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PAPER NO :3

Question No: 1 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

Which of the following stage of product life cycle is most expensive?

▶ Introduction

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1. New product development stage

- Very expensive
- No sales revenue
- Losses

▶ Growth

▶ Maturity

► Decline

Question No: 2 (Marks: 1) - Come join me in
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In which of the following demand for the product reduces because of technological advances, shifts in consumer tastes and increased competition?

- Introduction stage
- Growth stage
- Maturity stage
- Decline stage

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5. Decline stage

- Costs become counter-optimal
- Sales volume decline
- Prices, profitability diminish

Question No: 3 (Marks: 1) - Come join me in
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Which of the following is the degree to which new product matches the values and experiences of the individuals in the community?

- Innovation communicability
- Innovation divisibility
- Innovation compatibility

http://books.google.com.pk/books?id=6uU-Dz-sCIQC&pg=PA240&lpg=PA240&dq=Which+of+the+following+is+the+degree+to+which+new+product+matches+the+values+and+experiences+of+the+individuals+in+the+community+%3F&source=bl&ots=s1ryaA2cO9&sig=h6i0fn-Ry7Uu5qm-b2haBogwx8s&hl=en&ei=FqMdTemQL8mt8gOcoZjGBQ&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBwQ6AEwAQ#v=onepage&q&f=false

- ▶ Innovation complexity

Question No: 4 (Marks: 1) - Come join me in

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Which of the following is the leak-proof packaging that provides additional protection for the primary container?

- ▶ Primary packaging
- ▶ Secondary packaging
- ▶ Transport packaging

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The inward and outward protective function primarily places demands upon the strength, resistance and

<http://webcache.googleusercontent.com/search?q=cache:I12ne6q926gJ:www.scribd.com/doc/29839115/Role-of-Packaging-and-Design-of-a-Product+Transport+packaging+is+the+leak-proof+packaging+that+provides+additional+protection+for+the+primary+container&cd=6&hl=en&ct=clnk&gl=pk&source=www.google.com.pk>

- ▶ Decorative packaging

Question No: 5 (Marks: 1) - Come join me in

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ABC Co., a major Swedish multinational, provides an example of the power of innovative packaging and customer thinking. ABC Co. is involved in which of the following types of packaging that enables milk, fruit juice, and other perishable liquid foods to be distributed without refrigeration?

- ▶ Boxes
- ▶ Blister packs

- ▶ Cartons
- ▶ Aseptic packages

Aseptic' package that enables milk, fruit juice, and other perishable liquid foods to be distributed without

http://webcache.googleusercontent.com/search?q=cache:OoIyXdptkUYJ:www.businesstimes.co.tz/index.php%3Foption%3Dcom_content%26view%3Darticle%26id%3D388:abs-of-product-packaging-and-labeling-in-entrepreneurial-perception--part-i%26catid%3D37:column%26Itemid%3D15+Aseptic+packages+involved+in+packaging+that+enables+milk,+fruit+juice,+and+other+perishable+liquid+foods+to+be+distributed+without+refrigeration&cd=8&hl=en&ct=clnk&gl=pk&source=www.google.com.pk

Question No: 6 (Marks: 1) - Come join me in

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Which of the following brands is created specifically to counter a competitive threat?

- ▶ Premium brand
- ▶ Economy brand
- ▶ Fighting brand

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A fighting brand is a brand created specifically to counter a competitive threat.

- ▶ Corporate brand

Question No: 7 (Marks: 1) - Come join me in

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Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies the product or service?

- ▶ Label
- ▶ Co-brand
- ▶ Brand

A brand can take many forms, including a name, sign, symbol, color combination or slogan.

http://webcache.googleusercontent.com/search?q=cache:kWGm_p2FsQ4J:en.wikipedia.org/wiki/Brand+Brand+is+a+name,+term,+sign,+symbol,+design,+or+a+combination+of+these,+that+identifies+the+product+or+service&cd=1&hl=en&ct=clnk&gl=pk&source=www.google.com.pk

OR

http://interviewquestionsanswers.org/__is-a-name-term-sign-symbol-or-design-or-a-combination-of-these-that-identifies

- ▶ Product

Question No: 8 (Marks: 1) - Come join me in <http://groups.google.com/group/vustudymania>

When two or more well known brands are combined in an offer it is called:

- ▶ Private brand
- ▶ Multibrands
- ▶ Co-brand

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When two or more brands work together to market their products, this is referred to as Co-branding.

- ▶ New brand

Question No: 9 (Marks: 1) - Come join me in <http://groups.google.com/group/vustudymania>

To attract customers into stores, the store advertises its milk at a price less

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than cost, hoping that customers will purchase other groceries as well. Milk is acting as which of the following?

- ▶ Premium item
- ▶ On- sale item
- ▶ Discounted item
- ▶ Loss leader

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LOSS LEADER

In marketing, a loss leader is an item that is sold below cost in an effort to stimulate other profitable sales. It is a kind of sales promotion. There are several varieties of this profitable technique.

Question No: 10 (Marks: 1) - Come join me in

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Which of the following way of advertising can be used to attract passing pedestrian?

- ▶ Sponsorships
- ▶ Commercials
- ▶ Billboards

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BILLBOARD (ADVERTISING)

“A Billboard or Hoarding is a large outdoor signboard, usually wooden, found in places with high traffic such as cities, roads, motorways and highways. Billboards show large advertisements aimed at passing pedestrians and drivers”

- ▶ Catchy jingles

Question No: 11 (Marks: 1) - Come join me in

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Which of the following is the basic role of promotion?

- ▶ Interpretation
- ▶ Communication
- ▶ Manipulation
- ▶ Information

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Promotion Decisions

In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response.

Question No: 12 (Marks: 1) - Come join me in

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Which of the following is NOT generally recognized as an element of the promotion mix?

- ▶ Sales promotion
- ▶ Pricing

Coordinating the sales function with other parts of the promotional mix (such as advertising, sales promotion, public relations, and publicity)

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- ▶ Public relations
- ▶ Advertising

Question No: 13 (Marks: 1) - Come join me in

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IMC stands for what?

- ▶ Internal marketing community
- ▶ Integrated managing company
- ▶ Internal marketing communication

▶ Integrated marketing communication

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INTEGRATED MARKETING COMMUNICATIONS

Question No: 14 (Marks: 1) - Come join me in
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Which of the following offers an incentive to buy a product?

- ▶ Direct mail
- ▶ Public relations
- ▶ Sales promotion

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TRADE SALES PROMOTION TECHNIQUES

• Dealer loader

An incentive given to induce a retailer to purchase and display a product

- ▶ Advertising

Question No: 15 (Marks: 1) - Come join me in
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Which of the following is NOT a medium used for advertising?

- ▶ Publicity

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- ▶ Print media
- ▶ Television
- ▶ Radio

Question No: 16 (Marks: 1) - Come join me in
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Lost-and-found advertising on papyrus was common in which of the following:

- ▶ Rom and India
- ▶ Greece and India
- ▶ Rom and China
- ▶ Greece and Rom

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HISTORY

Egyptians used papyrus to create sales messages and wall posters, while lost-and-found advertising on papyrus was common in Greece and Rome.

Question No: 17 (Marks: 1) - Come join me in <http://groups.google.com/group/vustudymania>

Which of the following is NOT the form of complex sales?

