

Marketing Management**7:00pm to 9:00pm****Semester – II****January 8, 2011****Section - A
(1 mark each)**

- 1 Originally _____ was public place in town or village where house hold provisions & other object were available for sell.
A) Market
B) Industry
C) Mall
D) Shops
- 2 _____ is defined as a market where the final output of the farm goes for the consumption of individual or household.
A) Seller goods market
B) Consumer goods market
C) Buyers goods market
D) Retailer markets
- 3 Industrial goods market is also known as _____.
A) Organisation or B2C
B) C2C
C) Organisation or B2B
D) D2B
- 4 _____ is an organisations functions & a set of process for creating, communicating & delivering value to customer.
A) Marketing mix
B) Product mix
C) Selling
D) Marketing
- 5 Product is a generic term use to described what is being offered by a _____.
A) Sellers or Marketer
B) Sellers or Buyers
C) Buyer or consumers
D) Producers
- 6 _____ is a short term incentive given to customers or intermediaries to promote sales.
A) Salary
B) Sales promotion
C) Product promotion
D) Rewards
- 7 The _____ concept says that providing customer's satisfaction is the key to fulfilling organisational objectives.
A) Selling
B) Pricing
C) Marketing
D) Marketing mix
- 8 _____ is also known as 4ps of marketing & market assortment.
A) Marketing
B) Production mix
C) Marketing mix
D) Sales mix
- 9 Suppliers are part of marketing intermediaries:
A) True

- B) Can't say
C) Not always
D) **False**
- 10 News paper is a example of general public:
A) **False**
B) True
C) Can't say
D) Sometimes
- 11 Retailers are final link between company & customers:
A) False
B) **True**
C) Can 'say
D) Not always
- 12 When interest rates are _____, consumer tend not to make long term purchase like housing:
A) Low
B) Very low
C) **High**
D) lesser
- 13 _____ fresh data can be collected by observing the satiation & people in the situation:
A) **Observational research**
B) Marketing research
C) Consumer research
D) Survey research
- 14 _____ is the best way to reach people who may not give personal interview or if the subject of the study is of a personal nature.
A) Questioners
B) **Mail questioner**
C) Online interview
D) Web site
- 15 Primary data are data collected for some another purpose:
A) True
B) Can't say
C) **False**
D) Sometimes
- 16 _____ is method is very quick way for gathering information:
A) Personal interview
B) Online interview
C) Mail questioners
D) **Telephone interview**
- 17 _____ is a combinations of customs , believes, values of consumer in particular nation:
A) **Culture**
B) Social
C) Seekers
D) Society
- 18 _____ earn between r.s 200000 to 500000
A) Aspires
B) **Seekers**
C) Strivers
D) Deprives
- 19 _____ are social animal.
A) Men
B) Women

- C) **Children**
D) Human being
- 20 _____ is the process of acquiring interpreting, selecting, organising, sensory information.
A) Product
B) Price
C) Promotion
D) **perception**
- 21 In which stage consumer decides to make full & regular use of the product;
A) **Adoption**
B) Trial
C) First
D) Second
- 22 _____ is the example of technical person.
A) Users
B) **Influencers**
C) Buyers
D) Gatekeeper
- 23 _____ stage in which an organisation is purchasing a major product for the first time.
A) Straight re-buy
B) Modify re-buy
C) **New task**
D) First task
- 24 Organisations develop _____ detail with values analysis.
A) **Product specifications**
B) Price specifications
C) Both
D) Quality
- 25 Buy grid model is developing to understand the business buying process in _____ different business buying situations.
A) Four
B) **Three**
C) Two
D) One
- 26 HUL launched Pepsodent Kinds for small children is the example of which stage
A) **Age & life cycle stage**
B) Product life cycle stage
C) Age cycle stage
D) Maturity
- 27 _____ is market coverage strategy in which company follows “one product one segment” principle.
A) **Concentrated marketing**
B) Differentiated marketing
C) Un Differentiated marketing
D) All
- 28 _____ Buyers might have confused image of brand resulting from the companies making too many claims or changing to brand positioning too frequently.
A) Under positioning
B) Over positioning
C) Doubt positioning
D) **Confused positioning**
- 29 Which one of the following is the oldest concept of marketing
(a) Product concept
(b) Marketing concept

