



Marketing Management

11:00am to 1:00pm

Semester – II

June 13, 2010

SECTION A (ONE MARKS)

- (1) What is a company's microenvironment?
- (a) The machines and tools a company uses to make the products
 - (b) A company's departments, suppliers, and other publics which make up its value delivery chain.
 - (c) The detailed processes needed to achieve Total Quality Control
 - (d) A company's operating policies

Answer : B

- (2) Which of the following is not a form of marketing research?
- (a) Cross sectional research
 - (b) Exploratory research
 - (c) Descriptive research
 - (d) Conclusive research

Answer : A

- (3) Which one of the following is not the characteristics of MIS?
- (a) Consciously developed master plan
 - (b) Future oriented
 - (c) Information store house for management
 - (d) Does not integrate internal and external data

Answer : D

- (4) Once a decision situation has been recognized and defined, the next step in the decision making process is to
- (a) develop a list of options
 - (b) analyze options.
 - (c) select the best option.
 - (d) implement the decision.

Answer : C

- (5) The marketing intelligence system does not consist of:
- (a) Sales force
 - (b) ghost shoppers
 - (c) sales record
 - (d) purchasing information

Answer : C

- (6) Work load method is decided by _____ method
- (a) Sales load
 - (b) Information load
 - (c) Market load
 - (d) none of the above

Answer : A

- (7) The job of sales executive is to reach the products to the customer destination is called:

- (a) Selling
(b) Marketing
(c) Delivering
(d) None of the above

Answer : C

- (8) Brand names can be:
(a) sold
(b) assigned to others
(c) licensed
(d) all of the above

Answer : D

- (9) Which of the following is not included in the key elements of marketing analysis?

- (a) marketing audit
(b) SWOT analysis
(c) environmental analysis
(d) all of the above

Answer : D

- (10) Organizing is important because it
(a) establishes lines of authority.
(b) improves communication.
(c) reduces duplication of resources.
(d) all of the above

Answer : D

- (11) Most of the countries trade with other countries to survive because of lack of:
(a) market size
(b) resources
(c) opportunities
(d) all of the above

Answer : D

- (12) The multistage coverage in Marketing Management:
(a) selective segment specialization
(b) product specialization
(c) market specialization
(d) none of the above

Answer : A

- (13) The factors influencing consumer behavior for Marketing Management is:
(a) Economic
(b) personal
(c) social
(d) all of the above

Answer : D

- (14) The following type of questions should be there in marketing research Questionnaire?

- (a) Close ended

- (b) multiple choice
(c) scale ratings
(d) all of the above

Answer : D

(15) On the basis of end-use of information, marketing information can be classified for:

- (a) marketing planning
(b) marketing operation
(c) marketing control
(d) all of the above

Answer : D

(16) The study of consumer behavior in Marketing Management is important to understand because:

- (a) Consumer preferences are always same
(b) consumer preferences are becoming highly diversified
(c) availability of more choice now
(d) both b and c

Answer : D

(17) .Which of the following is true about MIS?

- (a) It is preventive and curative process in marketing
(b) It is marketing research activity
(c) It is a marketing decision support system
(d) Both a and c

Answer : D

(18) Among these various consumer buying behavior degree, which one has high consumer involvement

- (a) Variety seeking
(b) habitual seeking
(c) dissonance-reducing buying behavior
(d) none of the above

Answer : C

(19) More and more salespeople are being evaluated and compensated based on different measures than in the past. All of the following are illustrations of those measures EXCEPT:

- (a) long-term customer satisfaction.
(b) competitive predatory pricing performance.
(c) full customer service.
(d) retention rates.

Answer : B

(20) The process of moving products from the producer to the consumer.

- (a) Promotion
(b) distribution
(c) production
(d) none of the above

Answer : B

"Market cannot be considered a separate function at par with functions such as manufacturing or personnel". This definition was given by:

- (a) Drucker
- (b) McDonalds
- (c) AMA
- (d) MM

Answer : A

(22) The market which is regulated by statutory measures.

- (a) Free
- (b) stock exchange
- (c) agricultural goods
- (d) produce exchanges

Answer : A

(23) Which among these buy phases in buy grid can be classified under straight rebuy

- (a) Product specification
- (b) supplier solution
- (c) problem recognition
- (d) supplier search

Answer : A

(24) Comparing the buying situations against the stages in buying process is called as

- (a) Buy grid model
- (b) Henry assael model
- (c) Business buying process
- (d) Buyer black box model

Answer : A

(25) Which one of the following is the major occupation of the Indian Population?