- ▶ Real estate development
- ▶ Large fleet vehicle sales
- ▶ Mining equipment sales
- ▶ Commercial goods sales

Forms of complex sales

- Selling consulting engineering services
- Enterprise technology sales such as CRM or POS solutions
- Commercial insurance sales
- Real Estate development
- Large fleet vehicle sales
- Mining equipment sales (ie Caterpillar tractors and large tunnel boring machines)
- Scientific Solution Sales (Data analysis and management)

http://en.wikipedia.org/wiki/Complex_sales

Question No: 18 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

Which type of sales involves long sales cycles with multiple decision makers?

- ▶ Electronic sales
- ▶ Consultative sales
- ▶ Complex sales

http://en.wikipedia.org/wiki/Complex_sales

Complex sales involve long sales cycles with multiple decision makers.

- ▶ Direct sales

Question No: 19 (Marks: 1) - Come join me in

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Which of the following is an advantage of sales force management system for marketing manager?

- ▶ Identifying the best customers
- ▶ Identifying segments within market
- ▶ Identifying target market
- ▶ All of the given options

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Advantages to the Marketing Manager

It is also claimed to be useful for the marketing manager. It gives the marketing manager information that is useful in:

- Understanding the economic structure of industry
- Identifying segments within your market
- Identifying your target market
- Identifying your best customers

Question No: 20 (Marks: 1) - Come join me in
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Identify the type of promotion in which companies use celebrities for promotion.

- ▶ Personal selling
- ▶ Sales promotion
- ▶ Publicity

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PUBLICITY----DEFINITION

Publicity is the means of using an external entity (celebrities, people from the media, etc) to increase the awareness levels of the product, company, goods etc amongst the public and/or buying segment.

- ▶ Public relation

Question No: 21 (Marks: 1) - Come join me in
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What is the intention of vertical marketing for retailers and wholesalers?

- ▶ Increase cost
- ▶ Reduce channels
- ▶ Reduce control

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Other research indicates that vertical integration is a strategy which is best pursued at the mature stage of the market (or product). At earlier stages it can actually reduce profits

- ▶ Increase control

Question No: 22 (Marks: 1) - Come join me in
<http://groups.google.com/group/vustudymania>

Which of the following is NOT a production decision?

- ▶ Delivery of goods

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Tactical Activities

Production decisions, including contracting, locations, scheduling, and planning process definition.

- ▶ Contracting
- ▶ Planning process
- ▶ Scheduling

Question No: 23 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

Which of the following is a performance measure of efficiency of organization's logistics?

- ▶ Logistics engineering
- ▶ Market logistics
- ▶ Landed cost

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FUNCTIONS

Different performance measures are used to examine the efficiency of an organization's logistics.

The most popular and widely used performance measure is the landed cost.

- ▶ Market growth

Question No: 24 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

Which of the following is NOT a method of retailing?

- ▶ Counter-service
- ▶ Cross-selling

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The first is counter-service, once the only type of shop, but now rare except for selected items.

The second, and now more widely used method of retail, is self-service. Quickly increasing in importance are online shops, the third type,

- ▶ Self-service
- ▶ Online shop

Question No: 25 (Marks: 1) - Come join me in <http://groups.google.com/group/vustudymania>

Which of the following is NOT a psychological need?

- ▶ Need for affection

Maslow's hierarchy of needs is most often displayed as a pyramid. The lowest levels of the pyramid are made up of the most basic needs, while the more complex needs are located at the top of the pyramid. Needs at the bottom of the pyramid are basic physical requirements including the need for food, water, sleep and warmth.

<http://psychology.about.com/od/theoriesofpersonality/a/hierarchyneeds.htm>

- ▶ Need for food
- ▶ Need for water
- ▶ Need for sleep

Question No: 26 (Marks: 1) - Come join me in <http://groups.google.com/group/vustudymania>

Identify the projective technique in which a picture is shown and respondents are asked to make the story.

- ▶ Role playing
- ▶ Cartoon test

- ▶ Story completion
- ▶ Thematic apperception test

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5. Thematic apperception tests - respondents are shown a picture (or series of pictures) and asked to make up a story about the picture(s)

Question No: 27 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

A corporate VMS has the advantage of controlling the entire distribution chain under which of the following?

- ▶ A few intermediaries
- ▶ Mass distribution
- ▶ Single ownership

http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/32609/8347930.cw/content/index.html

MCQ # 11th

- ▶ A profit-maximizing strategic plan

Question No: 28 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

Global markets are engaged in all of the following decisions EXCEPT:

- ▶ What country to enter in?
- ▶ How to enter?
- ▶ How to adopt their product and services?
- ▶ What to sell to governmental organization?

Page 3

GLOBAL MARKETS

This is when we talk beyond frontiers; marketers are faced with tougher decisions for global markets.

Export of product is in itself a major undertaking. Which country to enter? How to enter? How to Price? How to communicate? are just a few important and underlying decisions.

Question No: 29 (Marks: 1) - Come join me in
<http://groups.google.com/group/vustudymania>

Which of the following involves the use and disposal of products as well as the study of how they are purchased?

- ▶ Consumer performance
- ▶ Consumer response
- ▶ Consumer behavior

Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may elicit a consumer response.

http://webcache.googleusercontent.com/search?q=cache:z_v_79RUvc4J:www.docstoc.com/docs/9461642/consumer-behavior-and-marketing-strategy+Consumer+behavior+involves+the+use+and+disposal+of+products+as+well+as+the+study+of+how+they+are+purchased.+Product+use+is+often+of+great+interest+to+the+marketer,+because+this+may+...+examine+consumer+response.&cd=2&hl=en&ct=clnk&gl=pk&source=www.google.com.pk

- ▶ Consumer relationship

Question No: 30 (Marks: 1) - Come join me in
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Maslow's hierarchy has a list of human needs from the most pressing to the

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least pressing. These include the following concepts:

- ▶ Self-actualization
- ▶ Need recognition

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- 1) Physiological (lowest)
- 2) Safety
- 3) Belongingness or social
- 4) Esteem
- 5) Self-actualization

OR

In order of importance, they are *physiological* needs, *safety* needs, *social* needs, *esteem* needs, and *self-actualization* needs.

PAGE # 68 in mgt 301 handouts

- ▶ Safety needs
- ▶ Social needs

Question No: 31 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

_____ are the sum of the _____ and _____ for any given level of production.

- ▶ Fixed costs; variable; total costs
- ▶ Fixed costs; total; variable costs
- ▶ Variable costs; fixed; total costs
- ▶ Total costs; fixed; variable costs

total cost = fixed costs + unit variable cost

http://webcache.googleusercontent.com/search?q=cache:FD8-jsS6lbAJ:en.wikipedia.org/wiki/Total_cost+Total+costs+are+the+sum+of+the+fixed+and+variable+costs+for+any+given+level+of+production.&cd=2&hl=en&ct=clnk&gl=pk&source=www.google.com.pk

Or

P#47

Fixed cost and variable cost, combined, equal total cost

Question No: 32 (Marks: 1) - Come join me in
<http://groups.google.com/group/vustudymania>

Which of the following concepts is defined as the “responsiveness of the quantity demanded of a good or service to a change in its price”?

▶ Price elasticity

http://en.wikipedia.org/wiki/Price_elasticity_of_demand

Price elasticity of demand (PED or E_d) is a measure used in economics to show the responsiveness, or elasticity, of the quantity demanded of a good or service to a change in its price.