- (c) Selling concept
(d) **Production concept**
- 30 Constrained firm resources under undifferentiated marketing are _____.
A) Less suitable
B) Most suitable
C) **More suitable**
D) Least suitable
- 31 Characteristics of service are intangible, perishable, Heterogeneous, Homogeneous.
A) **False**
B) True
C) Can't say
D) Not always
- 32 Materials & parts, capital items, supplies & services are the example of _____.
A) Sales product
B) **Business product**
C) Industry product
D) consumer product
- 33 Components & components parts are called raw materials :
A) True
B) **False**
C) Can't say
D) Not always
- 34 What is the sixth stage of product hierarchy?
A) Need family
B) Item
C) **Brand**
D) Product line
- 35 Many girls in India use only ponds products though competitor's product like fa, spinz, cuticura & sysore sandal present in the market and vice versa.
A) **Brand loyalty**
B) Product loyalty
C) Brand awareness
D) All of these
- 36 Hindustan uniliver uses different brand name for their home & personal care category is the example of:
A) New brand
B) All brands
C) **Multi brand**
D) Upcoming brand
- 37 Reliability, assurance, tangibility are dimensions of which service organisation:
A) Service differentiation
B) **Service quality**
C) Service productivity
D) All of above
- 38 The other side of e-commerce are problems of profitability & legal & ethical issues:
A) **True**
B) False
C) E-service
D) None
- 39 Suspect, prospect, first time customer, repeat customer, clients, member, advocate, partner are the process of:
A) Consumer development
B) **Customer development**

- C) Buyer development
 - D) Retailer development
- 40 Data accessibility characteristics under international marketing is _____
- A) Very easy
 - B) Very low
 - C) Very difficult**
 - D) Extreme difficult

Section - B
(2 marks each)

- 41 Customer-> Front Line People->Middle Management-> Top Management are the example of _____
- A) Modern customer oriented organization**
 - B) Traditional organization
 - C) Modern consumer oriented organisation
 - D) None of the above
- 42 Pioneer advertisement is used to create_____.
- A) Awareness**
 - B) Publicity
 - C) Popularity
 - D) Market
- 43 Food world , reliance fresh & subhiksha are the example of _____
- A) Speciality store
 - B) Department store
 - C) Discount store
 - D) Super market**
- 44 Anchor toothpaste & brush are offered to gather at lower price is the example of _____Pricing.
- A) Captive product pricing
 - B) By-product pricing
 - C) Product line pricing
 - D) Product bundle pricing**
- 45 Company can develop brand on the basis of _____ & _____.
- A) Product category & brand name**
 - B) Brand name & advertisement
 - C) Advertisement & low margin
 - D) All of these
- 46 The legal term for brand is trademark.
- A) True**
 - B) False
 - C) Patent mark
 - D) Brand mark
- 47 Tata Nano car development is the example of :
- A) Product garnishing
 - B) Product Development**
 - C) Product redesigning
 - D) Concept development
- 48 Packaging is the process of designing & producing the container or wrapper for product.
- A) True**
 - B) False
 - C) Not always
 - D) Cant say
- 49 _____are mature, satisfied, comfortable, reflective people who value order, knowledge and responsibility.

- A) Innovators
B) Seekers
C) Thinkers
D) Believers
- 50 By studying _____ the company can pinpoint which brands are most competitive with its own.
A) Hard core loyal
B) Shifting loyal
C) Switcher loyal
D) Split loyal
- 51 What are the 5th & 6th stages in Business buying process?
A) Supplier selection , Proposal solicitation
B) Proposal solicitation, Supplier selection
C) Supplier selection ,supplier search
D) Not
- 52 Negotiation in Consumer market & business market are _____ & _____.
A) Direct , derived
B) Easy , many
C) Few , complex
D) Easy , Complex
- 53 Customer satisfaction or dissatisfaction is determined in _____ stage of consumer decision process.
A) Information search
B) Post purchases
C) Evaluation of alternatives
D) Purchase
- 54 Spice powder market by MDH, EVEREST or MTR have very few difference between them and customer don't search the information to purchase particular product is the example of which behaviour.
A) Variety seeking buying behaviour
B) Complex buying behaviour
C) Dissonance reducing buying behaviour
D) Habitual buying behaviour
- 55 Cultural, social, personal, psychological factors influence the consumer behaviour.
A) True
B) False
C) Personal behaviour
D) Human behaviour
- 56 _____ & _____ are the example of Research instrument.
A) Questionnaires , Mechanical device
B) Mechanical device , Mail method
C) Both
D) Not
- 57 Characters of MIS are _____ , _____ & _____.
A) Planned , pertinent information , Right information
B) Planned , obsolete information , Right information
C) Planned , pertinent information , wrong information
D) Planned , pertinent information , direct information
- 58 _____ Who help in creating proper image for the company through word of mouth.
A) General public
B) Internal public
C) Financial public
D) Media public
- 59 Find out Characteristics of marketing audit.
A) Systematic , Periodic

