

Sample Question Paper

Subject - Digital Marketing

Subject code 619

Note – This is a sample Question paper for student's exam reference only, might be pattern of paper can be change in actual examination.

Q. 1 Which product is MOST likely to be purchased through routine decision making?

1. Television set
2. Soft drink
3. Shirt
4. Car

Correct Answer :- Soft drink

Q. 2 If actual performance exceeds the expected performance of the product, then customer is _____.

1. Satisfied
2. Dissatisfied
3. Delighted
4. Neutral

Correct Answer :- Delighted

Q. 3 The _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.

1. Product
2. Marketing
3. Production
4. Selling

Correct Answer :- Product

Q. 4 How do consumers respond to various marketing efforts the company might use? What is a starting point of a buyer's behavior?

1. Belief
2. Subculture
3. Post purchase feeling
4. Stimulus-response Model

Correct Answer :- Stimulus-response

Q. 5 The materials and ingredients used in producing the product are obtained from other companies who are referred to as distributors.

1. TRUE
2. FALSE

Correct Answer :- FALSE

Q. 6 Resellers may actually take ownership of the product and participate in the marketing, including the advertising.

1. TRUE
2. FALSE

Correct Answer :- TRUE

Q. 7 Marketing managers should adapt the marketing mix to_____ and constantly monitor value changes and differences in both domestic and global markets.

1. Sales strategies
2. Marketing concepts
3. Cultural values
4. Brand images

Correct Answer :- Cultural values

Q. 8 You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?

1. Modified rebuy
2. Straight rebuy

3. Modified straight rebuy
4. Consumer buy

Correct Answer :- Straight rebuy

Q. 9 The solution to price competition is to develop a differentiated:-

1. Product, price, and promotion.
2. Offer, delivery, and image.
3. Package and label.
4. International Web site.

Correct Answer :- Offer, delivery, and image.

Q. 10 The four unique elements to services include:-

1. Independence, intangibility, inventory, and inception
2. Independence, increase, inventory, and intangibility
3. Intangibility, inconsistency, inseparability, and inventory
4. Intangibility, independence, inseparability, and inventory

Correct Answer :- Intangibility, inconsistency, inseparability, and inventory

Q. 11 Marketing is both an "art" and a "science" there is constant tension between the formulated side of marketing and the _____ side.

1. Creative
2. Selling
3. Management
4. Behavior

Correct Answer :- Creative

Q. 12 What is the last stage of the consumer decision process?

1. Problem recognition
2. Post purchase behavior
3. Alternative evaluation
4. Purchase

Correct Answer :- Post purchase behavior

Q. 13 One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.

1. To make products easily visible and available
2. To promote sales of products
3. To differentiate their products from those of competitors
4. To do marketing surveys

Correct Answer :- To differentiate their

Q. 14 Resources such as oil, coal, gas and other minerals are known as:-

1. a) Renewable resources
2. b) Non-renewable resource
3. c) Both (a) and (b)
4. d) None of these

Correct Answer :- b) Non-renewable resource

Q. 15 A company's microenvironment does not include:-

1. The company
2. The marketing intermediaries
3. Demographic forces
4. The organization's suppliers

Correct Answer :- Demographic forces