

Marketing Management

Semester – II

1:30pm to 3:30pm

June 8, 2011

Section - A
(1 mark each)

Q1 The objective of Test marketing is to –

- a) Test the market with consumers
- b) Introduce product in open market
- c) Predict product's performance and its future**
- d) Test consumers with the product

Q2 One of the features of marketing research is

- a) It is multi-tasking
- b) It is multi-purpose**
- c) It is multi-disciplinary
- d) It is multi-natured

Q3 Pricing is one of the essential components of

- a) Promotion mix
- b) Marketing mix
- c) Product mix**
- d) STP strategy

Q4 The additional P's of marketing are

- a) People, Physical evidence, Package
- b) People, Physical evidence, Process**
- c) People, Process, Packaging
- d) Physical evidence, Process, Packaging

Q5 When each party has something that could be of value to other party, it results into

- a) Exchange process**
- b) Marketing activity
- c) Market place
- d) Money exchange

Q6 All activities involved in selling goods or services for the purpose of resale or business use is termed

- a) Wholesaling**
- b) Retailing
- c) Direct marketing
- d) Direct sale

Q7. Product convenience becomes the _____ product buying motive

- a) Patronage
- b) Emotional
- c) **Rational**
- d) Habitual

Q8. The accurate meaning of "International Marketing" is

- Marketing goods to developed countries
- Marketing products worldwide
- Selling global products in domestic market
- Marketing using World Wide Web

Q9 One of the disadvantages of branding is:

- a) It is negative
- b) It is risky
- c) **It is costly**
- d) It is competitive

Q10 which of the following indicates a sales territory?

- a) A particular retail outlet
- b) **A particular geographical location**
- c) A specific market segment
- d) A specific sales journey

Q11 When the target market views a brand as one more entry in the market, it is called as

- a) Over Positioning
- b) Confused positioning
- c) **Under positioning**
- d) Doubtful positioning

Q12 Marketing communication mix is also called as

- a) **Promotion mix**
- b) Product mix
- c) Personal communication mix
- d) Marketing mix

Q13 When major supplies are received for the first time from a new supplier it is called as

- a) Straight buy
- b) Straight re-buy
- c) **New task**
- d) Modified re-buy

Q14 brand which bears the name of the seller or store where it's sold is called as:

- a) **Co-brand**
- b) Manufacturer brand
- c) Private brand
- d) Multi brand

Q15 The marketing technique that uses social networking sites on the internet for promotion or advertising is called as -----

- a) Networking
- b) Viral Marketing**
- c) Online marketing
- d) Internet advertising

Q16 Advertising is a part of _____ function –

- a) Distribution
- b) Selling
- c) Promotion**
- d) Pricing

Q17 Example for an augmented product:

- a) Exchange offers
- b) Guarantee period
- c) Maintenance checks**
- d) Quality standards

Q18 Identify the feature that makes Marketing research not an exact science

- a) It uses scientific methods
- b) It is based on hypothesis
- c) It deals with behavioral studies**
- d) It uses data and figures

Q19 Which among the following is an example for a non-profit organisation

- a) Hotel
- b) Hospital
- c) Charitable society**
- d) University

Q20 The 4 P's of Marketing represent one of the following:

- a) 4 phases
- b) 4 personalities
- c) 4 components**
- d) 4 philosophies

Q21 Collecting, analyzing and evaluating accurate/appropriate marketing related information is the task of:

- a) Marketing information system**
- b) Management information system
- c) Materials information system
- d) Market information system

Q22. Acquiring, interpreting, selecting and organising sensory information is called as:

- a) Retention
- b) Perception**

- c) Self-actualisation
- d) Adoption

Q23 The most traditional method used in direct marketing is _____.

- a) Catalogue marketing**
- b) Direct mail
- c) Online marketing
- d) Viral marketing

Q24 In Global marketing orientation, product needs across the countries are _____.

- a) Irregular
- b) Ever changing
- c) Universal**
- d) Seasonal

Q25 An advocate can be converted to a _____.