- B) Periodic , Comprehensive
- C) Independent , systematic
- D) All of these**

60 In _____ company identifies and develops new markets for its existing products.

- A) Market development**
- B) Product development
- C) Consumer development
- D) All of these

Section - C
(4 marks each)

61 Which are the selling concept

- 1> Emphasis on customer needs & wants
- 2> Objective is profit through customer satisfaction
- 3> Goal is to produce what is needed by the customers
- 4> Goal is to sell what is produced
- 5> Emphasis on product

- A) 2,4
- B) 1,5
- C) 3,4
- D) 4,5**

62 Which are not the component of Marketing Audit

- 1> Marketing Environment Audit
- 2> Marketing System Audit
- 3> Marketing Planning Audit
- 4> Marketing Function Audit
- 5> Marketing Management Audit

- A) 3,5**
- B) 1,5
- C) 2,3
- D) 4,5

63 Find out the different categories of Market:

- 1> Consumer Market
- 2> Seller market
- 3> Business Market
- 4> Reseller Market
- 5> Retailer Market

- A) 2,5**
- B) 3,4
- C) 4,1
- D) 1,3

64 Which are the factors affecting Demographic environment:

- A) loyal , Age , education
- B) Age, Marital status, Education**
- C) Age , Population , loyal
- D) Age , Occupation , loyal

65 Find out the objective of marketing Research:

- 1> Analysis of data
- 2> Finding & conclusions
- 3> Statement of Purpose
- 4> Appendix & Bibliography

- A) 1,2,3,4**

- B) 2,3,4
- C) 3,4,1
- D) None

66 According to Mckinsey consumer can be classified into five categories, which are they?

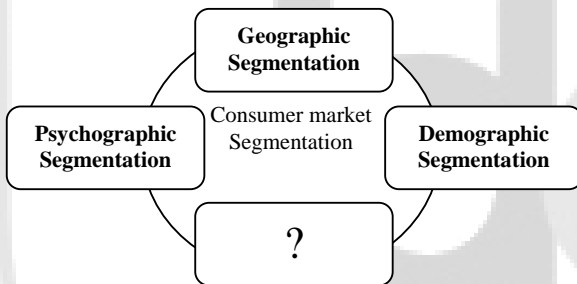
- A) Deprived , aspire, seekers, buyer
- B) Deprived , aspire, seekers, buyer , Seller
- C) **Deprived , aspire, seekers, Strivers**
- D) seekers, Strivers , buyer , Seller

67 Find out the stages of supply selection

- 1> Quantity
- 2> Quality
- 3> Communication
- 4> Servicing
- 5> Reputation
- 6> Technical advice
- 7> Product

- A) 1,2,3,4,5,6
- B) 4,5,6,
- C) **1,7**
- D) 1

68 Find out the Missing word:



- A) **Behaviour segmentation**
- B) Physiological Segmentation
- C) Enjoygraphy Segmentation
- D) NOT

69 Which are not the loyal status of Buyers:

- 1> Hard-core
- 2> Soft-core
- 3> Split loyal
- 4> Shifting
- 5> Switchers
- 6> Movers

- A) 1,2,
- B) 3,4,
- C) 4,5
- D) **2,6**

70 Find out the product line of Length:

- 1> White glue
- 2> Paper glue
- 3> Glue stick
- 4> Instant
- 5> Epoxy putty

- A) 1,2,3,4,

- B) 1,2,4,5
- C) 3,4,5,1
- D) All of these

71 Find out the components of brand quality

- A) **Brand loyalty, Brand awareness, Perceived quality**
- B) Brand loyalty, Split loyalty, Perceived quality
- C) loyalty, Brand awareness, Received Quality
- D) Buyer loyalty, Brand awareness, Perceived quality

72 Positioning the product on safety belongs to

- a) **Benefits**
- b) Beliefs & values
- c) Product attribute
- d) All of above

73 Find out the right formula of unit cost:

- A) $U.C = \text{Variable cost} + \text{Fixed cost} / \text{Unit cost}$
- B) $U.C = \text{Fixed Cost} + \text{Variable cost} / \text{Unit cost}$
- C) **$U.C = \text{Variable cost} + \text{Fixed cost} / \text{Unit sales}$**
- D) None

74 Find out the right Communication development process

- 1> Preparing Target customer
- 2> Identifying promotions objectives
- 3> Designing a message
- 4> Selecting channel of communication
- 1> Selecting the message source
- 2> Target customer feedback
- A) **1,2,3,4,5,6,**
- B) 1,3,4,5,6,2
- C) 6,5,4,3,2,1
- D) 6,5,3,2,1,4

75 Lobbying is the method of _____

- A) Advertising
- B) Sales promotion
- C) **Public relation**
- D) NOT