts to his disposable income.  
Answer:  True False
- 94) Cloud computing refers to the ability to access and use programs from a personal computer.  
Answer: True  False
- 95) Competitive forces refer to alternative products that can satisfy a specific market's needs.  
Answer:  True False
- 96) Direct competitors refer to products that compete for the same buying dollar in a slightly different category.  
Answer: True  False
- 97) Oligopoly is a type of competition that occurs when few companies control a market.  
Answer:  True False
- 98) A locality has only one cable service provider. The locality experiences monopolistic competition in the cable service market.  
Answer: True  False
- 99) Products such as grains and vegetables cannot function in an environment where perfect competition exists.  
Answer: True  False
- 100) Regulations refer to the restrictions placed on marketing practices by government and industry associations.  
Answer:  True False
- 101) The Advertising Standards Canada is a self-regulatory non-government association run by advertising, media, and marketing professionals.  
Answer:  True False

102) The Canadian Marketing Association provides guidelines for its members through its Code of Ethics and Standards of Practice.

Answer:  True  False

103) A company introduces a contest that requires a mix of chance and skill. This contest will be illegal in Canada.

Answer:  True  False

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

104) Explain the purpose of conducting a SWOT analysis.

Answer: SWOT analysis is performed to assess how well a company is servicing its business and target consumers by assessing an organization's internal strengths and weaknesses, as well as its external opportunities and threats.

105) Pick a company of your choice and conduct a SWOT analysis.

Answer: The students have to select a company of their choice and perform SWOT analysis to identify the strengths, weaknesses, opportunities, and threats. Student answers will vary for this question.

106) Briefly explain the main generational groups of consumers that marketers consider.

Answer: Baby boomers are the main reason for the greying of North America. During the baby boom (between 1946 and 1964), families had an average of 4 children versus the current average of 1.54. Generation X is the group of people born after the baby boomers, between 1965 and 1974. Generation Y is the group of people born between 1975 and 1991. These are mostly children of boomers, and are also referred to as the echo boom or millennials. Generation Z is the group of people born between 1992 and 2010. They have grown up with the internet and as pioneers of social media are considered the most disruptive of the generations.

107) Explain big city dwelling in Canada.

Answer: Canada is one of the most urbanized nations in the world. Most Canadians live in urban areas or their suburbs. Statistics indicate that cities are growing much more quickly than rural areas, which lag behind the rest of the country in growth rates.

108) Explain the types of non-traditional families that a marketer is faced with in modern times.

Answer: Family size has decreased, with families having one or two children versus three or four (or more) in previous generations. The structure of the family has also changed, with evidence of more common-law relationships, single-parent families, and blended families. Over the last few years, same-sex marriages have also surfaced.

109) What are socio-cultural forces?

Answer: Socio-cultural forces refer to cultural values, ideas, and attitudes that are learned and shared among a group of people. This also includes society's morals and beliefs and is demonstrated through behaviour common among the socio-cultural group.

110) Consider an industry of your choice. Explain how macroeconomic forces affect that industry.

Answer: Macroeconomic forces refer to the state of a country's economy as a whole. A country's key economic indicators are its inflation rate, its unemployment rate, and its economic growth rate. Students should consider the impact of these factors in the industry that they have selected. Student answers will vary for this question.

111) Explain the concepts of recession and inflation.

Answer: One key economic indicator is inflation, a period when the cost to produce and buy products and services gets higher as prices rise. A recession is a time of slow economic activity with two consecutive periods of negative growth. During recessions, production levels decline, unemployment levels rise, and many consumers have less money to spend.

112) Compare and contrast microeconomic forces with macroeconomic forces.

Answer: Macroeconomic forces refer to the state of a country's economy as a whole. It affects many firms. Microeconomic forces directly refer to the supply of and demand for goods and services and how supply and demand are affected by individual, household, and company decisions to purchase. Microeconomic forces could be specific to single company. It refers to aspects such as consumer buying power.

113) Compare and contrast direct competitors and indirect competitors.

Answer: Any changes made by a major competitor in the areas of product, price, place, and promotion are routinely noted and detailed analyses are conducted to determine the impact on business results. Head-to-head competitors are called direct competitors and refer to very similar products sold in the same category.