- ▶ Break-even pricing
- ▶ Demand curve
- ▶ Target cost

Question No: 33 (Marks: 1) - Come join me in
<http://groups.google.com/group/vustudymania>

What are the tasks of the sales representative?

- ▶ Informing customers; information gathering; persuasion
- ▶ Installation and demonstration of products; project management; maintaining relationships
- ▶ Prospecting clients; relationship management; monitoring the competition
- ▶ All of the above

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7112/1820819.cw/content/index.html

MCQ # 10

Question No: 34 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____.

- ▶ Sales promotion
- ▶ Direct marketing
- ▶ Advertising

http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/32609/8348002.cw/content/index.html

2nd MCQ

- ▶ Personal selling

Question No: 35 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

Multi-component video news release (VNR's) is one of the tools of:

- ▶ Advertising
- ▶ Sales promotion
- ▶ Direct marketing
- ▶ Publicity

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Basic TOOLS of the Publicist are:

- Press Release
- Telephone press conferences
- In-studio media tours
- Multi-component video news releases (VNR's)
- Newswire stories

Question No: 36 (Marks: 1) - Come join me in
<http://groups.google.com/group/vustudymania>

“Unwillingness to change thought patterns that we have used in the past in the face of new circumstances” is showing which of the following concepts?

▶ Conservatism and inertia

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Conservatism and inertia - Unwillingness to change thought patterns that we have used in the past in the face of new circumstances.

- ▶ Experiential limitations
- ▶ Selective perception
- ▶ Source Credibility bias

Question No: 37 (Marks: 1) - Come join me in
<http://groups.google.com/group/vustudymania>

Global Market is also called as:

- ▶ Consumer market
- ▶ Import market
- ▶ Export market

Page # 2

Or

<http://webcache.googleusercontent.com/search?q=cache:J-JldKhgWDMJ:www.chinaexporthub.com/beauty-products/+Global+Market+is+also+called+as+Export+market&cd=4&hl=en&ct=clnk&gl=pk&source=www.google.com.pk>

Government market

Question No: 38 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

A good marketing strategy would be to promote the extensive use of market segmentation in the:

- ▶ Introduction
- ▶ Growth
- ▶ Maturity

<http://www.netmba.com/marketing/product/lifecycle/>

- ▶ Decline

Question No: 39 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

Pricing a product at 4.99 Rs rather than 5 Rs is an example of which of the following?

- ▶ Unit pricing
- ▶ Odd pricing

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Retail prices are often expressed as odd prices: a little less than a round number, e.g. \$19.99 or £6.95.

- ▶ Round down pricing
- ▶ One price policy

Question No: 40 (Marks: 1) - Come join me in

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The opportunity to deduct 2 percent from the bill if payment is made within 10 days is a:

- ▶ Trade discounts
- ▶ Quality discounts
- ▶ Cash discount

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• 2/10 net 30 - this means the buyer must pay within 30 days, but will receive a 2% discount if they pay within 10 days.

- ▶ Off price discounts

Question No: 41 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

If the firm's average total cost is equal to the price of the product at profit maximization then at what mode of operation the firm would be?

- ▶ Economic profit
- ▶ Normal profit

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A firm is said to be making a normal profit when its economic profit equals zero. This occurs where average total cost equals price at the profit-maximizing output.

- ▶ Loss minimizing
- ▶ Shut down

Question No: 42 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

If the price of product is between average total cost and average variable cost at profit maximization then at what mode of operation the firm would be?

- ▶ Economic profit
- ▶ Normal profit
- ▶ Loss minimizing

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If the price is between average total cost and average variable cost at the profit-maximizing output, then the firm is said to be in a loss-minimizing condition

- ▶ Shut down

Question No: 43 (Marks: 1) - Come join me in
<http://groups.google.com/group/vustudymania>

Industrial purchases usually refer to deal with:

- ▶ Retailers
- ▶ Wholesalers
- ▶ Agents
- ▶ Manufacturer

<http://books.google.com.pk/books?id=gaUQds55qtMC&pg=PA4&dq=industrial+purchas#v=onepage&q&f=false>

Question No: 44 (Marks: 1) - Come join me in
<http://groups.google.com/group/vustudymania>

Intense distribution:

- ▶ Involves the selection of small number of retailers
- ▶ Is usually used in the distribution of Candies and chewing gum

In intensive distribution, the product is sold to as many appropriate retailers or wholesalers as possible. Intensive distribution is appropriate for products such as chewing gum, candy bars, soft drinks, bread, film, and cigarettes

<http://www.arysy.com/typesdistrib.html>

- ▶ Requires very little use of whole sellers
- ▶ Bypass the intermediaries

Question No: 45 (Marks: 1) - Come join me in
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You are going to take a decision about a purchase and your decision is influenced by initial information you collected from a source. Identify the decision making style in this situation.

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- ▶ Repetition bias
- ▶ Group decision
- ▶ Anchoring

Anchoring - Decisions are unduly influenced by initial information that shapes our view of subsequent information.

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OR

Anchoring and adjustment – Decisions are unduly influenced by initial information that shapes our view of subsequent information

en.wikipedia.org/wiki/Decision_making -

- ▶ Selective perception

Question No: 46 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

Which of the following statements most closely relates to the consumer decision process?

- ▶ An important factor in problem recognition is changed financial status
- ▶ There are two major steps: internal search and external decision making.

Information search and decision making Consumers engage in both internal and external information search.

<http://www.consumerpsychologist.com/images/cb/Search.png>

- ▶ Attitude triggers the consumer decision process
- ▶ Routine purchases require both evaluation and search

Question No: 47 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

Marketing strategies that have been successful in one country often cannot be applied directly in international markets due to which of the following?

- ▶ Political differences
- ▶ Social differences
- ▶ Cultural differences

In markets that differ significantly from the domestic market, some products may have limited potential. Those differences may be climate and environmental factors, social and cultural factors.

<http://www.bizmove.com/export/m7b.htm>

- ▶ Economic differences

Question No: 48 (Marks: 1) - Come join me in

<http://groups.google.com/group/vustudymania>

The survey method of collecting data includes which of the following?

- ▶ Observations
- ▶ Personal interviews

[http://books.google.com.pk/books?](http://books.google.com.pk/books?id=5g6VttYWnjUC&pg=PA235&lpg=PA235&dq=su#v=onepage&q=su&f=false)

[id=5g6VttYWnjUC&pg=PA235&lpg=PA235&dq=su#v=onepage&q=su&f=false](http://books.google.com.pk/books?id=5g6VttYWnjUC&pg=PA235&lpg=PA235&dq=su#v=onepage&q=su&f=false)

- ▶ Reports
- ▶ Internal sales data

Question No: 49 (Marks: 3) *Come join me in*

<http://groups.google.com/group/vustudymania>

How the performance of a supply chain can be measured? Mention any three points.

Answer

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Different performance measures are used to examine the efficiency of an organization's logistics.

1. The most popular and widely used performance measure is the landed cost

2. Another performance measure equally important is the end customer filtrate.

"It is the percentage of customer demand which is satisfied immediately off-shelf".

3. Another much more popular derivative and a complete usage of the logistic term which has appeared in recent years is the supply chain.

Question No: 50 (Marks: 3) *Come join me in*
<http://groups.google.com/group/vustudymania>

What is the purpose of marketing research?

