

Marketing Management

- 1 Many people are surprised when they realize how many different ideas and activities are included in the term.
 1. **Marketing**
 2. Manufacturing
 3. Labeling
 4. All the above

- 2 One of the most important things people learn from studying marketing is that it is a very wide-ranging term and that marketing is not much more than selling or advertising.
 1. **True**
 2. False

- 3 Product and marketing are both fundamental economic activities.
 1. **Yes**
 2. No

- 4 Production makes it possible for people to have
 1. An earning for living
 2. A manufacturing unit
 3. **A higher standard of living**
 4. A group activity

- 5 The extent to which an organization fulfills a customer's needs, desires and expectations is
 1. **Customer satisfaction**
 2. Good manufacturing practices
 3. Job Satisfaction
 4. All the above

- 6 Micro- marketing is a
 1. Direct sales activity
 2. **Set of activities performed by organizations**
 3. Customers relationship activity
 4. None of the above

- 7 It is the job of the macro marketing system to match the outputs of producers
 1. **To the needs of consumers in an efficient way**
 2. To make up their overheads
 3. To control the inventory maintained by them
 4. All the above

- 8 The objective developed at corporate level move down to lower levels where business strategic plans and marketing plans are prepared to guide the company's activities
1. **True**
 2. False
- 9 When performance falls short of expectations; it is up to the marketing manager to
1. **Take corrective action**
 2. Immediately change marketing plan and implementing it
 3. Tighten control
 4. All the above
- 10 The more marketing oriented a firm is , the larger a role marketing planning will play in the
1. **Strategic planning**
 2. Corporate planning
 3. Business planning
 4. Distribution planning
- 11 Strategic business units will have the characteristics as
1. A distinct mission and a specific target market
 2. Control over their resources.
 3. Their own competitors
 4. Plans independent of the other business in the organization
1. **Yes**
 2. No.
- 12 The external market environment includes the economics environment, the technological environment, political legal environment and
1. Performance of employees environment
 2. **Cultural and the social environment**
 3. Natural environment
 4. None of the above
- 13 Product managers choose strategies that
1. **Avoid head on competitions**
 2. Give immediate results
 3. Influences the competition
 4. None of the above

- 14 In detergent market, HLL along with Nirma and P & G virtually cannot control the market
1. **True**
 2. False
- 15 Competitor analysis is an organized approach for evaluating the strengths and weakness of current or potential competitors
1. Marketing strategies
 2. Financial Strengths
 3. Quality strengths
 4. **All the above**
- 16 In periods of rapid business decline, even a well planned marketing strategy may fail
1. **Yes**
 2. No
- 17 "Cash Purchase" are affected because the worth of cash in terms of buying power declines during
1. High competition
 2. **High inflation**
 3. Clearance sale
 4. All the above
- 18 Wants are learned needs, that is, they are needs expressed as a desire for a particular need satisfier
1. **True**
 2. False
- 19 When buying products consumers expect certain outcome of the purchase. How well the expectations are met determines whether the consumer is satisfied or dissatisfied with the purchase. This phenomenon is
1. **Post purchase behavior**
 2. Post purchase analysis
 3. Post purchase accountability
 4. None of the above
- 20 Linking a low involvement product to a high involvement issue is another tactic that can
1. **Increase sales**
 2. Waste time
 3. divert interest
 4. Lead to no sales

- 21 Marketers are interested in social class because knowing what products appeal to which social classes can help marketers best determine
1. **Where to distribute their products**
 2. What price should be offered
 3. What media for advertising will attract
 4. All the above
- 22 Reference group are all the formal and informal group in society
1. That refers a consumer to buy from a particular outlet
 2. **That influence an individual's purchasing behavior**
 3. That either accept or reject a particular product when it is launched
 4. None of the above
- 23 Marketers should be aware of the many
1. Non traditional life cycle paths common today
 2. Priorities of a family in making purchases
 3. Social and financial status of a family
 4. **All the above**
- 24 "If you buy from me, I will buy from you", this concept is
1. Reciprocity
 2. Imbalance of power
 3. **Business to Business**
 4. None of the above
- 25 Organizational buyers when making buying decisions are usually less emotional, focuses on economic needs and
1. Increasing sales
 2. **Need credit supply**
 3. Door delivery
 4. All the above
- 26 Component parts have two markets, one is original equipment manufacturer (OEM) and the other is
1. **Retail market**
 2. Replacement market
 3. Consumer market
 4. None of the above

