

**MGT301 Mega Quiz File By  
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Question No: 9 ( Marks: 1 ) - Please choose one

Some banks have increased their market share by offering accounts especially for children in another city. This example illustrates which of the following growth strategies?

- ▶ Market penetration
- ▶ **Market development**
- ▶ Horizontal diversification
- ▶ Conglomerate diversification

Question No: 10 ( Marks: 1 ) - Please choose one

Which of the following sets refers to the order or sequence of marketing management functions?

- ▶ Control – implementation – market planning
- ▶ Market planning – control – implementation
- ▶ Implementation – control – market planning
- ▶ **Marketing planning – implementation - control**

Question No: 11 ( Marks: 1 ) - Please choose one

Your colleague is confused about using the marketing research process. In which footstep he is feeling difficulty?

- ▶ **Defining the problem**
- ▶ Defining the research objectives
- ▶ Defining the problem and research objectives
- ▶ Researching a research agency to help

Question No: 12 ( Marks: 1 ) - Please choose one

Gathering secondary information is one of the steps of developing the research plan. What does the meaning of secondary information in marketing research?

- ▶ That does not currently exist in an organized form
- ▶ **That already exists somewhere, having been collected for another purpose**
- ▶ That the researcher can obtain through surveys and observation
- ▶ That already exists somewhere in an organized form

Question No: 13 ( Marks: 1 ) - Please choose one

Which method of research can be used to obtain information if people are unwilling or unable to provide?

► **Observations**

- Focus groups
- Personal interviews
- Questionnaires

Question No: 14 ( Marks: 1 ) - Please choose one  
Which one of the following statements BEST characterizes marketing research?

- Research is a continuous process, providing a constant flow of information
- **Research is conducted on a special-project basis**
- Research is performed when routine information is required
- Research is the basis for making recurring marketing decisions

Question No: 15 ( Marks: 1 ) - Please choose one  
ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

- Respondents who refuse to cooperate or give biased answers
- Interviewers who make mistakes or take shortcuts
- **Interpreting and reporting the findings**
- Primary data that conflict with secondary data

Question No: 16 ( Marks: 1 ) - Please choose one  
Research of buying decisions by large companies to find out what they buy, where they buy, how and how much they buy refers to which one of the following buying decision?

- Market buying decision
- **Consumer buying decision**
- Social buying decision
- Group buying decision

Question No: 17 ( Marks: 1 ) - Please choose one  
Society's relatively permanent and ordered divisions whose members share similar values, interests and behaviors reflect which one of the following option?

- **Social classes**
- Habitual buyers
- Charismatic leaders
- Opinion leaders

Question No: 18 ( Marks: 1 ) - Please choose one  
Which one of the following factor relates to family that influences consumer behavior?

- ▶ Cultural
- ▶ **Social**
- ▶ Personal
- ▶ Business

Question No: 19 ( Marks: 1 ) - Please choose one  
The buying process starts from which one of the following stage in which the buyer recognizes a problem or need?

- ▶ **Need recognition**
- ▶ Information search
- ▶ Evaluation of alternative
- ▶ Purchase decision

Question No: 20 ( Marks: 1 ) - Please choose one  
You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?

- ▶ Modified rebuy
- ▶ **Straight rebuy**
- ▶ Modified straight rebuy
- ▶ Consumer buy

Question No: 21 ( Marks: 1 ) - Please choose one  
“A purchase in which the customer buys the same goods in the same quantity on the same terms from the same supplier” refers to which one of the following buying situations?

- ▶ New-task
- ▶ Modified rebuy
- ▶ **Straight rebuy**
- ▶ Negotiated

Question No: 22 ( Marks: 1 ) - Please choose one  
When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?

- ▶ Demographic
- ▶ **Gender**
- ▶ Behavior
- ▶ Geographic

Question No: 23 ( Marks: 1 ) - Please choose one  
Mr. ABC and his staff have decided to use target marketing to reach their sales goals. Which are their three steps (in order) to target marketing?

- ▶ Market segmentation, market positioning and target marketing
- ▶ **Market segmentation, target marketing and market positioning**
- ▶ Market alignment, market segmentation and market positioning
- ▶ Market recognition, market preference and market insistence

Question No: 24 ( Marks: 1 ) - Please choose one

Which of the following are industrial products that aid in the buyer's production or operations, including installations and accessory equipment?

- ▶ Materials
- ▶ Specialty items
- ▶ **Capital items**
- ▶ Supplies

Question No: 25 ( Marks: 1 ) - Please choose one

Developing a product or service involves defining the benefits that it will offer. The benefits such as quality, features and design, style that are communicated and delivered comes under which of the following categories?

- ▶ Private brands
- ▶ **Product attributes**
- ▶ Consumer products
- ▶ Product mixes

Question No: 26 ( Marks: 1 ) - Please choose one

Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attributes or benefit positioning. On which of the following basis the products are positioned?

- ▶ Desirable benefit
- ▶ Good packaging
- ▶ Strong beliefs and values
- ▶ **Customer image**

Question No: 27 ( Marks: 1 ) - Please choose one

An organization with several product lines has which one of the following mix that consists of all the product lines and items which a particular seller offers for sale?

- ▶ **Product mix**
- ▶ Brand mix
- ▶ Consumer mix
- ▶ Packaging mix

Question No: 28 ( Marks: 1 ) - Please choose one

With what groups do firms conduct concept testing for new products?

- ▶ Suppliers
- ▶ Employees
- ▶ **Target customers**
- ▶ Focus groups

Question No: 29 ( Marks: 1 ) - Please choose one  
After concept testing, a firm would engage in which stage for developing and marketing a new product?

- ▶ **Marketing strategy development**
- ▶ Business analysis
- ▶ Product development
- ▶ Test marketing

Question No: 30 ( Marks: 1 ) - Please choose one  
If the company's sales are slow down, and profits level off or decline. At which stage the company has reached?