Answer

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Market Research is broader in scope and examines all aspects of a business environment. It asks questions about competitors, market structure, government regulations, economic trends, technological advances, and numerous other factors that make up the business environment.

- Environmental Scanning
- Product research
- New Product Development

Question No: 51 (Marks: 5) *Come join me in*
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A company is using sales force automation system and aims to increase customer's satisfaction. How sales force automation system can be helpful in attaining customer's satisfaction?

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Answer

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Sales Force Management Systems are information systems used in marketing and management that automate some sales and sales force management functions

These systems could increase customer satisfaction if they are used with wisdom. If the information obtained and analyzed with the system is used to create a product that matches or exceeds customer expectations, and the sales staff uses the system to service customers more expertly and diligently, then customers should be satisfied with the company. This will provide a competitive advantage because customer satisfaction leads to increased customer loyalty, reduced customer acquisition costs, reduced price elasticity of demand, and increased profit margins.

Question No: 52 (Marks: 5)

<http://groups.google.com/group/vustudymania>

How public relations are helpful in creating goodwill for organizations?

Answer

Page 83

PUBLIC RELATIONS

“Public Relations is the art and science of building relationships between an organization and its key publics. It is concerned with communications management”.

Corporations use marketing public relations (MPR) to convey information about the products they manufacture or services they provide to potential customers to support their direct sales efforts. Typically, they support sales in the short and long term, establishing and burnishing the corporation's branding for a strong, ongoing market.

- Corporations also use public-relations as a vehicle to reach legislators and other politicians, seeking favorable tax, regulatory, and other treatment, and

COMPOSED BY SADIA ALI SADI(MBA)

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PAPER NO :3

they may use public relations to portray themselves as enlightened employers, in support of human-resources recruiting programs.

Question No: 53 (Marks: 5) *Come join me in*
<http://groups.google.com/group/vustudymania>

Differentiate between economic and psychological models.

Answer

Page 100

Economic models - These models are largely quantitative and are based on the assumptions of rationality and near perfect knowledge. The consumer is seen to maximize their utility. See consumer theory. Game theory can also be used in some circumstances.

- Psychological models - These models concentrate on psychological and cognitive processes such as motivation and need reduction. They are qualitative rather than quantitative and build on sociological factors like cultural influences and family influences.

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PAPER NO :3

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MKT502 12 Finalterm Papers Solved By
Hafiz Salman Majeed & Maha Shah

1

FINALTERM EXAMINATION
Spring 2010
MKT501- Marketing Management (Session - 4)

Ref No:
Time: 90 min
Marks: 69

Question No: 1 (Marks: 1) - Please choose one

Which of the following stage of product life cycle is most expensive?

- ▶ **Introduction**
- ▶ Growth
- ▶ Maturity
- ▶ Decline

Question No: 2 (Marks: 1) - Please choose one

In which of the following demand for the product reduces because of technological advances, shifts in consumer tastes and increased competition?

- ▶ Introduction stage
- ▶ Growth stage
- ▶ Maturity stag
- ▶ **Decline stage**

Question No: 3 (Marks: 1) - Please choose one

Which of the following is the degree to which new product matches the values and experiences of the individuals in the community?

- ▶ Innovation communicability
- ▶ Innovation divisibility
- ▶ **Innovation compatibility**
- ▶ Innovation complexity

Question No: 4 (Marks: 1) - Please choose one

Which of the following is the leak-proof packaging that provides additional protection for the primary container?

- ▶ Primary packaging
- ▶ **Secondary packaging**
- ▶ Transport packaging
- ▶ Decorative packaging

Reference:

Note: Solve these papers by yourself

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[http://www.health.gov.au/internet/main/publishing.nsf/Content/669AEA2191BA97E9CA257371000F1944/\\$File/TransPathSpecSept07.pdf](http://www.health.gov.au/internet/main/publishing.nsf/Content/669AEA2191BA97E9CA257371000F1944/$File/TransPathSpecSept07.pdf)

Secondary packaging

Leak-proof packaging that provides additional protection for the primary receptacle(s); it may include absorbent material.

Question No: 5 (Marks: 1) - Please choose one

ABC Co., a major Swedish multinational, provides an example of the power of innovative packaging and customer thinking. ABC Co. is involved in which of the following types of packaging that enables milk, fruit juice, and other perishable liquid foods to be distributed without refrigeration?

- ▶ Boxes
- ▶ Blister packs
- ▶ Cartons
- ▶ **Aseptic packages**

Question No: 6 (Marks: 1) - Please choose one

Which of the following brands is created specifically to counter a competitive threat?

- ▶ Premium brand
- ▶ Economy brand
- ▶ **Fighting brand**
- ▶ Corporate brand

Question No: 7 (Marks: 1) - Please choose one

Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies the product or service?

- ▶ Label
- ▶ Co-brand
- ▶ **Brand**
- ▶ Product

Question No: 8 (Marks: 1) - Please choose one

When two or more well known brands are combined in an offer it is called:

- ▶ Private brand
- ▶ Multibrands
- ▶ **Co-brand**
- ▶ New brand

Question No: 9 (Marks: 1) - Please choose one

To attract customers into stores, the store advertises its milk at a price less than cost,

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hoping that customers will purchase other groceries as well. Milk is acting as which of the following?

- ▶ Premium item
- ▶ On- sale item
- ▶ Discounted item
- ▶ **Loss leader**

Question No: 10 (Marks: 1) - Please choose one

Which of the following way of advertising can be used to attract passing pedestrian?

- ▶ Sponsorships
- ▶ Commercials
- ▶ **Billboards**
- ▶ Catchy jingles

Question No: 11 (Marks: 1) - Please choose one

Which of the following is the basic role of promotion?

- ▶ Interpretation
- ▶ **Communication**
- ▶ Manipulation
- ▶ Information

Reference:

Promotion is communication that builds and maintains favorable relationships by informing and persuading....

http://books.google.com.pk/books?id=IFLiOllsxWwC&pg=PA392&dq=basic+role+of+promotion+is+communication&hl=en&ei=MxhlTdyxFoKXOvnjxJgG&sa=X&oi=book_result&ct=result&resnum=1&ved=0CC4Q6AEwAA

Question No: 12 (Marks: 1) - Please choose one

Which of the following is NOT generally recognized as an element of the promotion mix?

- ▶ Sales promotion
- ▶ **Pricing**
- ▶ Public relations
- ▶ Advertising

Question No: 13 (Marks: 1) - Please choose one

IMC stands for what?

- ▶ Internal marketing community
- ▶ Integrated managing company
- ▶ Internal marketing communication
- ▶ **Integrated marketing communication**

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Question No: 14 (Marks: 1) - Please choose one

Which of the following offers an incentive to buy a product?

- ▶ Direct mail
- ▶ Public relations
- ▶ **Sales promotion**
- ▶ Advertising

Question No: 15 (Marks: 1) - Please choose one

Which of the following is NOT a medium used for advertising?

- ▶ **Publicity**
- ▶ Print media
- ▶ Television
- ▶ Radio

Question No: 16 (Marks: 1) - Please choose one

Lost-and-found advertising on papyrus was common in which of the following:

- ▶ Rom and India
- ▶ Greece and India
- ▶ Rom and China
- ▶ **Greece and Rom**

Question No: 17 (Marks: 1) - Please choose one

Which of the following is NOT the form of complex sales?