- (a) Mining
- (b) Retail
- (c) Manufacturing
- (d) Agriculture

Answer : D

(26) The market in large town catering to the needs of villages and towns is known as _____

- (a) Regional market
- (b) Local market
- (c) Global market
- (d) National market

Answer : A

(27) Investment houses are examples of _____ publics

- (a) financial publics
- (b) Internal publics
- (c) general publics
- (d) media publics

Answer : A

(28) _____ focuses on aggressive selling and promotion

- (a) Product concept
- (b) Marketing concept
- (c) Selling concept
- (d) Production concept

Answer : C

(29) Medical representative work is _____ type of sales job

- (a) FMCG
- (b) Medical
- (c) Pharma
- (d) Missionary

Answer : D

(30) In which of the following quota, emphasis is given on profit margin but not on the volume

- (a) Activity quota
- (b) sales quota
- (c) profit quota
- (d) expense quota

Answer : C

(31) The communication tool used to interact with the customers openly by using telephone, online mediums and other tools are recognized as

- (a) Advertising
- (b) sales promotion
- (c) Public relation
- (d) Direct marketing

Answer : D

(32) Any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor is known as

- (a) advertising
- (b) sales promotion
- (c) Public relation
- (d) personal selling

Answer : A

(33) The business market demand is known as _____ demand

- (a) derived
- (b) inelastic
- (c) fluctuating
- (d) elastic

Answer : A

(34) All the product classes that can satisfy a core need with reasonable effectiveness is called as

- (a) need family
- (b) Product family
- (c) Product class
- (d) Product line

Answer : B

(35) Which one of the following is not a part of the buying center?

- (a) Suppliers
- (b) Gatekeepers
- (c) Deciders
- (d) Influencer

Answer : A

(36) _____ portfolio is the right mix of businesses that company operates and products that offers to the customers.

- (a) Company
- (b) Mission
- (c) Business
- (d) Field

Answer : C

(37) _____ marketing is the communication tool used to interact with the customers directly by using telephone, online medium etc

- (a) Indirect
- (b) Direct
- (c) Sales
- (d) Mix

Answer : B

(38) _____ marketing is the technique in which organizations create opinion leaders & spread the product information to others.

- (a) Buzz
- (b) Mouth to mouth
- (c) Viral
- (d) Igor Ansoff

Answer : A

(39) _____ are gathered for a specific purpose or a specific research project.

- (a) Secondary data
- (b) Alternate data
- (c) Primary data
- (d) Survey data

Answer : D

(40) _____ advertisement is used to create awareness & demand in the initial stage of the product life cycle.

- (a) Comparative
- (b) Media
- (c) Pioneer
- (d) competitive

Answer : C

() SECTION B

(41) "Attracting, maintaining and in multi -service organizations -enhancing customer relationships", this definition of Customer Relationship Management was given by_____.

- (a) Doyle

- (b) Berry
(c) Lynch
(d) Christopher

Answer : B

(42) The personal income which is the balance remaining after meeting basic necessities of life is

- (a) Disposable
(b) discretionary
(c) gross personal income
(d) none of the above

Answer : B

(43) _____are responsible for planning, pricing, and promoting products and making them available to customers.

- (a) Financial managers
(b) Administrative managers
(c) Marketing managers
(d) First line managers

Answer : D

(44) _____attitude groups can be found in a market.

- (a) Four
(b) six
(c) five
(d) eight

Answer : C

(45) Consumers who shows no loyalty to any brand is_____.

- (a) Hard-Core Loyal
(b) switchers
(c) Split Loyal
(d) Shifting Loyal

Answer : B

(46) In Secondary market, the_____sell products to the

- (a) Retail, wholesaler
(b) wholesaler, retail
(c) retail, retail
(d) wholesaler, wholesaler

Answer : B

(47) In International marketing, a marketer faces_____sets of uncontrollable variables originating from various countries,

- (a) only two
(b) one
(c) two or more
(d) four

Answer : C

(48) _____reason of CRM, in which a customer tries to match the price to pay for acquiring a brand and the value the brand could generate,

- (a) product Related
(b) Benefit Related
(c) Price Related
(d) Service Related

Answer : C

- (49) In commodity market the different types of commodities are
(a) sold
(b) Bought
(c) manufactured
(d) bought and sold

Answer : D

(50) The term marketing mix describes the combination of marketing elements used in a situation.

- (a) future
(b) past
(c) given
(d) present

Answer : C

(51) The acquisition of goods and services by the seller or industrial user for the purpose of resale is

- (a) Selling
(b) assembling
(c) buying
(d) planning

Answer : C

(52) Religion is one of the _____ factor that influence consumer behavior.

- (a) culture
(b) personal
(c) social
(d) psychological

Answer : A

(53) _____ based pricing is the price of a product on the basis of consumer's value rather than manufacturer's cost.