Indirect competitors are those products that compete for the same buying dollar but in a slightly different category.

114) Describe the areas under which the Advertising Standards Canada (ASC) encourages truth in advertising

Answer: Advertising Standards Canada (ASC) encourages truth in advertising through a Code that provides guidelines under these areas:

- (1) Accuracy and clarity
- (2) Disguised advertising techniques
- (3) Price claims
- (4) Bait and switch
- (5) Guarantees
- (6) Comparative advertising
- (7) Testimonials
- (8) Professional or scientific claims
- (9) Imitation
- (10) Safety
- (11) Superstition and fears
- (12) Advertising to children
- (13) Advertising to minors
- (14) Unacceptable depictions and portrayal

115) Explain the role of the Canadian Radio-television and Telecommunications Commission.

Answer: The Canadian Radio-television and Telecommunications Commission (CRTC) is a government agency that sets guidelines and enforces a clear set of regulations on Canadian businesses. It administers the Broadcasting Act and Telecommunications Act, among others, setting guidelines for broadcast standards. It also adjudicates on the ownership of media companies to ensure that monopolies do not exist and approves broadcast licences for TV and radio stations. It also sets guidelines on the broadcast of Canadian content and sets the number of minutes of advertising permitted hourly on TV.

116) Briefly describe the role of the Advertising Standards of Canada (ASC).

Answer: ASC is a self-regulatory non-government association run by advertising, media and marketing professionals with the purpose of setting and regulating standards of professional practice in the advertising industry. The industry has agreed to abide by its leadership, code, process, and rulings. Advertising Standards Canada sets and regulates advertising guidelines, monitored through a consumer complaint process. A single complaint will trigger a review of advertising places in the Canadian media, what the eventual withdrawal of the ad if changes are required and need to be made. The ASC also provides advice and pre-clearance services for advertisers.

117) Illustrate the significance of PIPEDA guidelines in an online environment.

Answer: PIPEDA signifies privacy guidelines for an online environment. In an online environment, privacy policies must be clearly posted on all websites and detail what personal information is collected, how it is collected, how it is used and protected, whether information is disclosed to outside parties, and whether the company complies with Canadian privacy legislation and anti-spam laws. The policy needs to be honest, clear, and regularly reviewed.



## Answer Key

Testname: UNTITLED69

- 1) A
- 2) C
- 3) B
- 4) A
- 5) A
- 6) D
- 7) B
- 8) D
- 9) C
- 10) B
- 11) C
- 12) A
- 13) D
- 14) B
- 15) A
- 16) A
- 17) D
- 18) D
- 19) A
- 20) D
- 21) C
- 22) A
- 23) C
- 24) D
- 25) D
- 26) D
- 27) B
- 28) C
- 29) B
- 30) C
- 31) A
- 32) C
- 33) D
- 34) C
- 35) D
- 36) D
- 37) B
- 38) D
- 39) A
- 40) A
- 41) A
- 42) D
- 43) C
- 44) C
- 45) C
- 46) C
- 47) B
- 48) D
- 49) D
- 50) A

## Answer Key

Testname: UNTITLED69

- 51) C
- 52) A
- 53) D
- 54) C
- 55) D
- 56) D
- 57) B
- 58) A
- 59) B
- 60) C
- 61) A
- 62) A
- 63) C
- 64) A
- 65) D
- 66) D
- 67) A
- 68) C
- 69) B
- 70) A
- 71) C
- 72) D
- 73) D
- 74) A
- 75) B
- 76) A
- 77) C
- 78) B
- 79) D
- 80) C
- 81) TRUE
- 82) TRUE
- 83) FALSE
- 84) FALSE
- 85) TRUE
- 86) TRUE
- 87) TRUE
- 88) TRUE
- 89) FALSE
- 90) TRUE
- 91) FALSE
- 92) FALSE
- 93) TRUE
- 94) FALSE
- 95) TRUE
- 96) FALSE
- 97) TRUE
- 98) FALSE
- 99) FALSE
- 100) TRUE

