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Subject: Marketing Management (CC2.2Chg)

Semester: II

Unit I: INTRODUCTION

- 1) The _____ concept holds that consumers prefer products that are widely available and highly affordable.
 - a. Production Concept
 - b. Product Concept
 - c. Selling Concept
 - d. Marketing Concept

- 2) This concept believes that delivering customer satisfaction and value better than their competitors will lead to maximization of sales and profit
 - a. Production Concept
 - b. Product Concept
 - c. Selling Concept
 - d. Marketing Concept

- 3) As per _____ concept, consumers will not buy enough of the organization's products without selling and promotional effort
 - a. Production Concept
 - b. Product Concept
 - c. Selling Concept
 - d. Marketing Concept

- 4) Suitable example of 'product concept' is
 - a. Mineral water bottle
 - b. Indigo air ticket
 - c. iPhone mobile
 - d. Pepsodent toothpaste

- 5) Which of the following elements of marketing mix refers to communication of information to customers about product quality, features and price?
 - a. Product
 - b. Price

- c. Place
 - d. Promotion
- 6) _____ comprises of factors within and outside the company that are closely related to the company and influences the functioning of the firm
- a. Micro environment
 - b. Macro environment
 - c. Both micro and macro environment
 - d. Political and Legal environment
- 7) _____ involves the study of human populations in terms of size, density, location, age, sex race, occupation and other statistics.
- a. Demographic environment
 - b. Economic environment
 - c. Natural environment
 - d. Technological environment
- 8) A company's microenvironment does not include
- a. The company itself
 - b. Marketing intermediaries
 - c. Demographic forces
 - d. Organization's suppliers
- 9) Selling aims at maximization of _____ whereas marketing aims at maximization of _____.
- a. Sales volume, customer satisfaction
 - b. Customer satisfaction, sales volume
 - c. Sales volume, production
 - d. Production, sales volume
- 10) Which of the following statement is false
- a. Marketing is a broader concept than selling
 - b. Selling is a part of marketing
 - c. Marketing converts customer's needs to products
 - d. Selling is consumer oriented

Answers:

- 1) a
- 2) d
- 3) c
- 4) c
- 5) d
- 6) a
- 7) a
- 8) c
- 9) a
- 10) d

Unit II: Consumer Behaviour and Market Segmentation

- 1) Highly involved consumer buying behaviour and customer perceive fewer differences among brand is called
 - a. Complex buying behaviour
 - b. Variety seeking buying behaviour
 - c. Dissonance reducing buying behaviour
 - d. Habitual buying behaviour

- 2) If product performance exceeds customer expectations, customer is
 - a. Satisfied
 - b. Dissatisfied
 - c. Delighted
 - d. None of these

- 3) Less involved consumer buying behaviour in which customer perceive few differences between brands is called
 - a. Complex buying behaviour
 - b. Variety seeking buying behaviour
 - c. Dissonance reducing buying behaviour
 - d. Habitual buying behaviour

- 4) What kind of buying behaviour is experienced while shopping for products like air conditioner and television?
 - a. Complex buying behaviour
 - b. Variety seeking buying behaviour
 - c. Dissonance reducing buying behaviour
 - d. Habitual buying behaviour

- 5) Which of the following is not a demographic basis of market segmentation?
 - a. Income
 - b. Age
 - c. Family size
 - d. Lifestyle

- 6) A beauty cream specifically meant for women above thirty years of age is an example of which segmentation

- a. Behavioural segmentation
 - b. Psychographic segmentation
 - c. Geographic segmentation
 - d. Demographic segmentation
- 7) Serving a small market not served by competitors is known as _____
- a. Local Marketing
 - b. Niche Marketing
 - c. Segment Marketing
 - d. Individual Marketing
- 8) _____ refers to the art of creating an image of the brand in the mind of consumers
- a. Product Differentiation
 - b. Market Segmentation
 - c. Target Marketing
 - d. Product Positioning
- 9) When companies target the entire market with one similar offer, it is referred to as
- a. Mass Marketing
 - b. Segmented Marketing
 - c. Niche Marketing
 - d. Micro Marketing
- 10) Buyer decision process starts with
- a. Need recognition
 - b. Information search
 - c. Evaluation of alternatives
 - d. Both (b) and (c)

Answers:

- 1) c
- 2) c
- 3) d
- 4) c
- 5) d
- 6) d
- 7) b
- 8) d
- 9) a
- 10) a

Unit III: PRODUCT

- 1) Which of the following is not a characteristic of services?
 - a. Inseparability
 - b. Variability
 - c. Perishable
 - d. Tangible

- 2) Easily available, low priced products which consumers buy frequently without any planning and buying effort
 - a. Convenience product
 - b. Shopping product
 - c. Speciality products
 - d. Unsought products

- 3) Customers are convinced that this product is superior to all other competing brands with regard to its features and quality and hence, are willing to pay a high price for the product
 - a. Convenience product
 - b. Shopping product
 - c. Speciality products
 - d. Unsought products