- (a) Product
(b) Value
(c) Customer
(d) Cost

Answer : B

(54) Sales quota is defined as

- (a) Quota set on the basis of volume
(b) Quota set on the basis of sales expense ratio
(c) Quota set on the basis of activities to be done
(d) quota set on the basis of profit margin

Answer : A

The stage of product life cycle management after introduction stage is

- (a) introductory
- (b) growth
- (c) decline
- (d) maturity

Answer : B

(56) In _____ approach, sales person provides the motivation and expects the reaction from the buyer

- (a) Stimulus response selling
- (b) Need satisfaction selling
- (c) Loyalty development selling
- (d) Problem solving selling

Answer : A

(57) _____ are consumers who are loyal to 2 or 3 brands.

- (a) Split loyal
- (b) Shifting loyal
- (c) Hard core loyal
- (d) Switchers

Answer : A

(58) A _____ related reasons in CRM, where technological advancement, attractive offers, value added services, etc., offered by competitors would also draw the attention and induce customers towards brand switching.

- (a) Competitive
- (b) Personal
- (c) Services
- (d) none of the above

Answer : A

(59) _____ have contractual authority to sell a manufacturer's entire output.

- (a) Selling agents
- (b) Rack jobbers
- (c) Manufacturer's agents
- (d) Purchasing agents

Answer : A

(60) _____ discount is a price reduction to buyers who buy the products in large quantities.

- (a) Bulk
- (b) Quantity
- (c) Functional
- (d) Cash

Answer : B

() SECTION C

(61) That the company that overlooks new and better ways to do things will eventually lose customers to another company that has found a better way of serving customer needs is a major tenet of:

- (a) innovative marketing.

- (b) consumer-oriented marketing.
(c) value marketing.
(d) sense-of-mission marketing.

Answer : A

- (62) The main elements consisting the structure of marketing audit are:
(a) its marketing structure
(b) its marketing Activities
(c) organizations environment
(d) all of the above

Answer : D

- (63) Which one of these is the characteristics of consumer behavior on which the marketing management depends:
(a) Buyer behaviors is very dynamic
(b) buyer behavior is very easy
(c) consumer behavior only comprises of physical activities of consumer
(d) consumer behavior is not at all social in nature.

Answer : D

- (64) What is the name for the study of human populations in terms of size, density, location, age, gender, race, and other such details?
(a) Statistics
(b) Sociophysics
(c) The census
(d) Demographics

Answer : D

- (65) The customer relationship management is a process of:
(a) understanding the requirement of customers
(b) retaining customers
(c) attracting the new customers
(d) all of the above

Answer : D

- (66) When the purchase and sale of goods involve buyers and sellers of entire nation, it is known as:
(a) National market
(b) regional market
(c) local market
(d) world market

Answer : A

- (67) All of the following are considered to be drawbacks of local marketing EXCEPT:
(a) it can drive up manufacturing and marketing costs by reducing economies of scale.
(b) it can create logistical problems when the company tries to meet varied requirements.
(c) it can attract unwanted competition.
(d) it can dilute the brand's overall image.

Answer : C

(68) The buying situation in Marketing Management, when the purchasing department re-orders on a routine basis.

- (a) Modified rebuy
- (b) straight rebuy
- (c) new task
- (d) none of the above

Answer : B

(69) .In determining salesforce size, when a company groups accounts into different size classes and then determines the number of salespeople needed to call on them the desired number of times, it is called the:

- (a) key-size approach.
- (b) work-load approach.
- (c) product-need approach.
- (d) call- service approach.

Answer : B

(70) Unit cost is:

- (a) $VC + FC / \text{Unit Sales}$
- (b) $FC + VC - \text{Unit Sales}$
- (c) $\text{Unit Sales} + FC / VC$
- (d) $FC + \text{Unit Sales} / VC$

Answer : A

(71) AIDA is model related to

- (a) Selecting message
- (b) Selecting customer
- (c) Designing message
- (d) Designing target

Answer : C

(72) Which of the following does not belong to marketing control?

- (a) set specific marketing goals
- (b) measure marketing performance
- (c) evaluate market performance against objectives
- (d) understand organization culture

Answer : D

(73) Match the following
1. Transit advertisement (a) radio & TV
2. Outdoor advertisement (b) newspaper & magazine
3. Print media (c) ad on buses & moving vehicles
4. Broad cast media (d) billboards & electric displays

- (a) 1-b, 2-c, 3-a, 4-d
- (b) 1-a, 2-d, 3-c, 4-b
- (c) 1-c, 2-d, 3-b, 4-a
- (d) 1-a, 2-c, 3-b, 4-d

Answer : C

(74) The use of price points for reference to different levels of quality for a company's related products is typical of which product-mix pricing strategy?

- (a) Optional-product pricing
- (b) Captive-product pricing
- (c) By-product pricing



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(d) Product line pricing

Answer : D

(75) .Which of the following is not a feature of marketing research?

- (a) search for data
- (b) it is systematic
- (c) it is objective
- (d) none of the above

Answer : D

