

Quiz Summary

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Ⓜ Average Score

84%

Ⓢ High Score

100%

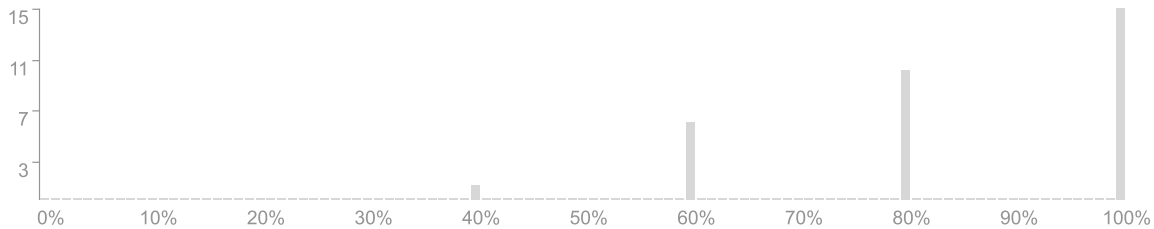
Ⓣ Low Score

40%

Ⓢ Standard Deviation

0.86

⌚ Average Time

07:57

Question Breakdown

Attempts: 32 out of 32

+0.26

Which of the following is not one of the P's of Marketing? Discrimination Index ⓘ

Price	0 %	97% answered correctly
Promotion	1 respondents	3 %
Perception	31 respondents	97 % ✓
Product	0 %	

Attempts: 32 out of 32

Jimmy Steward wants to add the design of movie theaters and play-house theaters to his interior design firm. He is getting a mailing ready to send to movie and play producers. What marketing method is Steward using?

+0.71
Discrimination Index ⓘ

SWOT analysis	0 %	84% answered correctly
Promotional marketing	5 respondents	16 %
Pro forma marketing	0 %	
Target marketing	27 respondents	84 % ✓

Attempts: 32 out of 32

+0.65

Which of these items is *not* usually considered part of a company brand? Discrimination Index ⓘ

Color scheme on stationary	2	6 %
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	respondents		
Logo		0 %	63% answered correctly
How the phone is answered	10 respondents	31 %	
Personal social media postings	20 respondents	63 %	✓

Attempts: 32 out of 32

+0.33

When developing a marketing plan, the designer's fees for services is a minor factor.

Discrimination Index ?

False	29 respondents	91 %	✓ 91% answered correctly
True	3 respondents	9 %	

Attempts: 32 out of 32

+0.43

Which type of interior design work does not represent a market niche?

Discrimination Index ?

The interior design of model luxury apartments		0 %	88% answered correctly
The interior design of retail stores under 5000 square feet	1 respondents	3 %	
The interior design of residential interiors	28 respondents	88 %	✓
The interior design of custom yachts over 65 feet in length	3 respondents	9 %	