- ▶ Real estate development
- ▶ Large fleet vehicle sales
- ▶ Mining equipment sales
- ▶ **Commercial goods sales**

Ref:

http://en.wikipedia.org/wiki/Complex_sales

Question No: 18 (Marks: 1) - Please choose one

Which type of sales involves long sales cycles with multiple decision makers?

- ▶ Electronic sales
- ▶ Consultative sales
- ▶ **Complex sales**
- ▶ Direct sales

Question No: 19 (Marks: 1) - Please choose one

Which of the following is an advantage of sales force management system for marketing manager?

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- ▶ Identifying the best customers
- ▶ Identifying segments within market
- ▶ Identifying target market
- ▶ **All of the given options**

Question No: 20 (Marks: 1) - Please choose one

Identify the type of promotion in which companies use celebrities for promotion.

- ▶ Personal selling
- ▶ Sales promotion
- ▶ **Publicity**
- ▶ Public relation

Question No: 21 (Marks: 1) - Please choose one

What is the intention of vertical marketing for retailers and wholesalers?

- ▶ Increase cost
- ▶ Reduce channels
- ▶ Reduce control
- ▶ **Increase control**

Question No: 22 (Marks: 1) - Please choose one

Which of the following is NOT a production decision?

- ▶ **Delivery of goods**
- ▶ Contracting
- ▶ Planning process
- ▶ Scheduling

Question No: 23 (Marks: 1) - Please choose one

Which of the following is a performance measure of efficiency of organization's logistics?

- ▶ Logistics engineering
- ▶ Market logistics
- ▶ **Landed cost**
- ▶ Market growth

Question No: 24 (Marks: 1) - Please choose one

Which of the following is NOT a method of retailing?

- ▶ Counter-service
- ▶ **Cross-selling**
- ▶ Self-service
- ▶ Online shop

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Question No: 25 (Marks: 1) - Please choose one

Which of the following is NOT a psychological need?

- ▶ **Need for affection**
- ▶ Need for food
- ▶ Need for water
- ▶ Need for sleep

Ref:

http://en.wikipedia.org/wiki/Maslow%27s_hierarchy_of_needs

Question No: 26 (Marks: 1) - Please choose one

Identify the projective technique in which a picture is shown and respondents are asked to make the story.

- ▶ Role playing
- ▶ Cartoon test
- ▶ Story completion
- ▶ **Thematic apperception test**

Question No: 27 (Marks: 1) - Please choose one

A corporate VMS has the advantage of controlling the entire distribution chain under which of the following?

- ▶ A few intermediaries
- ▶ Mass distribution
- ▶ **Single ownership**
- ▶ A profit-maximizing strategic plan

Ref:

http://wps.pearsoned.co.uk/ema_mk_he_harker_mktgintro_1/127/32609/8347930.cw/content/index.html

Question No: 28 (Marks: 1) - Please choose one

Global markets are engaged in all of the following decisions EXCEPT:

- ▶ What country to enter in?
- ▶ How to enter?
- ▶ How to adopt their product and services?
- ▶ **What to sell to governmental organization?**

Question No: 29 (Marks: 1) - Please choose one

Which of the following involves the use and disposal of products as well as the study of how they are purchased?

- ▶ Consumer performance
- ▶ Consumer response
- ▶ **Consumer behavior**
- ▶ Consumer relationship

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REF: http://www.consumerpsychologist.com/cb_Introduction.html

Question No: 30 (Marks: 1) - Please choose one

Maslow's hierarchy has a list of human needs from the most pressing to the least pressing. These include all of the following EXCEPT:

- ▶ Self-actualization
- ▶ **Need recognition**
- ▶ Safety needs
- ▶ Social needs

Question No: 31 (Marks: 1) - Please choose one

_____ are the sum of the _____ and _____ for any given level of production.

- ▶ Fixed costs; variable; total costs
- ▶ Fixed costs; total; variable costs
- ▶ Variable costs; fixed; total costs
- ▶ **Total costs; fixed; variable costs**

Question No: 32 (Marks: 1) - Please choose one

Which of the following concepts is defined as the "responsiveness of the quantity demanded of a good or service to a change in its price"?

- ▶ **Price elasticity**
- ▶ Break-even pricing
- ▶ Demand curve
- ▶ Target cost

Question No: 33 (Marks: 1) - Please choose one

What are the tasks of the sales representative?

- ▶ Informing customers; information gathering; persuasion
- ▶ Installation and demonstration of products; project management; maintaining relationships
- ▶ Prospecting clients; relationship management; monitoring the competition
- ▶ **All of the above**

Question No: 34 (Marks: 1) - Please choose one

Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____.

- ▶ Sales promotion
- ▶ Direct marketing
- ▶ **Advertising**
- ▶ Personal selling

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Question No: 35 (Marks: 1) - Please choose one

Multi-component video news release (VNR's) is one of the tools of:

- ▶ Advertising
- ▶ Sales promotion
- ▶ Direct marketing
- ▶ **Publicity**

Question No: 36 (Marks: 1) - Please choose one

“Unwillingness to change thought patterns that we have used in the past in the face of new circumstances” is showing which of the following concepts?

- ▶ **Conservatism and inertia**
- ▶ Experiential limitations
- ▶ Selective perception
- ▶ Source Credibility bias

Question No: 37 (Marks: 1) - Please choose one

Global Market is also called as:

- ▶ Consumer market
- ▶ Import market
- ▶ **Export market**
- ▶ Government market

Question No: 38 (Marks: 1) - Please choose one

A good marketing strategy would be to promote the extensive use of market segmentation in the:

- ▶ Introduction
- ▶ Growth
- ▶ **Maturity**
- ▶ Decline

For ref

http://books.google.com.pk/books?id=gY_bIe2d6-YC&pg=PA58&lpg=PA58&dq=good+marketing+strategy+would+be+to+promote+the+extensive+use+of+market+segmentation+in+the:++++++%E2%96%BA+Introduction++++++%E2%96%BA+Growth++++++%E2%96%BA+Maturity++++++%E2%96%BA+Decline&source=bl&ots=sewnh-Ymt_&sig=vxVJkGNGTMMF2DiVDiY5e14X-o38&hl=en&ei=GO4nTc2oOsWs8gPa7tC_Ag&sa=X&oi=book_result&ct=result&resnum=8&ved=0CEkQ6AEwBw#v=onepage&q&f=false

Question No: 39 (Marks: 1) - Please choose one

Pricing a product at 4.99 Rs rather than 5 Rs is an example of which of the following?

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- ▶ Unit pricing
- ▶ **Odd pricing**
- ▶ Round down pricing
- ▶ One price policy

Question No: 40 (Marks: 1) - Please choose one

The opportunity to deduct 2 percent from the bill if payment is made within 10 days is a:

- ▶ Trade discounts
- ▶ Quality discounts
- ▶ **Cash discount**
- ▶ Off price discounts

Question No: 41 (Marks: 1) - Please choose one

If the firm's average total cost is equal to the price of the product at profit maximization then at what mode of operation the firm would be?

- ▶ Economic profit
- ▶ **Normal profit** (Page-50)
- ▶ Loss minimizing
- ▶ Shut down

Question No: 42 (Marks: 1) - Please choose one

If the price of product is between average total cost and average variable cost at profit maximization then at what mode of operation the firm would be?