- ▶ Introduction
- ▶ Decline
- ▶ Growth
- ▶ **Maturity**

Question No: 31 ( Marks: 1 ) - Please choose one  
Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

- ▶ Pricing
- ▶ **Promotion**
- ▶ Distribution
- ▶ Product

Question No: 32 ( Marks: 1 ) - Please choose one  
Three main strategies for intensive growth are market penetration, product development and \_\_\_\_\_.

- ▶ Product improvement
- ▶ Market saturation
- ▶ Market growth
- ▶ **Market development**

Question No: 33 ( Marks: 1 ) - Please choose one  
Buying goods and services for further processing or for use in the production process refers to which of the following markets?

- ▶ Consumer markets
- ▶ Government markets
- ▶ **Business markets**
- ▶ International markets

Question No: 34 ( Marks: 1 ) - Please choose one  
Which one of the following factor does not affect the economic environment of organizations?

- ▶ **Donation to hospital**
- ▶ Exchange rate
- ▶ Value added tax
- ▶ Disposable income

Question No: 35 ( Marks: 1 ) - Please choose one  
Which one of the following are the MOST useful source of speedier and more comprehensive information?

- ▶ Suppliers
- ▶ Key customers
- ▶ **Company reports**
- ▶ Sales force

Question No: 36 ( Marks: 1 ) - Please choose one  
Which one of the following steps in the marketing research process deals in "defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings"?

- ▶ Developing the research budget
- ▶ Choosing the research agency
- ▶ Choosing the research method
- ▶ **Developing the research plan**

Question No: 37 ( Marks: 1 ) - Please choose one  
Which one of the following sets represents 4 C's of the marketing mix?

- ▶ **Customer solution, cost, convenience, communication**
- ▶ Customer, cost, convenience, comfort
- ▶ Convenience, communication, coverage, cost
- ▶ Cost, coverage, communication, consultancy

Question No: 38 ( Marks: 1 ) - Please choose one  
Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following?

- ▶ An image

▶ **A service**

- ▶ A good
- ▶ An idea

Question No: 39 ( Marks: 1 ) - Please choose one  
In BCG matrix, which one of the following SBUs finances the company's question marks and stars?

- ▶ Dogs
- ▶ **Stars**
- ▶ Cash cows
- ▶ Question marks

Question No: 40 ( Marks: 1 ) - Please choose one  
Environmental groups are one kind of which of the following publics?

- ▶ Citizen-action publics
- ▶ Media publics
- ▶ Government publics
- ▶ **Local publics**

Question No: 1 ( Marks: 1 ) - Please choose one  
A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

- ▶ Selling
- ▶ Advertising
- ▶ Barter
- ▶ **Marketing**

Question No: 3 ( Marks: 1 ) - Please choose one  
Which one of the following options represents this statement "What place do you want your product to hold in the consumer's mind"?

- ▶ Product
- ▶ **Positioning**
- ▶ Promotion
- ▶ Place

Question No: 4 ( Marks: 1 ) - Please choose one  
When a church targets different demographic groups to increase attendance, it is an example of which of the following options?

- ▶ **Not-for-profit marketing**
- ▶ Mindless marketing

- ▶ Ethics in marketing
- ▶ Societal marketing

Question No: 5 ( Marks: 1 ) - Please choose one  
Stew Leonard, owner/operator of supermarkets, reacts adversely to losing a single customer sale. He feels that this amounts to losing the entire stream of future purchases that a customer is likely to make if he/she remains in the area. Which one is an illustration of the following concepts?

- ▶ Market share
- ▶ Profitability
- ▶ **Customer lifetime value**
- ▶ Market share maintenance

Question No: 6 ( Marks: 1 ) - Please choose one  
A network of networks that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services. Which one of the following networks represents it?

- ▶ LAN
- ▶ **Intranet**
- ▶ Extranet
- ▶ Internet

Question No: 7 ( Marks: 1 ) - Please choose one  
Which one of the following options is best to explain the purpose of intranets?

- ▶ Buying and selling processes
- ▶ Business-to-business purchasing
- ▶ **Communication among employees**
- ▶ Maintaining customer relations

Question No: 8 ( Marks: 1 ) - Please choose one  
Which of the following sets refers to the order or sequence of marketing management functions?

- ▶ Control – implementation – market planning
- ▶ Market planning – control – implementation
- ▶ Implementation – control – market planning
- ▶ **Marketing planning – implementation - control**

Question No: 9 ( Marks: 1 ) - Please choose one  
Which of the following sets refers to the order of action in marketing control process?

- ▶ Measure performance – evaluate performance – corrective action – set goals



- ▶ Corrective action – set goals - measure performance – evaluate performance
- ▶ **Set goals - Measure performance – evaluate performance - corrective action**
- ▶ Set goals - Measure performance – corrective action – evaluate performance

Question No: 10 ( Marks: 1 ) - Please choose one

Advertising agencies are an example of which of the following marketing intermediaries?

- ▶ Insurance Company
- ▶ Financial intermediary
- ▶ **Marketing services agency**
- ▶ Physical distribution firm

Question No: 11 ( Marks: 1 ) - Please choose one

Agencies that buy goods and services in order to produce public services or transfer them to those that need them reflect which of the following markets?

- ▶ Reseller markets
- ▶ **Government markets**
- ▶ International markets
- ▶ Business markets

Question No: 12 ( Marks: 1 ) - Please choose one

In creating research questionnaires, which of the following is good advice for research specialist to follow?

- ▶ **Use care in the wording and ordering of questions**
- ▶ Questions do not have to be arranged in a logical order
- ▶ Ask personal questions in the middle of the instrument
- ▶ Avoid eye contact as it may confuse the respondents

Question No: 13 ( Marks: 1 ) - Please choose one

Marketing stimuli consist of the four Ps. Which is NOT one of these Ps?

