

**Sample Question Paper**

**Subject- Marketing Management**

**Subject code 8**

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 Many businesses make the mistake of trying to be everything to everyone

- 1. Yes
- 2. No

**Correct Answer:-**

**Yes**

Q.2 As marketing has evolved, its focus has changed from a focus on products to a focus on customer needs. An important point to remember is that some Managers have not made it all the way to the final stages of marketing evolution.

- 1. Yes
- 2. No

**Correct Answer :-**

**Yes**

Q.3 As marketing has evolved, its focus has changed from a focus on products to a focus on needs. An important point to remember is that some Managers have not made it all the way to final stages of marketing evolution.

- 1.Yes
- 2.No

**Correct Answer :-**

**Yes**

Q.4 For decades, Colgate was available in only one form. Recent past we see introduction various such as Herbal, Gel, etc. This orientation is a result of:-

1. Sales Oriented Philosophy
2. Societal Oriented Philosophy
3. Marketing Oriented Philosophy
4. None of these

**Correct Answer :-**

**Marketing Oriented Philosophy**

Q.5 Sales oriented firms focus on:-

1. Satisfaction of customer needs
2. Satisfying their own needs
3. Satisfying their dealers
4. Satisfying their staff needs

**Correct Answer :-**

**Satisfying their own needs**

Q.6 As a Brand Manger of a Courier Company, you have started writing your first chapter of Marketing Plan situation analysis. Under this you will cover:-

1. Environmental scanning
2. SWOT analysis
3. Environmental as well as SWOT analysis
4. Environmental, SWOT & competitive advantage analysis

**Correct Answer :-**

**Environmental, SWOT & competitive advantage analysis**

Q.7 Customer value is the ratio of benefits to:-

1. The losses of the manufacture
2. The sacrifice necessary to obtain those benefits
3. The expense incurred of the marketer to sell the product
4. None of these

**Correct Answer :-**

**The sacrifice necessary to obtain those benefits**

Q.8 At Philips India's Lighting division, Marketing department at their Head Office, implements strategic initiatives at regular intervals. However, each area office are independent to use available budget with them for tactical plans. Result of the above was not encouraging. As a new V.P. Marketing, you will:-

1. Continue to adopt the same approach
2. Emphasise on the interdependence of strategic marketing plan & tactical plan
3. Request area office to co-ordinate with HO marketing
4. Ask all area office to make independent marketing plan & consolidate it

**Correct Answer :-**

**Emphasise on the interdependence of strategic marketing plan & tactical plan**

Q.9 As a Head of strategic (Management) planning department, your role is to:-

Develop & maintain a match between organisation's objectives, resources and its market opportunities

Determine & bridge the gap between organisation's short term goals vis--vis marketing plan prepared

Make strategic plan after marketing plans are prepared

All of these

**Correct Answer :-**

**Develop & maintain a match between organisation's objectives, resources and its market opportunities**

Q.10 Asian Paints Ltd.:-

- (a) Begins with customer needs
- (b) Resorts to just more than persuasion
- (c) Builds a long term relationship with the

Company is doing:-

1. National Marketing
2. Macro Marketing
3. Micro Marketing
4. None of these

**Correct Answer :-**

**Micro Marketing**

Q.11 Five conditions must be satisfied for an exchange to take place:-

- a) There must be atleast two parties
- b) Each party must have something the other party values
- c) Each party must be able to communicate with the other party and deliver the goods or services sought by the other trading party
- d) Each party must be free to accept or reject the others offer

The missing one is:-

- 1. Each party must be wanting to deal with the other party
- 2. Each party must act as a seller and as a buyer
- 3. Each party must know the other party
- 4. None of these

**Correct Answer :-**

**Each party must be wanting to deal with the other party**

Q.12 Wilson, the famous name in Writing Pens for decades adopted 'Production Philosophy' because:-

- 1. It can produce pen early & more efficiently
- 2. Practically there is no ceiling on the demand
- 3. Little or limited competition
- 4. All of these

**Correct Answer :-**

**All of these**

Q.13 Marketing also creates 'Customer Satisfaction' means:-

- 1. Extent to which organisation ensures after sales services
- 2. Offers product at the right price
- 3. Offers product that fulfills customer's needs, desire & expectations
- 4. All of these

**Correct Answer :-**

**Offers product that fulfills customer's needs, desire & expectations**

Q.14 Parle Products Ltd. wants to introduce new hard boiled toffee. They know children like chocolate taste and common adults, both men & women like strawberry. Based on the R & D's

recommendations, they introduced two-taste (chocolate & strawberry) toffee & embarked on heavy

promotions & selling but it flopped. This is because:-

1. They tried making something for everyone
2. They made something without knowing what their customer's want
3. They marketed something without knowing who their potential customers are
4. All of these

**Correct Answer :-**

**All of these**

Q.15 Developing long-term relationships with suppliers and customers is seen as one of the most

important areas for:-

1. Expanding marketing activities
2. Improving firm performance
3. Finance building
4. All of these

**Correct Answer :-**

**Improving firm performance**