- ▶ Economic profit
- ▶ Normal profit
- ▶ **Loss minimizing** (Page-50)
- ▶ Shut down

Question No: 43 (Marks: 1) - Please choose one

Industrial purchases usually refer to deal with:

- ▶ Retailers
- ▶ Wholesalers
- ▶ Agents
- ▶ **Manufacturer**

http://books.google.com.pk/books?id=gaUQds55qtMC&pg=PA4&dq=industrial+purchases+goods&hl=en&ei=Je1NTfmCCJSA4QaA1dmmCQ&sa=X&oi=book_result&ct=result&resnum=5&ved=0CDSQ6AEwBA#v=onepage&q=industrial%20purchases%20goods&f=false

Question No: 44 (Marks: 1) - Please choose one

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Intense distribution:

- ▶ Involves the selection of small number of retailers
- ▶ **Is usually used in the distribution of Candies and chewing gum**
- ▶ Requires very little use of whole sellers
- ▶ Bypass the intermediaries

REF:

http://docs.google.com/viewer?a=v&q=cache:K2sqTZN1wr4J:140.114.53.170:8080/StudentProject/NTUTProject/Projects/Others/AKMAI8_IRCD/content/Chapter_10/Asses/TIF/armstrong_mai08_tif_10.doc+Intensive+distribution:+%E2%96%BA+Involves+the+selection+of+small+number+of+retailers+%E2%96%BA+Is+usually+used+in+the+distribution+of+Candies+and+chewing+gum+%E2%96%BA+Requires+very+little+use+of+whole+sellers+%E2%96%BA+Bypass+the+intermediaries&hl=en&gl=pk&pid=bl&srcid=ADGEESh6awm672fHjyyQlehQwBI8UBC-_yEAQjHamgXEfovX7f83TBcGxmxDEdEZMh6VVIfZ0s9nKVNRiueYUkMLRo4eg30fuD-pyV2YwwzQq37AmipIE72D5QA2GiiwZ9JQ9EY9a_Gi&sig=AHIEtbTi9aTS-F9h2bTMewhvNVXtttdPs9A

Question No: 45 (Marks: 1) - Please choose one

You are going to take a decision about a purchase and your decision is influenced by initial information you collected from a source. Identify the decision making style in this situation.

- ▶ Repetition bias
- ▶ Group decision
- ▶ **Anchoring** (PAGE-101)
- ▶ Selective perception

Question No: 46 (Marks: 1) - Please choose one

Which of the following statements most closely relates to the consumer decision process?

- ▶ An important factor in problem recognition is changed financial status
- ▶ **There are two major steps: internal search and external decision making.**
- ▶ Attitude triggers the consumer decision process
- ▶ Routine purchases require both evaluation and search

<http://html.incondelvago.com/consumer-decision-process.html>

Question No: 47 (Marks: 1) - Please choose one

Marketing strategies that have been successful in one country often cannot be applied directly in international markets due to which of the following?

- ▶ Political differences
- ▶ Social differences

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▶ **Cultural differences**

- ▶ Economic differences

Question No: 48 (Marks: 1) - Please choose one

The survey method of collecting data includes which of the following?

- ▶ Observations
- ▶ **Personal interviews**
- ▶ Reports
- ▶ Internal sales data

2

FINAL TERM EXAMINATION
Spring 2010
MKT501- Marketing Management (Session - 4)

Time: 90 min

Marks: 69

Question No: 1 (Marks: 1) - Please choose one

Which of the following are the products bought by individuals and organizations for further processing or for use in conducting a business?

- ▶ Specialty
- ▶ **Industrial**
- ▶ Shopping
- ▶ Consumer

Reference:

Industrial product: Products bought by individuals and organizations for further processing or for use in conducting a business.

Question No: 2 (Marks: 1) - Please choose one

Introducing a new product into the market is called:

- ▶ **Commercialization**
- ▶ Experimenting
- ▶ Beta testing
- ▶ Test marketing

Reference:

Commercialization is the process or cycle of introducing a new product into the market

Question No: 3 (Marks: 1) - Please choose one

In which of the following, the marketer tries his best to include word of caution for using the product?

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- ▶ **Labeling**
- ▶ Packaging
- ▶ Bundling
- ▶ Positioning

Question No: 4 (Marks: 1) - Please choose one

Which of the following best describes 3/10 net 40 ROG?

- ▶ The buyer must pay within 10 days of receipt of goods but will receive 3% discount if paid in 10 days
- ▶ The buyer must pay within 3 days of receipt of goods but will receive 10% discount if paid in 40 days
- ▶ The buyer must pay within 10 days of receipt of goods but will receive 3% discount if paid in 40 days
- ▶ **The buyer must pay within 40 days of receipt of goods but will receive 3% discount if paid in 10 days**

Reference:

(P#43) Example

Question No: 5 (Marks: 1) - Please choose one

Of the following, what refers to raising awareness about specific issues and to modify public attitudes?

- ▶ **Public service announcement**
- ▶ TV commercials
- ▶ Enrichment and education
- ▶ Public relations

Reference:

Public Service Announcements (PSAs) are non-commercial advertisements focusing on social issues. They are intended to modify public attitudes by raising awareness of a specific issue or concern.

Question No: 6 (Marks: 1) - Please choose one

A company manufactures shoes. The company incurred costs i.e. Rs.500, 000 for rent of the factory, Rs.20000 for transportation cost, Rs. 100, 000 for electricity bill and Rs. 600, 000 for raw material consumed. The variable cost for the company is Rs:

- ▶ **720,000**
- ▶ 700,000
- ▶ 600,000
- ▶ 500,000

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Question No: 7 (Marks: 1) - Please choose one

In analyzing and building up a product portfolio a company can use:

- ▶ Boston Consulting Group matrix
- ▶ Contribution Margin analysis
- ▶ General Electric model
- ▶ **All of the given options**

Reference:

Lecture 25 Page 54

Question No: 8 (Marks: 1) - Please choose one

Which of the following is the basic role of promotion?

- ▶ Interpretation
- ▶ **Communication**
- ▶ Manipulation
- ▶ Information

Reference:

Promotion is communication that builds and maintains favorable relationships by informing and persuading....

http://books.google.com.pk/books?id=IFLiOllsxWwC&pg=PA392&dq=basic+role+of+promotion+is+communication&hl=en&ei=MxhLTdyxFoKXOvnjxJgG&sa=X&oi=book_result&ct=result&resnum=1&ved=0CC4Q6AEwAA

Question No: 9 (Marks: 1) - Please choose one

Which of the following is NOT method of promotion?

- ▶ Direct mail
- ▶ Public relations
- ▶ **Retailing**
- ▶ Advertising

Reference:

Lecture 26 Page 56

Question No: 10 (Marks: 1) - Please choose one

Which of the following offers a reason to buy the product?

- ▶ Coupons
- ▶ Sales promotion
- ▶ Price pack deal
- ▶ **Advertising**

Reference:

Besides the above marketing techniques, sales promotion is another important consideration when the product is in the introductory phase. According to Kotler and Armstrong in Principles of Marketing, "Sales promotion consists of short-term incentives to encourage purchase or sales of a product or service. Whereas advertising offers reasons to buy a product or service, sales promotion offers reason to buy now." Promotions can

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include free samples, rebates, and coupons.

Question No: 11 (Marks: 1) - Please choose one

How marketing manager can develop strategies for each product using information from sales force management system?