- ▶ Product
- ▶ **Political**
- ▶ Price
- ▶ Promotion

Question No: 14 ( Marks: 1 ) - Please choose one

Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following EXCEPT:

- ▶ Physiological needs
- ▶ Safety needs

▶ **Need recognition**

- ▶ Self-actualization

Question No: 15 ( Marks: 1 ) - Please choose one  
Learning occurs through the interplay of all of the following EXCEPT:

- ▶ Drives
- ▶ Stimuli
- ▶ Cues
- ▶ **Behavior**

Question No: 16 ( Marks: 1 ) - Please choose one  
The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

- ▶ Motive
- ▶ **Belief**
- ▶ Behavior
- ▶ Attitude

Question No: 17 ( Marks: 1 ) - Please choose one  
Which one of the following is NOT the stage that customers go through in the process of adopting a new product?

- ▶ Awareness
- ▶ Interest
- ▶ Evaluation
- ▶ **Culture**

Question No: 18 ( Marks: 1 ) - Please choose one  
Which of the following is NOT a primary motivation?

- ▶ Achievement
- ▶ Self-esteem
- ▶ Self-expression
- ▶ **Attitude**

Question No: 19 ( Marks: 1 ) - Please choose one  
A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

- ▶ Straight rebuy purchase
- ▶ Delayed purchase
- ▶ **New-task purchase**
- ▶ Modified rebuy purchase

Question No: 20 ( Marks: 1 ) - Please choose one

Most organizational purchase decisions are made by which of the following categories?

- ▶ The sales force
- ▶ A team of purchasing agents
- ▶ **A firm's buying centre**
- ▶ Inventory control personnel

Question No: 21 ( Marks: 1 ) - Please choose one

In its purchase of a small business computer, Mr. Ateeq asked that potential suppliers provide information only on units with 1Mb of memory. As management evaluates the purchase, it finds that 1Mb is inadequate for many of the software programs they use. In this instance, the firm would need to modify which aspect of the purchase process?

- ▶ Searching
- ▶ **Specification development**
- ▶ Alternative evaluation
- ▶ Performance evaluation

Question No: 22 ( Marks: 1 ) - Please choose one

When Burger King targets different groups from children and teens to adults and seniors with different ads and media, it is practicing which one of the following segmentation?

- ▶ Demographic
- ▶ **Age and life cycle**
- ▶ Psychographic
- ▶ Behavioral

Question No: 23 ( Marks: 1 ) - Please choose one

This type of segmentation centers on the use of the word “when” such as when consumers get the idea to buy, when they actually make their purchase, or when they use the purchased item. What do marketers call this?

- ▶ Behavioral
- ▶ **Occasion**
- ▶ Impulse
- ▶ Emergency

Question No: 24 ( Marks: 1 ) - Please choose one

Which of the segmenting strategies carries higher-than-average risks in consumer markets?

- ▶ **Concentrated**

- ▶ Differentiated
- ▶ Undifferentiated
- ▶ Multiple-segment

Question No: 25 ( Marks: 1 ) - Please choose one  
Which of the following are those products purchased for further processing or for use in conducting a business?

- ▶ Unsought products
- ▶ Specialty products
- ▶ Shopping products
- ▶ **Industrial products**

Question No: 26 ( Marks: 1 ) - Please choose one  
Which one of the following factor indicates "the name, term, sign, symbol, design or a combination of these that differentiate the product of one seller or group of sellers from the other sellers"?

- ▶ **Brand**
- ▶ Package
- ▶ Label
- ▶ Style

Question No: 27 ( Marks: 1 ) - Please choose one  
In which of the following cases two established brand names of different companies are used on the same product?

- ▶ Brand extension
- ▶ Brand equity
- ▶ **Co-branding**
- ▶ Cannibalization

Question No: 28 ( Marks: 1 ) - Please choose one  
When a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes refers to which of the following steps?

- ▶ **Line extensions**
- ▶ Product mix
- ▶ Service variability
- ▶ Service intangibility

Question # 5 of 15 ( Start time: 09:09:50 PM ) Total Marks: 1  
Gathering of primary data by asking questions from concern people about their knowledge, attitudes, preferences and buying behavior refers to which of the following research?

Select correct option:

Causal research

Observational research

Experimental research

**Survey research**

Question # 6 of 15 ( Start time: 09:10:27 PM ) Total Marks: 1

Relationship marketing is an integral part of which type of marketing philosophy?

Select correct option:

**Customer and marketing philosophy**

Product philosophy

Production philosophy

Selling philosophy

Question # 7 of 15 ( Start time: 09:11:00 PM ) Total Marks: 1

Which one of the following concepts reflects the term "Order processing"?

Select correct option:

**Is the receipt and transmission of sales order information**

Is the second stage in a physical distribution system

Is the same as order handling

Is characterized by electronic processing

Question # 8 of 15 ( Start time: 09:12:23 PM ) Total Marks: 1

All of the following are major steps in developing new products EXCEPT:

Select correct option:

Test marketing

Evaluation of competitors

**Business analysis**

Idea generation

Question # 9 of 15 ( Start time: 09:13:31 PM ) Total Marks: 1

Which one of the following statement is not include in marketing process

Select correct option:

Analyzing marketing opportunities

Selecting target market

**Company's mission statement**

Developing marketing mix

Question # 10 of 15 ( Start time: 09:14:10 PM ) Total Marks: 1

Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market?

Select correct option:

Persuasive advertising

**Informative advertising**

Comparative advertising

Institutional advertising

Question # 11 of 15 ( Start time: 09:14:44 PM ) Total Marks: 1

Which of the following is a physical, concrete product that you can touch?

Select correct option:

A service

**A good**

An idea

A philosophy

Question # 12 of 15 ( Start time: 09:15:03 PM ) Total Marks: 1

A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

Select correct option:

Learning

**Role selection**

Perception

Motivation

Question # 14 of 15 ( Start time: 09:17:22 PM ) Total Marks: 1

Which method of research can be used to obtain information if people are unwilling or unable to provide?

Select correct option:

**Observation**

Focus groups

Personal interviews

Questionnaires

Question # 15 of 15 ( Start time: 09:17:53 PM ) Total Marks: 1

Lawyers, accountants, and other professionals typically price by adding a standard markup for profit that reflects which one of the following concepts?