## Answer Key

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- 101) TRUE
- 102) TRUE
- 103) FALSE
- 104) SWOT analysis is performed to assess how well a company is servicing its business and target consumers by assessing an organization's internal strengths and weaknesses, as well as its external opportunities and threats.
- 105) The students have to select a company of their choice and perform SWOT analysis to identify the strengths, weaknesses, opportunities, and threats. Student answers will vary for this question.
- 106) Baby boomers are the main reason for the greying of North America. During the baby boom (between 1946-1964), families had an average of 4 children versus the current average of 1.54.  
Generation X is the group of people born after the baby boomers, between 1965 and 1974.  
Generation Y is the group of people born between 1975 and 1991. These are mostly children of baby boomers also referred to as the echo boom or millennials.  
Generation Z is the group of people born between 1992 and 2010. They have grown up with the Internet, and pioneers of social media are considered the most disruptive of the generations.
- 107) Canada is one of the most urbanized nations in the world. Most Canadians live in urban areas or their suburbs. Statistics indicate that cities are growing much more quickly than rural areas, which lag behind the rest of the country in growth rates.
- 108) Family size has decreased, with families having one or two children versus three or four (or more) in previous generations. The structure of the family has also changed, with evidence of more common-law relationships, single-parent families, and blended families. Over the last few years, same-sex marriages have also surfaced.
- 109) Socio-cultural forces refer to cultural values, ideas, and attitudes that are learned and shared among a group of people. This also includes society's morals and beliefs and is demonstrated through behaviour common among the socio-cultural group.
- 110) Macroeconomic forces refer to the state of a country's economy as a whole. A country's key economic indicators are its inflation rate, its unemployment rate, and its economic growth rate. Students should consider the impact of these factors in the industry that they have selected. Student answers will vary for this question.
- 111) One key economic indicator is inflation, a period when the cost to produce and buy products and services gets higher as prices rise. A recession is a time of slow economic activity with two consecutive periods of negative growth. During recessions, production levels decline, unemployment levels rise, and many consumers have less money to spend.
- 112) Macroeconomic forces refer to the state of a country's economy as a whole. It affects many firms. Microeconomic forces directly refer to the supply of and demand for goods and services and how supply and demand are affected by individual, household, and company decisions to purchase. Microeconomic forces could be specific to single company. It refers to aspects such as consumer buying power.
- 113) Any changes made by a major competitor in the areas of product, price, place, and promotion are routinely : detailed analyses are conducted to determine the impact on business results. These head-to-head competitor called direct competitors and refer to very similar products sold in the same category. Indirect competitors are those products that compete for the same buying dollar but in a slightly different category.

## Answer Key

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- 114) Advertising Standards Canada (ASC) encourages truth in advertising through a Code that provides guidelines in these areas:
- (1) Accuracy and clarity
  - (2) Disguised advertising techniques
  - (3) Price claims
  - (4) Bait and switch
  - (5) Guarantees
  - (6) Comparative advertising
  - (7) Testimonials
  - (8) Professional or scientific claims
  - (9) Imitation
  - (10) Safety
  - (11) Superstition and fears
  - (12) Advertising to children
  - (13) Advertising to minors
  - (14) Unacceptable depictions and portrayal
- 115) The Canadian Radio-television and Telecommunications Commission (CRTC) is a government agency that sets guidelines and enforces a clear set of regulations on Canadian businesses. It administers the Broadcasting Act and Telecommunications Act, among others, setting guidelines for broadcast standards. It also adjudicates on the ownership of media companies to ensure that monopolies do not exist and approves broadcast licences for TV and radio stations. It also sets guidelines on the broadcast of Canadian content and sets the number of minutes of advertising permitted hourly on TV.
- 116) ASC is a self-regulatory non-government association run by advertising, media and marketing professionals with the purpose of setting and regulating standards of professional practice in the advertising industry. The industry has agreed to abide by its leadership, code, process, and rulings. Advertising Standards Canada sets and regulates advertising guidelines, monitored through a consumer complaint process. A single complaint will trigger a review of advertising places in the Canadian media, what the eventual withdrawal of the ad if changes are required and need to be made. The ASC also provides advice and pre-clearance services for advertisers.
- 117) PIPEDA signify privacy guidelines for an online environment. In an online environment, privacy policies must be clearly posted on all websites and detail what personal information is collected, how it is collected, how it is used and protected, whether information is disclosed to outside parties, and whether the company complies with Canadian privacy legislation and anti-spam laws. The policy needs to be honest, clear, and regularly reviewed.