- ▶ Using communication mix variables
- ▶ **Using marketing mix variables**
- ▶ Using product mix variables
- ▶ Using promotion mix variables

Reference:

Developing marketing strategies for each of your products using the marketing mix variables of price, product, distribution, and promotion

http://www.wordiq.com/definition/Sales_force_management_system

Question No: 12 (Marks: 1) - Please choose one

In which of the following the sales force management systems are used?

- ▶ Selling and management
- ▶ Marketing and advertisement
- ▶ **Management and marketing**
- ▶ Management and advertisement

Reference:

Sales force management systems are used in the management and marketing worlds to streamline and automate everyday sales processes and functions.

Question No: 13 (Marks: 1) - Please choose one

Which of the following is a ready made business, transferred from one place to other?

- ▶ Whole selling
- ▶ Retailing
- ▶ **Franchising**
- ▶ Direct selling

Reference:

<http://en.wikipedia.org/wiki/Franchising>

Question No: 14 (Marks: 1) - Please choose one

A vertical marketing system (VMS), in which independent firms at different levels of production and distribution, join together through contracts to obtain more economies or sales impact than they could achieve alone. What does this statement refers to?

- ▶ Corporate VMS
- ▶ Conventional VMS
- ▶ Administered VMS

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▶ **Contractual VMS**

Reference:

A contractual VMS is a vertical marketing system in which independent firms at different levels of production and distribution join together through contracts to obtain more economies or sales impact than they could achieve alone

Question No: 15 (Marks: 1) - Please choose one

Which of the following is a type of vertical marketing system?

- ▶ Franchise
- ▶ Direct selling
- ▶ Mail order
- ▶ **Retailing**

Reference:

A **vertical marketing system (VMS)** is a distribution channel structure in which producers, wholesalers, and retailers act as a unified system.

Question No: 16 (Marks: 1) - Please choose one

Which of the following is NOT included in logistics?

- ▶ Purchasing
- ▶ Transporting
- ▶ Storage
- ▶ **Financing**

Reference:

Lecture 38 Page 94

Question No: 17 (Marks: 1) - Please choose one

In how many ways the consumer buying behavior can be analyzed?

- ▶ Five
- ▶ Four
- ▶ **Three**
- ▶ Two

Reference:

Lecture 40 Page 99

Question No: 18 (Marks: 1) - Please choose one

Which of the following is NOT a psychological need?

- ▶ **Need for affection**
- ▶ Need for food
- ▶ Need for water
- ▶ Need for sleep

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Reference:

Social needs for belonging and affection.

Question No: 19 (Marks: 1) - Please choose one

Which of the following is an opportunity in an organization?

- ▶ Competitors developing new products
- ▶ The relaxation or abolition of international tariffs
- ▶ **New machinery or equipment**
- ▶ Lack of computing expertise

Question No: 20 (Marks: 1) - Please choose one

In which of the following research technique data is not analyzed statistically?

- ▶ **Qualitative**
- ▶ Quantitative
- ▶ Operational
- ▶ Functional

Reference:

Lecture 44 Page 109

Question No: 21 (Marks: 1) - Please choose one

What does RFP stand for?

- ▶ **Request for proposal**
- ▶ Response for price
- ▶ Response for product
- ▶ Request for promotion

Reference:

Lecture 31 Page 72

Question No: 22 (Marks: 1) - Please choose one

The Cargo business covers which of the following decisions under the marketing mix strategy?

- ▶ Product
- ▶ Price
- ▶ **Placement**
- ▶ Promotional

Question No: 23 (Marks: 1) - Please choose one

In which section of the marketing plan you would find the detailed information about the marketing environment, market trends, customers and competitors?

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- ▶ Situation analysis
- ▶ Product/market background
- ▶ Marketing strategies
- ▶ **Market analysis**

Reference:

Lecture 7 Page 15

Question No: 24 (Marks: 1) - Please choose one

Which of the following strategies requires premium pricing?

- ▶ Target market strategy
- ▶ Market segmentation strategy
- ▶ **Differentiation strategy**
- ▶ Cost leadership strategy

Reference:

Lecture 10 Page 20

Question No: 25 (Marks: 1) - Please choose one

Which of the following is the total process of moving goods from a manufacturer to a customer in the most timely and cost-efficient manner possible?

- ▶ Financing
- ▶ **Logistics**
- ▶ Warehousing
- ▶ Storing

Reference:

Logistics is the process of moving goods from a manufacturer to a customer in the most timely and cost-efficient manner possible

Question No: 26 (Marks: 1) - Please choose one

Which of the following is NOT included in the financial summary of a marketing plan?

- ▶ Pro-forma income statement
- ▶ **Month-by-month agenda**
- ▶ Breakeven analysis
- ▶ Assumptions

Reference:

Financial Summary

Assumptions, pro-forma monthly income statement, contribution margin analysis, breakeven analysis. This information must be very formally done at this stage

Question No: 27 (Marks: 1) - Please choose one

Various studies have indicated that good sales people have various traits including which of the following?

- ▶ Soft-spoken
- ▶ Honest

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- ▶ Persistency
- ▶ **All of the above**

Reference:

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7112/1820819.cw/content/index.html

Question#17

Question No: 28 (Marks: 1) - Please choose one

Which one of the following functions is being performed by wholesaler when they provide a sales force that helps manufacturers reach many small business customers at a relatively low cost.

- ▶ **Selling and promoting**
- ▶ Bulk breaking
- ▶ Financing
- ▶ Market information

Reference:

http://books.google.com.pk/books?id=fM33afZnVy8C&pg=PA189&lpg=PA189&dq=wholesaler+when+they+provide+a+sales+force+that+helps+manufacturers+reach+many+small+business+customers+at+a+relatively+low+cost.&source=bl&ots=_FE7qtpH50&sig=IEpHpjPcJruVXkRJNcBQx8WkmW8&hl=en&ei=_WM0TcuDHMimhAem2JyXCw&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBsQ6AEwAQ#v=onepage&q&f=false

Page 189 Point No 5

Question No: 29 (Marks: 1) - Please choose one

Which of the following options reflects the advantage of window shopping?

- ▶ We get a familiarity of the new items
- ▶ We can compare the brand, price and color of the items
- ▶ We spend time in an enjoyable way
- ▶ **All of the given options**

Question No: 30 (Marks: 1) - Please choose one

In recent years, _____ has been growing fast. This includes selling to final consumers through direct mail, catalogs, telephone and the Internet.

- ▶ Specialty store
- ▶ Shopping center
- ▶ Superstore
- ▶ **Nonstore retailing**

Reference:

Non store retailing : selling to final consumers through direct mail, catalogs, telephone,

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the internet, tv home shopping, home and office parties, and door to door

Question No: 31 (Marks: 1) - Please choose one

“The ideas or images attached by the supplier (for example by advertising)” reflect which of the following stimuli received by consumer from his or her environment?

- ▶ Social
- ▶ Significant
- ▶ **Symbolic**
- ▶ Public

Reference:

Lecture 40 Page 98

Question No: 32 (Marks: 1) - Please choose one

In which of the following researches, researcher creates a quasi-artificial environment to control spurious factors and then manipulates at least one of the variables?

- ▶ Qualitative marketing research
- ▶ Quantitative marketing research
- ▶ **Experimental techniques**
- ▶ Observational techniques

Reference:

Lecture 44 Page 109

Question No: 33 (Marks: 1) - Please choose one

The focus of marketing management is:

- ▶ Analysis of market
- ▶ Coordination among market players
- ▶ Distribution of products
- ▶ **Beneficial exchange between customers and producers**

REF:

In other words, marketing management refers to planning, organizing, directing and control of the activities which facilitate exchange of goods and services between producers and consumers or users of products and services. Thus the focus of marketing management is on achieving desired exchange outcomes with the target markets.