Select correct option:

**Cost-plus pricing**

Value-based pricing

Break-even price

Penetration pricing

Question # 1 of 15 ( Start time: 09:19:52 PM ) Total Marks: 1

Which of the following is NOT an alternative to increase in the price of a commodity?

Select correct option:

Reducing product size

Using less expensive materials

Unbundling the product

**None of the above**

Question # 2 of 15 ( Start time: 09:21:17 PM ) Total Marks: 1

Which of the following phase of marketing research process is considered MOST expensive and subject to error?

Select correct option:

Exploratory research

Hypothesis

**Data collection**

Data validation

Question # 3 of 15 ( Start time: 09:22:06 PM ) Total Marks: 1

Which of the following method is simple to use and helps management think about the relationships among promotion spending, selling price, and profit per unit?

Select correct option:

**Percentage-of-sales**

Affordable

Competitive-parity

Objective-and-task

Question # 4 of 15 ( Start time: 09:22:55 PM ) Total Marks: 1

Which of the following characteristics should not be included in mission statement?

Select correct option:

Be realistic

**Be broad**

Be specific

Be motivating

Question # 5 of 15 ( Start time: 09:23:47 PM ) Total Marks: 1

Which of the following is a physical, concrete product that you can touch?

Select correct option:

A service

**A good**

An idea

A philosophy

Question # 6 of 15 ( Start time: 09:24:07 PM ) Total Marks: 1

Following are the elements of the marketing mix EXCEPT:

Select correct option:

Distribution

Product

**Target market**

Pricing

Question # 7 of 15 ( Start time: 09:25:22 PM ) Total Marks: 1

Which one of the following is a first step of the marketing process?

Select correct option:

Selecting target markets

**Analyzing marketing opportunities**

Managing the marketing effort

Developing the marketing mix

Question # 8 of 15 ( Start time: 09:26:02 PM ) Total Marks: 1

Which of the following number refers to the Universal marketing functions?

Select correct option:

Seven

**Eight**

Nine

Ten

Question # 9 of 15 ( Start time: 09:26:48 PM ) Total Marks: 1

Systematic and scientific approach of getting information refers to which of the following approaches?

Select correct option:

Marketing survey

Marketing intelligence

**Marketing research**

Marketing study

Question # 10 of 15 ( Start time: 09:27:28 PM ) Total Marks: 1

What is the stage of the buyer decision process in which the consumer uses information to evaluate brands in the choice set?

Select correct option:

**The alternative evaluation stage**

The situational stage

The experimental stage

The informative stage

Question # 11 of 15 ( Start time: 09:28:41 PM ) Total Marks: 1

Ratio of new entrants in the industry refers to which one of the following option?

Select correct option:

**Threat of new entrants**

Bargaining power of buyers

Bargaining power of suppliers

Rivalry among competing firms

Question # 12 of 15 ( Start time: 09:29:19 PM ) Total Marks: 1

Which one of the following is a marketer's major positioning tool that has a direct impact on product or service performance; thus, it is closely linked to customer value and satisfaction?

Select correct option:

**Product quality**



Product style  
Product design  
Product features

Question # 13 of 15 ( Start time: 09:29:55 PM ) Total Marks: 1

Order processing, inventory management, materials handling, warehousing, and transportation fall under which of the following activities?

Select correct option:

**Wholesaling**

Retailing

Physical distribution

Channel management

Question # 14 of 15 ( Start time: 09:30:52 PM ) Total Marks: 1

For a day care center, disposable diapers, juice boxes, cleaning supplies and electricity are examples of which one of the following costs?

Select correct option:

Fixed costs

**Variable costs**

Derived costs

Total costs

Question # 15 of 15 ( Start time: 09:31:33 PM ) Total Marks: 1

Which one of the following affects both demographic and psychological factors?

Select correct option:

Quantity discounts

**Price elasticity**

Quality discounts

Mark-up pricing

Question # 15 of 15 ( Start time: 09:31:33 PM ) Total Marks: 1

Which one of the following affects both demographic and psychological factors?

Select correct option:

**Quantity discounts**

Price elasticity

Quality discounts

Mark-up pricing

Question # 8 of 15 ( Start time: 11:02:39 PM ) Total Marks: 1

Order processing, inventory management, materials handling, warehousing, and transportation fall under which of the following activities?

Select correct option:

Wholesaling

Retailing

Physical distribution

**Channel management**

Question # 9 of 15 ( Start time: 11:03:58 PM ) Total Marks: 1

Companies manage their supply chains through which of the following?

Select correct option:

**Skilled operators**

Information

Internet

Competitors

Question # 10 of 15 ( Start time: 11:04:49 PM ) Total Marks: 1

What is the initial stage in the development of an advertising campaign?

Select correct option:

Setting the budget for advertising

**Identifying and analyzing the target audience**

Defining the advertising objectives

Creating the advertising platform

Question # 11 of 15 ( Start time: 11:05:58 PM ) Total Marks: 1

Demography is the study of human population in term of

Select correct option:

Spending power

Buying power

Density

**Natural resources**

Question # 13 of 15 ( Start time: 11:08:06 PM ) Total Marks: 1

Which one of the following scheme is TRUE regarding marketing research?

Select correct option:

**Gathering data, analysis, interpretation**

Analysis, gathering data, interpretation

Interpretation, gathering data, analysis

Interpretation, reporting, analysis

Question # 14 of 15 ( Start time: 11:08:50 PM ) Total Marks: 1

Society and culture shape the basic form of human needs refers to which one of the following option?

Select correct option:

Needs

Wants

**Values**

An exchange

Question # 15 of 15 ( Start time: 11:10:14 PM ) Total Marks: 1

Which one of the following steps comes after identifying and defining problem in marketing research?

Select correct option:

Interpretation  
Implementation

**Developing the research plan**

Observation

Question # 1 of 15 ( Start time: 11:15:56 PM)

Mobilink divides buyers into groups based on their knowledge, attitudes, uses or responses to a product. It is obviously using which type of segmentation?