- 27 The goal of a vendor analysis is the most necessarily to get the lowest possible price for a product or service but
1. To lower the total costs associated with purchase
 2. To get a good quality of supply
 3. To keep a constant check on the total activity
 4. **All the above**
- 28 The system for gathering marketing intelligence is called a marketing
1. **Decision support system**
 2. Defined support system
 3. Describe support system
 4. Development support system
- 29 Opportunities especially break through opportunities comes from
1. **Understanding markets thoroughly**
 2. Competitors
 3. Determination to satisfy consumer needs
 4. All the above
- 30 Defining the market means that marketers should not just focus on products that they sell. This strategic error is called
1. Marketing Whims
 2. **Marketing myopia**
 3. Marketing relationships
 4. None of the above
- 31 Geo-demographic segmentation is the method of dividing markets on the basis of neighborhood lifestyles categories and is a combination of lifestyle demographic segmentation and
1. **Geographic Segmentation**
 2. Geologic Segmentation
 3. Geomorphic Segmentation
 4. All the above
- 32 The process of dividing business markets into segments based on characteristics of decision-making units within a macro-segment is
1. **Satisfier segment**
 2. Micro segment
 3. Business segment
 4. Profit oriented segment

- 33 Classifying business customers according to the significance they attach to the purchase of a product is appropriate when the purchase is considered routine by some customers but very important for others, it is
1. Key purchasing
 2. **Importance of purchase**
 3. Regular purchase
 4. Significant purchase
- 34 A convenience product may be inexpensive and
1. Bought often
 2. Require little service or selling
 3. Bought by habit
 4. **All the above**
- 35 The product, which are bought quickly as unplanned purchases, because of strongly felt need. They may be strongly affected by the immediate situation
1. **Impulse products**
 2. Emergency products
 3. Specialty products
 4. Shopping products
- 36 The products that are purchased immediately when the need is great, consumers don't shop around for these products
1. Impulse
 2. **Emergency**
 3. Need based product
 4. Unsought Product
- 37 A product that requires comparison shopping, because it is usually more expensive than convenience products and is found in fewer stores, consumers usually compare items across brands or stores, is a
1. Specialty product
 2. Search product
 3. **Shopping product**
 4. Rich product

- 38 Products that are seen by consumers to differ in quality, style , suitability and lifestyle compatibility, comparisons are often quite difficult because they may have unique features and different levels of quality and price
1. Specialty Products
 2. Heterogeneous products
 3. **Unique products**
 4. Unsought products
- 39 When a brand is so dominant in consumer's mind that they think of it immediately when a product category, use situation, product attribute, or customer benefit is mentioned, is known as
1. **Master brand**
 2. Familiar brand
 3. Popular brand
 4. Established brand
- 40 New- to-the-world products are also called
1. Discontinuous innovation
 2. Discovery product
 3. **New product**
 4. Improved product
- 41 The new development process is an organized approach for bringing new products to market, stages are idea generation, screening and
1. Business Analysis
 2. Development
 3. Commercialization
 4. **All the above**
- 42 The marketing concept suggests that customer's needs and wants should be the springboard for developing new products. New product idea suggested by customers include Hewlett Packard's touch screen for competitors
1. **True**
 2. False
- 43 Product liability means that the company
1. Has the legal obligation to pay damages to persons injured by defectives or unsafe products
 2. Has no profits from the turnover of those products
 3. **Has to keep a dead stock even when there is no sale**
 4. All the above

- 44 When the promotion is generally more prevalent during the early stages the product life-cycle when it can increase demand for a product category
1. **Informative Promotion**
 2. Persuasion Promotion
 3. Reminder Promotion
 4. None of the above
- 45 Each phase of the AIDA model can also be correlated to stages found in how advertising works
- Attention matches well with the awareness stage
 - Interest correlates with knowledge and liking
 - Desire matches best with preference and conviction
 - Action stage equates best to the purchase portion
1. **Yes**
 2. No
- 46 The major types of advertising are institutional advertising and
1. **Product advertising**
 2. Electronic advertising
 3. Paper advertising
 4. All the above
- 47 The set of interdependent organizations that facilitate the transfer of ownership as products move for producer to business user or consumer is called
1. **Channel of distribution**
 2. Channel of functions
 3. Channel of transfer
 4. Channel of business
- 48 Channel members are needed to provide utilities such as Time utility, place utility, form utility and
1. Product utility
 2. Influence utility
 3. **Possession utility**
 4. All the above
- 49 When a product is produced and the consumer is not ready to purchase, it is
1. Temporal discrepancy
 2. Quality discrepancy
 3. Need less discrepancy
 4. **None of the above**

50 When producers selling directly to consumers, through telemarketing, mail order and catalog shopping and forms of electronic retailing, it is called as

1. Uninterrupt channel
2. Business channel
3. **Direct channel**
4. None of the above