- a) Partner**
- b) Client
- c) Member
- d) Prospect

Q26 An advocate can be converted to a _____.

- a) Partner
- b) Client
- c) Member**
- d) Prospect

Q27 Which of the following is an example for product attribute?

- a) Product design**
- b) Product packaging
- c) Brand
- d) Brand equity

Q28 The type of market where single seller dominates the entire market is referred to as

- a) Perfect
- b) Imperfect
- c) Monopoly**
- d) Global

Q29 When the company has its goods sold in as many retail outlets as possible, the distribution is called

- a) Selective
- b) Exclusive
- c) Open**
- d) Intensive

Q30 When a prospect has been identified, it is called as _____ and is the 1st stage in personal selling process

- a) Lead evaluation
- b) Buyer analysis
- c) Order generation
- d) Lead generation**

Q31 ----- method involves stopping people while they are shopping and requesting an interview:

- a) Mall intercept**
- b) Questionnaire
- c) Interview
- d) All

Q32 Tanishq is an example for ----- type of store

- a) Specialty**
- b) Super specialty
- c) General
- d) none

Q33 Hypermarkets are examples of

- a) discount store
- b) department store
- c) super markets
- d) super stores-**

Q34 ----- Contains characteristics of both print and broadcast media

- a) online advertsing**
- b) outdoor advertsing
- c) other
- d) print**

Q35 Catalogue Marketing relates to which type of marketing:

- a) Direct marketing**
- b) Indirect marketing
- c) Both
- d) none

Q36. ----- is the most common method used in direct marketing.

- a) Direct mail**
- b) Telephone marketing
- c) Catalogue marketing
- d) Kiosk marketing

Q37 the marketing technique of using social networks on the internet to create the brand image is called as:

- a) Buzz Marketing
- b) Word of mouth communication
- c) Viral marketing**

d) None

Q38 the marketing technique in which organizations create opinion leaders and spread the product information to others is known as:

- a) **Buzz Marketing**
- b) Word of mouth communication
- c) Viral marketing
- d) None

Q39 which of the below mentioned is also called as the simplest method of budget allocations:

- a) **Percentage of sales method**
- b) Objective and task method
- c) Follow the competitor method
- d) Affordable method

Q40 ex rs 5 off on the purchase of Revive 200g is called as:

- a) **Price promotion**
- b) Contest promotions
- c) Multiple promotions
- d) none

Section - B
(2 marks each)

Q41 Identify the Economic indicators among the following:

- a) Migration and geographical distribution
- b) Age and Marital status
- c) **Working women and their income**
- d) Education and occupation

Q42The first and second stage in the Adoption process is –

- a) Awareness and Trial
- b) **Awareness and Interest**
- c) Interest and Trial
- d) Trial and Adoption

Q43Whether to continue with the existing supplier or search for a new vendor is done in this stage of organization buying process:

- a) Problem recognition
- b) Proposal solicitation
- c) **Performance review**
- d) Supplier search

Q44Following factors make rural marketing different from urban markets EXCEPT:

- a) Consumer segment
- b) Geographical distance

c) Literacy levels

d) Mobility of people

Q45 Example for Captive product pricing when the product offered is Adidas sports shoes:

- a) Trekking shoes for Rs. 600
- b) Socks for Rs. 200**
- c) Discount of Rs. 500 for exchange of old shoes
- d) None

Q46 The differences between a good and service:

- a) Good is intangible, service is tangible
- b) Good is inventoried, service is preserved
- c) Goods and services have no difference
- d) Good can be touched, service is felt**

Q47 From the characteristics of questionnaires given below, find the ODD one:

- a. It has primary data
- b. It has logical sequence**
- c. It is specific.
- d. It is flexible

Q48 Identify the criteria to select a brand name among the following:

- a) Evaluative
- b) Exchangeable
- c) Easy handling
- d) Easy recognition**

Q49 One of the disadvantages of licensing a brand is

- a) Failure of positioning**
- b) Failure of brand
- c) Lack of manufacturing control

Q50 Which is an example for Direct Marketing?