Select correct option:

Behavioral

Psychographic

Demographic

**Geographic**

Question # 2 of 15 ( Start time: 11:16:38 PM)

In relation to a product launch strategy, a company engaged in high levels of promotion at the same time as selling at a high price is following which one of the strategy?

Select correct option:

Slow penetration strategy

Rapid penetration strategy

**Rapid skimming strategy**

Slow skimming strategy

Question # 3 of 15 ( Start time: 11:18:10 PM)

Products that are used directly in the production of a final product but are not easily identifiable are categorized as which one of the following?

Select correct option:

Component parts

Consumable supplies

Assembly components

**Process materials**

Question # 4 of 15 ( Start time: 11:19:03 PM)

Marketing environment is made up of which of the following environment?

Select correct option:

Micro and micro environment

**Demographic Environment**

Economic Environment

Natural Environment

Question # 5 of 15 ( Start time: 11:19:51 PM)

Sampling requires the answer to three questions. Which of the following is an inappropriate one?

Select correct option:

Who is to be sampled (what sampling unit)?

How many people should be surveyed (what sample size)?

**Why should they be sampled (justification)?**

How should the people be chosen (what sampling method)?

Question # 6 of 15 ( Start time: 11:20:34 PM)

In which strategy, producer promotes the product to wholesalers, the wholesalers promote to retailers and the retailers promote to consumers.

Select correct option:

Pull Strategy

Positioning Strategy

Push Strategy

**Segmentation Strategy**

Question # 7 of 15 ( Start time: 11:21:24 PM)

If a retailer from Islamabad orders a quantity of merchandise to be delivered to his store in Lahore and is quoted a price that does not include transport costs, the retailer is paying a price called:

Select correct option:

F.O.B. destination

**FOB price**

Geographic price

Base-point price

Question # 8 of 15 ( Start time: 11:22:14 PM)

Collection of raw facts refers to which of the following options?

Select correct option:

**Information**

Data

Results

Reports

Question # 9 of 15 ( Start time: 11:23:26 PM)

The fact that organizational customers purchase products to be used directly or indirectly in the production of goods and services to satisfy customers' needs.

This situation shows which of the following demands?

Select correct option:

Joint

Derived

**Inelastic**

Question # 10 of 15 ( Start time: 11:24:44 PM)

Which one of the following is NOT a part of marketing channel firms (intermediaries)?

Select correct option:

Physical distribution firm

**Marketing service agency**

Financial intermediary  
Stock exchange

Question # 11 of 15 ( Start time: 11:25:53 PM)

Which of the following is an intensive growth strategy of increasing sales in present markets with present products?

Select correct option:

Market development

Market penetration

**Product development**

Market saturation

Question # 12 of 15 ( Start time: 11:26:27 PM)

Low consumer involvement in purchase and little significant brand difference comes in which type of buying behavior.

Select correct option:

Complex buying behavior

Dissonance-reducing buying behavior

Habitual buying behavior

**Variety-seeking buying behavior**

A company decides on its promotion budget by using four common methods to set the total budget for advertising. What is NOT one of these methods?

Select correct option:

The affordable method

The percentage-of-sales method

**The competitive-parity method**

Question # 14 of 15 ( Start time: 11:28:28 PM)

The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in which of the following behavior?

Select correct option:

Dissonance-Reducing Buying Behavior

Habitual buying behavior

**Post purchase behavior**

Variety-seeking buying behavior

Question # 15 of 15 ( Start time: 11:29:12 PM)

Mr. ABC works for an organization in which his purchases must be accountable to the public. His buying procedures are extremely complex. Based on this description, he works for an organization in which market type?

Select correct option:

Reseller

**Producer**

Supplier

Government

Question # 5 of 15 ( Start time: 11:30:42 PM ) Total Marks: 1

A retailer in an organization that purchases products for the purpose of reselling them to:

Select correct option:

Other retail organizations

The government

Ultimate consumers

**Wholesalers**

Question # 1 of 15 ( Start time: 11:30:39 PM ) Total Marks: 1

Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market?

Select correct option:

Persuasive advertising

**Informative advertising**

Comparative advertising

Institutional advertising

Question # 2 of 15 ( Start time: 11:31:28 PM ) Total Marks: 1

Open-ended questions are especially useful in which of the following research when the researcher is trying to find out what people think but not measuring how many people think in a certain way?

Select correct option:

Causal research

**Observational research**

Experimental research

Exploratory research

Question # 6 of 15 ( Start time: 11:31:54 PM ) Total Marks: 1

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store.

What would be this type of study conducted to answer this question?

Select correct option:

**Exploratory**

Descriptive

Casual

Qualitative

Question # 3 of 15 ( Start time: 11:32:49 PM ) Total Marks: 1

Which one of the following scheme is TRUE regarding marketing research?

Select correct option:

**Gathering data, analysis, interpretation**

Analysis, gathering data, interpretation

Interpretation, gathering data, analysis

Interpretation, reporting, analysis

Question # 7 of 15 ( Start time: 11:33:09 PM ) Total Marks: 1

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

Select correct option:

Marketing strategy

**Marketing mix**

Market offering

Marketing plan

Question # 4 of 15 ( Start time: 11:33:43 PM ) Total Marks: 1

Shortage of raw material is specific area of concern of which environmental factor?

Select correct option:

Political Environment

Cultural Environment

**Natural Environmental**

Technological Environment

Question # 9 of 15 ( Start time: 11:34:40 PM ) Total Marks: 1

One risk of \_\_\_ is that sales may come at the expense of other items.

Select correct option:

Line extension

**Packaging**

Social marketing

Internet marketing

Question # 5 of 15 ( Start time: 11:35:13 PM ) Total Marks: 1

ABC Company developed its successful new line of ketchup by observing and listening to its which of the following groups?