- 4) Television, air conditioner, car and furniture are examples of
 - a. Convenience product
 - b. Shopping product
 - c. Speciality products
 - d. Unsought products

- 5) Consumer products that the customer either does not know about or knows about but does not normally think of buying
 - a. Convenience product
 - b. Shopping product
 - c. Speciality products
 - d. Unsought products

- 6) _____ are purchased by business firms for further processing or for use in conducting a business

- a. Industrial product
- b. Consumer product
- c. Unsought product
- d. Services

7) A _____ is a group of related products, all marketed under a single brand name and sold by the same company

- a. Product Mix
- b. Product Line
- c. Product Group
- d. Product Consistency

8) The number of different product lines a company carries

- a. Product Length
- b. Product Width
- c. Product Depth
- d. Product Consistency

9) Total number of items in the product line

- a. Product Length
- b. Product Width
- c. Product Depth
- d. Product Consistency

10) _____ refers to how closely the various product lines are related to each other

- a. Product Length
- b. Product Width
- c. Product Depth
- d. Product Consistency

11) _____ refers to the number of versions offered by each product in the line

- a. Product Length
- b. Product Width
- c. Product Depth
- d. Product Consistency

12) Tropicana fruit juice is available in five flavours – mango, orange, watermelon, grapes and lemon. Hence, the _____ of Tropicana juice is 5.

- a. Product Length
- b. Product Width
- c. Product Depth
- d. Product Consistency

13) Which of the following is not true for branding?

- a. It differentiates the product
- b. Gives a legal status to the brand
- c. Creates trust and credibility
- d. Provides a container for the product

14) In which stage of the Product Life Cycle, does the product starts gaining consumer acceptance

- a. Introduction
- b. Growth
- c. Maturity
- d. Decline

15) In which stage of the Product Life Cycle, does the marketer needs to adopt aggressive sales promotion effort and price reduction

- a. Introduction
- b. Growth
- c. Maturity
- d. Decline

Answers:

- 1) d
- 2) a
- 3) c
- 4) b
- 5) d
- 6) a
- 7) b
- 8) b
- 9) a
- 10) d
- 11) c
- 12) c

13) d

14) b

15) d

Unit IV: Promotion & Recent Developments in Marketing

- 1) _____ is an aggressive strategy of persuading the customers through alluring promotional tools and directly approaching and persuading them.
 - a. Push Strategy
 - b. Pull Strategy
 - c. Both Push and Pull Strategy
 - d. None of the above

- 2) Which of the following is not a feature of advertisement?
 - a. Non personal form
 - b. Mass Media
 - c. Wide reach
 - d. Quick response

- 3) Which element of promotion mix involves identifying the prospective buyer and establishing contact and relationship with the buyer?
 - a. Advertising
 - b. Sales Promotion
 - c. Personal Selling
 - d. Public Relation

- 4) _____ aims at promoting a favourable image of the company, its product and services to all the members of the public
 - a. Advertising
 - b. Sales Promotion
 - c. Personal Selling
 - d. Public Relation

- 5) Which of the following is not an element of promotion mix?
- Branding
 - Advertisement
 - Sales Promotion
 - Personal Selling
- 6) The extended Ps of Service Marketing are
- People, Product, Place
 - Price, Physical Evidence, Promotion
 - Physical Evidence, Process, People
 - Product, Process, Physical Evidence
- 7) Which of the following is not a tool of Sales Promotion?
- Sales contests
 - Free gifts
 - Point of purchase display
 - Public relation
- 8) _____ is used heavily when introducing a new product category
- Persuasive Advertising
 - Informational Advertising
 - Reminder Advertising
 - Informative Advertising
- 9) Use of environmental friendly packing is an example of _____ marketing.
- Social Marketing
 - Green Marketing
 - Both (a) and (b)
 - None of these
- 10) Press release, sponsorships, corporate communication, maintenance of parks and gardens are tools of _____
- Advertisement
 - Public Relation
 - Sales Promotion
 - Social Marketing

11) Rural consumers are

- a. Price sensitive
- b. Less price sensitive
- c. Quality conscious
- d. None of these

12) Goods are sold in small packets in _____ market

- a. Urban
- b. Rural
- c. World
- d. None of these

13) Convenience of 24×7 shopping and wider customer bases is the benefit of

- a. Direct Marketing
- b. Online Marketing
- c. Service Marketing
- d. Both (a) and (b)

14) A bank executive calls you to purchase a credit card with some special features. This is an example of

- a. Direct Marketing
- b. Online Marketing
- c. Service Marketing
- d. Both (b) and (c)

15) 'Jio' launched with the thought that "Indians cannot be left behind in the world of digitization – India will fly with Jio". This is an example of

- a. Advertising
- b. Direct Marketing
- c. Sales Promotion
- d. Public Relation & Publicity

Answers:

- 1) a
- 2) d
- 3) c
- 4) d
- 5) a
- 6) c
- 7) d
- 8) d
- 9) a
- 10) b
- 11) a
- 12) b
- 13) b
- 14) a
- 15) d