

Sample Question Paper

Subject - Market Research

Subject code 638

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 Presence of a problem, query or question implies _____ to be undertaken.

1. Advertising
2. Production
3. Research
4. Maintenance

Correct Answer :-

Research

Q. 2 In marketing, emphasis is going to be on the applied research.

1. TRUE
2. FALSE

Correct Answer :-

TRUE

Q. 3 Marketing Research is a systematic and objective search.

1. TRUE
2. FALSE

Correct Answer :-

TRUE

Q. 4 If the orders received from customers are to be delivered on time, a lot will depend on the existence of a well developed Marketing Research System with proper linkages within the organization.

1. TRUE
2. FALSE

Correct Answer :-

TRUE

Q. 5 Research can be either _____ in nature.

1. Fundamental or basic
2. Pure or applied
3. Positive or negative
4. Pure or basic

Correct Answer :-

Pure or applied

Q. 6 In the planning stage of the marketing programme, the detailed schedule is mentioned, however, because of various factors, schedule may get affected. This is:-

1. Indian timing, 'Chalta Hain'
2. Better late than never
3. Covered under flexibility in planning
4. A serious mistake

Correct Answer :-

Better late than never

Q. 7 Majority of the marketing questions can be solved using in-house research facilities. However, depending upon specific marketing problem and the information being sought, the decision makers need to decide whether to go for help of in-house research department or seek outside help.

1. Yes
2. No

Correct Answer :-

Yes

Q. 8 Marketing Manager is required to identify problems related to product (brand), price, distribution and production or advertisement.

1. Yes
2. No

Correct Answer :-

Yes

Q. 9 I try to understand clearly my industry, my company's product offerings, our competitors as well as our customers and I also use marketing communication successfully to sell the products. Guess, who am I ?

1. Market Research Manager
2. Marketing Manager
3. Manager (Sales)
4. None of these

Correct Answer :-

Marketing Manager

Q. 10 When a marketer focuses on the capabilities of the firm, focussing on efficiency of internal operations, rather than on the need and desires of the end customer, what philosophy is he following?

1. Marketing orientation
2. Sales orientation
3. Society obligation
4. Production orientation

Correct Answer :-

Production orientation

Q. 11 Post liberalization and _____ has reduced economic boundaries and increased the level.

1. Economy
2. E-Commerce
3. E-Marketing
4. Environment

Correct Answer :-

E-Commerce

Q. 12 The scope of Marketing Research can be extended to study:-

1. Consumer or buyer behaviour
2. Effects of advertising on consumer lifestyle
3. Resultant changes in consumption pattern
4. All of these

Correct Answer :-

All of these

Q. 13 The Marketing Manager uses relevant marketing information. He, then, generates techniques for evaluating likely outcomes of various decisions taken by him. He does this job by using:-

1. His past experience & gut feeling
2. Various statistical methods
3. Both of these
4. None of these

Correct Answer :-

Various statistical methods

Q. 14 Nothing official about it' is the punch line of:-

1. Pepsi
2. Coca cola
3. Thumps Up
4. None of these

Correct Answer :-

Pepsi

Q. 15 The buyer of today is particular of maximizing and weighing the:-

1. Price satisfaction ratio
2. Cost performance ratio
3. Price performance ratio
4. Cost reduction ratio

Correct Answer :-

Price performance ratio

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