- a) Telemarketing
- b) Test marketing
- c) Retailing
- d) Personal selling**

Q51 From the following, identify the reason for companies to enter international markets

- a) Bored of domestic markets
- b) Domestic markets are bored
- c) International markets is more profitable
- d) Domestic markets have matured**

Q52 Identify the correct set of characteristics of Marketing audit

- a) Comprehensive, dynamic, independent**
- b) Comprehensive, interdependent, periodic
- c) Comprehensive, independent, static
- d) Independent, systematic, periodic

Q53 The evaluative parameters while buying a product is required to determine

- a) Product durability
- b) Product alternatives
- c) Product availability
- d) Product features**

Q54 In case of ----- customer is given a toll free number for enquiry and executives try to sell the product to such customers and ----- employees call the employees and sell the product to customers.

- a) Inbound and outbound resp**
- b) Outbound and inbound resp
- c) Both
- d) None

Q55 Britannia " Britannia khao ,the world cup jao" relates to -----promotion and ----- promotion includes more than one promotion

- a) Contest promotion and multiple promotion resp**
- b) Multiple promotion and contest promotion resp
- c) Both
- d) none

Q56 ----- is used to create the awareness and demand in the initial stage and ----- advertisement is used to highlight the differentiation of organization products

- a) Pioneer advertsing and competitive advertsing resp**
- b) Competitive advertsing and pioneer advertsing resp
- c) Both
- d) None

Q57 ----- appeals are concerned toward public health or environment or social responsibility and ----- highlight on the desired benefit about the products

- a) Moral appeal and rational appeal rep**
- b) Rational appeal and moral appeal
- c) Both
- d) none

Q58 ----- is the process of unpacking big packets into small pockets and ----- is arranging the items in the proper order so that customer can easily identify the goods or service he needs.

- a) breaking bulk AND Sorting reps**
- b) sorting and breaking bulk re sp
- c) both
- d) none

Q59 Reliance fresh is an example of ----- store and ----- - example is shoppers stop

- a) convenience store and department store resp**
- b) departyment store and convenience store resp

- c) both
- d) none

Q 60 Reliance mart in india is an example of ----- and ----- is mode of retailing where a company uses electronic media or direct selling medium to sell the products

a) super stores and non store retailing resp

- b) non store retailing and super stores resp
- c) both
- d) none

Section - C
(4 marks each)

Q61 Find the correct sequence in the Consumer decision process which involves following stages –

A. Need recognition B Purchase decision C Information search D. Post purchase decision

- a) C, B, D, A
- b) B, D, A, C
- c) A, C, B, D**
- d) D, A, C, B

Q62 Samurai manufacturers already have three products in the market let us say X1, X2 and X3. X3 is a popular product with high turnover and generates reasonable returns. The sales of X1 are lower due to high competition and increasing costs. X2 is incurring high costs as well but this product has very high scope in the future. Identify the PLC stages of X1, X2 and X3.

- a) X1-decline, X2-maturity, X3-introduction
- b) X1-maturity, X2-decline, X3-introduction
- c) X1-growth, X2-decline, X3-maturity
- d) X1-decline, X2-introduction, X3-maturity**

Q63 Match the following actions with people involved in B2B buying
First set:

1. Giving consent on the selected supplier
2. Works with the materials
3. Act as an agent between buyer and seller
4. Evaluate vendors

Set b

- A. Buyers
 - B. Gatekeepers
 - C. Deciders
 - D. Users
- a) 1A, 2C, 3D, 4B
 - b) 1B, 2A, 3C, 4D
 - c) 1C, 2D, 3B, 4A**
 - d) 1D, 2B, 3A, 4C

Q64 Match the types of discount offered by companies with appropriate examples:

Cash

Seasonal

Quantity

Functional

20% monsoon rebate

Free trial offer

3 weeks credit

Two for price of one

- a) 1B, 2C, 3A, 4D
- b) 1A, 2D, 3B, 4C
- c) **1C, 2A, 3D, 4B**
- d) 1D, 2B, 3C, 4A

Q65 Milan Hospitality was facing serious problem regarding the quality of food at its restaurants. They had hired new cooks but food was not appreciated by customers. However, room service, cleanliness and facilities for the boarders were excellent and customers had no problem regarding this aspect. But, local newspapers carried out a small article stating that Milan Hospitality was closing down its business because of no customers. What according to you is the immediate problem faced by Milan due to this newspaper report?

- a) Bad advertising
- b) Negative publicity
- c) Media conflict
- d) **Bad PR**

Q66 Set a

Location pricing

Psychological pricing

Promotional pricing

Geographical pricing

set b

changing price based on area

setting the price on psychology

set the price of product below the l.p

setting prices based on freight charges

- a) **a-m,b-n,c-o,d-p**
- b) a-o,b-n,c-m,d-p
- c) a-p,b-o,c-m,d-n
- d) none,

Q67

product line pricing

optional product pricing

captive product pricing

by product pricing

setting the price for range of products

setting the price of accessory with main PROD.

setting a price to be used along with main product

price for by products along with main prod

- a) **a-m,b-n,c-o,d-p**
- b) a-o,b-n,c-m,d-p
- c) a-p,b-o,c-m,d-n
- d) none,

Q68 cash discount

quantity discount

Functional discount

Seasonal discount

a) a-m,b-n,c-o,d-p

b) a-o,b-n,c-m,d-p

c) a-p,b-o,c-m,d-n

d) none,

when co.makes early payment

when prod.is bought in large quan.

when cust.carries promotion or mark. act

when cust.purchases prod .in off season

Q69

Innovators

thinkers

achievers

experiencers

a) a-m,b-n,c-o,d-p

b) a-o,b-n,c-m,d-p

c) a-p,b-o,c-m,d-n

d) none,

ceo of mnc

senior professional,pol.

doctors or lawyers

young i.t prof

Q70

hard core loyals

split loyals

shifting loyals

switchers

a) a-m,b-n,c-o,d-p

b) a-o,b-n,c-m,d-p

c) a-p,b-o,c-m,d-n

d) none,

one brand all time

loyal to two or three brands

shift from one brand to another

no loyalty to any brand

Q71

attribute positioning

benefit positioning

user postioning

competetior positioning

a) a-m,b-n,c-o,d-p

b) a-o,b-n,c-m,d-p

c) a-p,b-o,c-m,d-n

d) none,

sunfeast snacky lighter

simplest car to drive

best for some target group

better than competitors

Q72

core product

generic product

augemented product

expected product

a) a-m,b-n,c-o,d-p

b) a-o,b-n,c-m,d-p

c) a-p,b-o,c-m,d-n

d) none,

fundamental good

basic version of product

value added service

minimum attributes co.expects

Q73

product line

group of related product

product line length

no. of items in the product line

product line stretching

maruti suzuki launching maruti gypsy

product line filling

filling the gap

a) a-m, b-n, c-o, d-p

b) a-o, b-n, c-m, d-p

c) a-p, b-o, c-m, d-n

d) none,

Q74

manufacturer brand

brand owned by manu.

private brand

store brands

brand licensing

legal authorisation by the trade brand

co-branding

brand names of dif co.

a) a-m, b-n, c-o, d-p

b) a-o, b-n, c-m, d-p

c) a-p, b-o, c-m, d-n

d) none,

Q75 SAY TRUE OR FALSE

1. in line extension company uses its well known brand to introduce additional items
2. in brand extension the company uses one of its familiar brand names for new product category items
3. in multi brands the items are introduced in the existing product category
4. in new brand company believes that existing brand cannot be extended into new category

a) all true

b) all false

c) 1,2 true, 3,4 false

d) 1,2 false, 3,4 true