Select correct option:

Employees

Sales force

**Customers**

Suppliers

Question # 10 of 15 ( Start time: 11:35:52 PM ) Total Marks: 1

Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the buyer-based approach, which means:

Select correct option:

**Value-based pricing**

Sealed-bid pricing

Cost-plus pricing

Low-price image

Question # 6 of 15 ( Start time: 11:36:16 PM ) Total Marks: 1

An arrangement in which a supplier grants a dealer the right to sell products in exchange for some type of consideration is:

Select correct option:

Wholesaling

Retailing

**Franchising**

Warehousing

Question # 11 of 15 ( Start time: 11:36:54 PM ) Total Marks: 1

Which of the following concept best describes the situation when the product's cost is too high and marketer looks for ways to bring it down?

Select correct option:

Selling concept

**Product concept**

Production concept

Marketing concept

Question # 7 of 15 ( Start time: 11:37:18 PM ) Total Marks: 1

Which type of cost-oriented pricing is most closely related to markup pricing?

Select correct option:

**Cost-plus pricing**

Odd pricing

Price fixing

Value pricing

Question # 12 of 15 ( Start time: 11:38:11 PM ) Total Marks: 1

All of the following are the logistics functions EXCEPT?

Select correct option:

Order processing

**Warehousing**

Inventory management

Retailing

Question # 8 of 15 ( Start time: 11:38:38 PM ) Total Marks: 1

"A firm decides to target several market segments or niches and designs separate offers for each" Which one of the following strategies BEST describes it?

Select correct option:

Undifferentiated marketing strategy

Differentiated marketing strategy

Concentrated marketing strategy

**Custom marketing strategy**



Question # 9 of 15 ( Start time: 11:39:51 PM ) Total Marks: 1

Products that are used directly in the production of a final product but are not easily identifiable are categorized as which one of the following?

Select correct option:

**Component parts**

Consumable supplies

Assembly components

Process materials

Question # 1 of 15 ( Start time: 01:52:28 PM ) Total Marks: 1

Marketing manager wants to improve the packaging of new products after reading customer responses to its customer opinion poll. Which one of the following is NOT a function of packaging?

Select correct option:

It contains and protects the product

It contains the brand mark

**It determines product quality**

It may contain the brand symbol

Question # 2 of 15 ( Start time: 01:53:53 PM ) Total Marks: 1

Defining the problem and research objectives; developing the research plan; collecting information; analyzing the information; and presenting the findings, these are steps of which of the following steps?

Select correct option:

Marketing survey

Marketing intelligence

**Marketing research**

Marketing study

Question # 3 of 15 ( Start time: 01:54:45 PM ) Total Marks: 1

When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?

Select correct option:

Age and life cycle

**Gender**

Behavior

Geographic

Question # 4 of 15 ( Start time: 01:56:11 PM ) Total Marks: 1

The mental act, condition or habit of placing trust or confidence in another shows which of the following option?

Select correct option:

Motive

**Belief**

Behavior

Attitude

Which one of the following options represents the collection of businesses and products that make up a company

Select correct option:

Strategic business unit

Mission statement

Strategic plan

**Business portfolio**

Question # 5 of 15 ( Start time: 01:56:41 PM ) Total Marks: 1

A company decides on its promotion budget by using four common methods to set the total budget for advertising. What is NOT one of these methods?

Select correct option:

The affordable method

The percentage-of-sales method

**The integrated method**

The competitive-parity method

Question # 6 of 15 ( Start time: 01:58:09 PM ) Total Marks: 1

Horizontal conflict occurs among firms at the \_\_\_\_\_ level of the channel

Select correct option:

**Same**

Different

Question # 7 of 15 ( Start time: 01:58:35 PM ) Total Marks: 1

Pak Suzuki Motor Company needs to assess the company's image relative to a new competitor. The time schedule is flexible, the research budget is very limited and a low response rate will not be a major problem. Which one of the following survey would be used by Pak Suzuki Motor Company?

Select correct option:

**Mail**

Telephone

Personal interview

Population

Question # 8 of 15 ( Start time: 02:00:00 PM ) Total Marks: 1

"Value pricing" means setting a fair price for a marketing mix that gives the target market superior customer value.

Select correct option:

**True**

False

Question # 9 of 15 ( Start time: 02:01:15 PM ) Total Marks: 1

Which one of the following stage of the product life cycle generates most sales revenue for the firm?

Select correct option:

Introduction

Growth

**Maturity**

Decline

Question # 10 of 15 ( Start time: 02:02:13 PM ) Total Marks: 1

Sales usually start to decline at which one of the following stages of the product life cycle?

Select correct option:

At the beginning of the termination stage

At the end of the growth stage

At the beginning of the decline stage

**During the maturity stage**

Question # 11 of 15 ( Start time: 02:03:06 PM ) Total Marks: 1

Consumer products and services refers to which of the following products that having unique characteristics or brand identification?

Select correct option:

Shopping products

Unsought products

**Specialty products**

Industrial products

Question # 12 of 15 ( Start time: 02:04:35 PM ) Total Marks: 1

Which of the following is a pricing strategy used while the product is in running phase?

Select correct option:

Market-Skimming Prices

**Product Line Pricing**

Question # 13 of 15 ( Start time: 02:06:04 PM ) Total Marks: 1

Culture is the most basic cause of a person's wants and behavior. On which basis it is divided into subcultures?

Select correct option:

Personality characteristics of a consumer

The motives that people have for their behavior

**Shared value systems based on common life experiences**

Geographic regions and income levels

Question # 14 of 15 ( Start time: 02:06:51 PM ) Total Marks: 1

In which of the following cases a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes?

Select correct option:

**Line extensions**

Product mix

Interactive marketing

## Service intangibility

Question # 15 of 15 ( Start time: 02:07:26 PM ) Total Marks: 1

In which of the following research the aim is to describe things such as the market potential for a product or the demographics and attitudes of customers who buy the product?

Select correct option:

Exploratory research

**Descriptive research**

Casual research

Observational research

Question # 1 of 15 ( Start time: 02:18:44 PM ) Total Marks: 1

A manufacturer spends a large amount of money on research and development leading to the introduction of a product that is likely to present the firm with a breakthrough opportunity. The manufacturer prices the product with the goal of achieving a 20 percent return on its investment.

Which of the following types of pricing objectives is the company using?

Select correct option:

**Target return**

Profit maximization

Nonprice competition

Meeting competition

Question # 2 of 15 ( Start time: 02:19:11 PM ) Total Marks: 1

Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?

Select correct option:

Unsought products

Specialty products

**Shopping products**

Industrial products

Question # 3 of 15 ( Start time: 02:20:01 PM ) Total Marks: 1

Maslow has a list of human needs from the most pressing to the least pressing.

They include all of the following EXCEPT:

Select correct option:

Physiological need

Safety need

**Need recognition**

Self-actualization

Question # 4 of 15 ( Start time: 02:20:51 PM ) Total Marks: 1

The step or stage of the personal selling process in which the salesperson attempts to make a favorable impression, gather information about the

customer's needs and objectives and build rapport with the prospective customer refers to which one of the following options?

Select correct option:

Prospecting

Reproach

Approach

**Qualifying**

Question # 5 of 15 ( Start time: 02:22:22 PM ) Total Marks: 1

What is the purpose of intranets?

Select correct option:

Buying and selling processes

Business-to-business purchasing

**Communication among employees**

Maintaining customer relations

Question # 6 of 15 ( Start time: 02:22:57 PM ) Total Marks: 1

When the purchasing manager of ABC Company buys material and thread, he considers a variety of factors. Which one of the following is LEAST likely to concern the buyer in the purchase decision?

Select correct option:

Does the quality of the goods meet company specifications?

**Does the supplier also sell to my competitors?**

Does the supplier consistently deliver on time?

Does the price meet the company budget requirements?

Question # 7 of 15 ( Start time: 02:23:42 PM ) Total Marks: 1

In SWOT analysis, threats and opportunities are part of which of the following environment?

Select correct option:

Internal

Inside

**External**

Domestic

Question # 8 of 15 ( Start time: 02:24:18 PM ) Total Marks: 1

Studies of the origin of man, religion, and thought-provoking ad campaigns are on the rise. This study reflects which of the following views?

Select correct option:

**People's views of the universe**

People's views of nature

People's views of society

People's views of organization

Question # 9 of 15 ( Start time: 02:24:50 PM ) Total Marks: 1

Which of the following environment involves natural resources that are needed as inputs by marketers or that are affected by marketing activities?

Select correct option:

Cultural environment

**Natural environment**

Political environment

Technological environment

Question # 10 of 15 ( Start time: 02:25:23 PM ) Total Marks: 1

All departments must \_\_\_\_\_ if the firm wants to be successful.

Select correct option:

Think competitors

**Think customers**

Think research and development

None of all

Question # 11 of 15 ( Start time: 02:26:59 PM ) Total Marks: 1

Selecting an overall company strategy for long-run survival and growth refers to which one of the following tasks?

Select correct option:

**Strategic market planning**

Annual market planning

Short-term planning

Long-term planning

Question # 12 of 15 ( Start time: 02:28:26 PM ) Total Marks: 1

Product developers need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, "What is the buyer really buying?"

Select correct option:

Actual product

Augmented product

**Core benefit**

Co-branding

Question # 14 of 15 ( Start time: 02:30:17 PM ) Total Marks: 1

Which of the following products are bought by final consumers for personal consumption that include convenience products, shopping products, specialty products and unsought products?

Select correct option:

**Consumer products**

Industrial products

Actual products

Augmented products

Question # 15 of 15 ( Start time: 02:30:46 PM ) Total Marks: 1

Learning occurs through the interplay of all of the following EXCEPT which one of the following?

Select correct option:

Drives

Stimuli

Cues

**Behavior**

Question No: 2 ( Marks: 1 ) - Please choose one

**Which of the following is not the market challenging strategy?**

Attack the leader

Acquire smaller firm

**Expand market share**

Avoid the leader

Question No: 3 ( Marks: 1 ) - Please choose one

**\_\_\_\_\_ can use the bulletin boards, chat rooms and news letters for communication that can facilitate the exchange**

Buyers

Virtual business

**Manufacturers/sellers**

None of the given options

**Early adopters will continue buying and later buyers will start following their lead in \_\_\_\_\_:**

**Growth stage**

Decline stage

Maturity stage

Introduction stage

Question No: 5 ( Marks: 1 ) - Please choose one

**Two basic ways to set list prices are the cost-oriented and \_\_\_\_\_ oriented approaches.**

Volume

Expense

**Demand**

Profit

Question No: 6 ( Marks: 1 ) - Please choose one

**Sales decline because of many reasons, including:**

Technological advances

Shift in customer tastes

Increased competition

**All of the given options**

Question No: 7 ( Marks: 1 ) - Please choose one

\_\_\_\_\_ involves a combination of promotion and a product alternation for the foreign market

Communication adaptation

**Dual adaptation**

Product innovation

Production adaptation

Question No: 8 ( Marks: 1 ) - Please choose one

**Marketing concept holds that achieving organizational goals depends on determining \_\_\_\_\_:**

**Needs and wants of target market**

Customer or consumer of target market

Producer and seller target market

Price, place, product and promotion(4 P's)

Question No: 9 ( Marks: 1 ) - Please choose one

\_\_\_\_\_ **is not the major public relation decision**

Setting public relation objectives

Choosing public relation messages and vehicles

**Implementing the private relation plan**

\_\_\_\_\_ Evaluating the result

Question No: 10 ( Marks: 1 ) - Please choose one

**The number of product lines in the product mix is described as \_\_\_\_\_:**

**Product mix length**

Product assortment

Product mix width

Product mix consistency

Question No: 11 ( Marks: 1 ) - Please choose one

**A common practice among marketers is to increase sales to current customers without changing their products. What is this practice called?**

Market skimming

**Market penetration**

Market development

Product extension

Question No: 12 ( Marks: 1 ) - Please choose one

**The \_\_\_\_\_ calls for "good deeds" followed by good words.**

**Marketing communication**

Marketing management

Advertising

Sales promotion

Question No: 13 ( Marks: 1 ) - Please choose one

**Direct presentation of a product to a customer by a representative of the selling organization is termed as \_\_\_\_\_**

Advertisement



**Personal selling**

Optimal product

None of the given options

Question No: 14 ( Marks: 1 ) - Please choose one

**The rule of E-marketing is \_\_\_\_\_**

Intellectual capital rules

Time compression

**All of the given options**

Marketing deconstruction

Question No: 15 ( Marks: 1 ) - Please choose one

**Following are the strategies of environmental sustainability except:**

Pollution prevention

Product stewardship

New environmental technology

**None of the given options**

Question No: 1 ( Marks: 1 ) - Please choose one

**A person who is bringing buyers and sellers together and assists in negotiation is called:**

**Broker**

Selling Agent

Agent

Purchasing Agent

Question No: 2 ( Marks: 1 ) - Please choose one

**A person has something which is tangible and can satisfy his need or want is a:**

Benefit

**Product**

Value

Service

Question No: 3 ( Marks: 1 ) - Please choose one

**A person X obtains his desired object from a person Y and offers something in return to the person Y, his act is called:**

Transaction

Trade

**Exchange**

Barter

Question No: 4 ( Marks: 1 ) - Please choose one

**A person is directly presenting a product to the customer. He is doing:**

Relationship Selling

**Personal Selling**

Non Personal Selling

None of the above

Question No: 5 ( Marks: 1 ) - Please choose one

**Company is offering short term incentives to encourage the purchase or sale of a product or service. Company is doing:**

Publicity

**Sales Promotion**

Both 1 & 2

None of the above

Question No: 6 ( Marks: 1 ) - Please choose one

**Suppose Nestlé is trying to increase its sales by introducing its existing/current product like Nestlé mineral water in a new market. It is adopting:**

Market Penetration Strategy

**Market development Strategy**

Product Development Strategy

Diversification

Question No: 7 ( Marks: 1 ) - Please choose one

**A researcher is taking data from the balance sheet of a company. He is collecting:**

Primary Data

Mathematical Data

Descriptive Data

**Secondary Data**

Question No: 9 ( Marks: 1 ) - Please choose one

**A person is purchasing a product and selling this product to customers. The person is called:**

Intermediary

Seller

**Reseller**

Supplier

Question No: 10 ( Marks: 1 ) - Please choose one

**The different important decisions which are to be taken while designing the advertising campaign, does not include:**

Mission

Money

Message

**None of the above**

Question No: 11 ( Marks: 1 ) - Please choose one

**The discount which is offered by the seller to trade channel members who perform certain functions, such as selling, storing, and record keeping is called:**

**Functional Discount**

- Cash Discount
- Seasonal Discount
- None of the above

Question No: 12 ( Marks: 1 ) - Please choose one

**The promotional strategy that calls for spending a lot on promotion to build up consumer demand; if successful, consumer will ask their retailers for the product, the retailer will ask the wholesalers and wholesalers will ask the producers, is called:**

- Push Strategy
- Pull Strategy**
- Intensive Strategy
- None of the above

Question No: 13 ( Marks: 1 ) - Please choose one

**The store that carries a wide variety of product lines is called:**

- Super stores
- Department store**
- Convenience store
- Specialty stores

Question No: 14 ( Marks: 1 ) - Please choose one

**A quantity discount is basically a price reduction to:**

- Sellers
- Buyers**
- Whole sellers
- 2 & 3

Question No: 15 ( Marks: 1 ) - Please choose one

**Strategy for setting a product's price often has to be changed when the product is part of a:**

- Product line
- Product mix**
- Competition
- None of the above

**Question No: 4** (Marks: 1) - Please choose one

\_\_\_\_\_ is a complex concept that must be carefully defined

- 1. Product**
- 2. Price
- 3. Promotion
- 4. Placement

**Question No: 5** (Marks: 1) - Please choose one

\_\_\_\_\_ is demand-stimulating activity designed to supplement advertising and facilitate personal selling.

1. Direct marketing
2. Direct selling
- 3. Sales promotion**
4. Personal selling

Question No. 6 Marks: 1

The twofold goal of marketing is to attract new customers by promising superior Value and to \_\_\_\_\_.

- 1. Keep and grow current customers by delivering satisfaction**
2. Keep and grow current customers by delivering competitive pricing
3. Keep and grow current customers by delivering friendly service
4. All of the given options

Question No: 2 (Marks: 1) - Please choose one

A common practice among marketers is to identify and develop new markets for their existing products. This practice is called \_\_\_\_\_.

1. product development
2. market penetration
- 3. market development**
4. market skimming

Question No: 3 (Marks: 1) - Please choose one

Marketing plays a key role in a company's strategic planning. Which of the following does marketing provide?

1. guiding philosophy
2. inputs
3. strategies
- 4. All of the given options**

Question No: 5 (Marks: 1) - Please choose one

The marketing information system is not limited to use by the company it serves. It may also provide information to \_\_\_\_\_.

1. the government
- 2. external partners**
3. Various Publics
4. None of the given options

Question No: 6 (Marks: 1) - Please choose one

Companies can conduct e-marketing in any of four ways. What is not one of these

1. creating a Web site
2. placing ads online
- 3. calling their customers to do surveys**
4. setting up or participating in Web communities

Question No: 7 (Marks: 1) - Please choose one

As a marketer of pesticides, you should be concerned about the entire following natural environment trends mentioned in your text except \_\_\_\_\_.

1. shortages of raw materials
2. increased pollution
3. increased government intervention
- 4. government subsidies**

Question No: 8 (Marks: 1) - Please choose one

New technologies create new opportunities and new \_\_\_\_\_.

1. products
2. services
- 3. markets**
4. means of financing purchases

Question No: 9 (Marks: 1) - Please choose one

What is one way that a social class is not measured?

1. occupation
2. education
3. income
- 4. number of children in the family**

Question No: 10 (Marks: 1) - Please choose one

Your colleague is confused about using the marketing research process. He seems to be having problems with \_\_\_\_\_, which is often the hardest step to take.

1. defining the problem
2. defining the research objectives
- 3. defining the problem and research objectives**
4. choosing a research agency to help