Question No: 34 (Marks: 1) - Please choose one

The classification of consumer goods into the categories of convenience, shopping, and specialty goods are based upon:

- ▶ The marketing manager's decision
- ▶ The consumer's input
- ▶ The industry's perception

Note: Solve these papers by yourself

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▶ **Consumer buying habits**

Question No: 35 (Marks: 1) - Please choose one

Among the following, the items that would seldom be test marketed are:

- ▶ **Instant coffees**
- ▶ Microwave ovens
- ▶ Breakfast cereals
- ▶ Cosmetics

Reason:-
Teacher Said.

Question No: 36 (Marks: 1) - Please choose one

Creating a package design that features a gold crest with a heavy maroon accent is a way of assisting in marketing the product by which of the following?

- ▶ Making the product more convenient to use
- ▶ Producing a package that can be easily used
- ▶ **Evoking the product image through package design**
- ▶ Producing package that is cost effective

Question No: 37 (Marks: 1) - Please choose one

Which of the following is quick in innovation?

- ▶ Capital goods
- ▶ Food items
- ▶ Industrial goods
- ▶ **IT products**

Question No: 38 (Marks: 1) - Please choose one

In an industry with many competing brands, which of the following would be used for new products?

- ▶ Competitive pricing
- ▶ **Penetration pricing**
- ▶ Skimming pricing
- ▶ Cost plus pricing

Question No: 39 (Marks: 1) - Please choose one

Costs that do not vary with production or sales level are referred as _____.

- ▶ **Fixed costs**
- ▶ Variable costs
- ▶ Total costs
- ▶ Unit costs

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Question No: 40 (Marks: 1) - Please choose one

Which is the most common method used to set the pricing structure?

- ▶ Having the sales representative set the prices
- ▶ Having the industry set the prices of firm
- ▶ Having the government set the prices for the firm
- ▶ **Having a pricing committee to set the prices**

Question No: 41 (Marks: 1) - Please choose one

Manufacturers of shampoos often send out free samples of their products with the magazines. This illustrates the use of which of the following element of promotional mix?

- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Direct mail
- ▶ Advertising

Question No: 42 (Marks: 1) - Please choose one

Which of the following offers cash to customers who purchases a specific product within a specified time period?

- ▶ **Rebates**
- ▶ Coupons
- ▶ Contests
- ▶ Free travel

Reference:

A cash-back or rebate program is a program in which you reward customers with a cash rebate. This could be a dollar amount or a percentage. You might do this in a number of ways – you might rebate a certain amount of cash in return for the customer buying a specific product or service, you might pay a cash rebate for the customer reaching a certain threshold dollar amount in purchases from you, you might pay a cash-back for the customer buying a certain amount of products or services during a period of time, or you might offer a rebate based on some other criteria.

Question No: 43 (Marks: 1) - Please choose one

According to many sales management experts, the very essence of sales process is:

- ▶ **Prospecting**
- ▶ Presentation
- ▶ Approach
- ▶ Close of sale

Reference:

Many sales management experts consider prospecting to be the very essence of the sales process.

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Question No: 44 (Marks: 1) - Please choose one

Negotiation is also called as:

- ▶ Dispute formation
- ▶ **Dispute resolution**
- ▶ Dispute communication
- ▶ Dispute propagation

Reference:

Lecture 32 Page 75

Question No: 45 (Marks: 1) - Please choose one

Business firms that operate between producers and consumers are called:

- ▶ Intermediaries
- ▶ Retailers
- ▶ Wholesalers
- ▶ **All of the given options**

Reference:

Marketing Intermediaries

Middlemen, are the marketing institutions in the distribution channel

Business firms that operate between producers and consumers or industrial purchasers

Question No: 46 (Marks: 1) - Please choose one

When individuals open saving account, buy life insurance, or join health clubs to improve their physical conditions, they are probably seeking to satisfy their:

- ▶ Esteem needs
- ▶ **Safety needs**
- ▶ Social needs
- ▶ Physiological needs

Question No: 47 (Marks: 1) - Please choose one

Marketing research consists of generating information to:

- ▶ Identify and define marketing opportunities
- ▶ Evaluate marketing actions
- ▶ Monitor marketing performances
- ▶ **All of the given options**

Question No: 48 (Marks: 1) - Please choose one

During an exploratory research, a researcher may:

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- ▶ Conduct a sales analysis
- ▶ Discuss the problem with the sales personnel
- ▶ Conduct marketing cost analysis
- ▶ **All of the given options**

3

FINAL TERM EXAMINATION
Spring 2010

MKT501- Marketing Management (Session - 4)

Ref No:
Time: 90 min
Marks: 69

Question No: 1 (Marks: 1) - Please choose one

Critical path analysis is a part of which of the following?

- ▶ **Implementation stage**
- ▶ Marketing strategies
- ▶ Executive summary
- ▶ Financial summary

Reference:

Lecture 8 Page 16

Question No: 2 (Marks: 1) - Please choose one

Packaging used for the ice creams is an example of which of the following?

- ▶ Decorative packaging
- ▶ Transport packaging
- ▶ Secondary packaging
- ▶ **Primary packaging**

Question No: 3 (Marks: 1) - Please choose one

A brand targeted to a high price elasticity market segment is called:

- ▶ Premium brand
- ▶ **Economy brand**
- ▶ Fighting brand
- ▶ Costly brand

Reference:

An **Economy brand** is a brand targeted to a high price elasticity market segment

Question No: 4 (Marks: 1) - Please choose one

All of the following are true about price EXCEPT:

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▶ **Price is independent of the other elements of the marketing mix**

- ▶ Price is the monetary value of a product
- ▶ Price is most flexible tool in the marketing mix
- ▶ Price is marketing mix element which produces revenue

Reference:

Page 39

Question No: 5 (Marks: 1) - Please choose one

Which of the following price will be used for the heart pacemaker?

- ▶ Skimming price
- ▶ Penetration price
- ▶ Psychological price
- ▶ **Premium price**

Reference:

Lecture 18 Page 39

Question No: 6 (Marks: 1) - Please choose one

During which year a revolution came that transformed advertising into a modern, more scientific approach in which creativity was focused making advertisements interesting to read?

- ▶ 1913s
- ▶ 1940s
- ▶ **1960s**
- ▶ 1930s

Reference:

Lecture 28 Page 61

Question No: 7 (Marks: 1) - Please choose one

When was mass media introduced?

- ▶ 1950s
- ▶ 1940s
- ▶ 1930s
- ▶ **1920s**

Reference:

Lecture 29 Page 65

Question No: 8 (Marks: 1) - Please choose one

A company is offering a reduced price if you buy two t-shirts instead of just one. Identify the type of price discrimination?

- ▶ First degree discrimination
- ▶ Forth degree discrimination
- ▶ Third degree discrimination

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▶ **Second degree discrimination**

Question No: 9 (Marks: 1) - Please choose one

Which of the following offers an incentive to buy a product?

- ▶ Direct mail
- ▶ Public relations
- ▶ **Sales promotion**
- ▶ Advertising

Question No: 10 (Marks: 1) - Please choose one

Nido has advertised that get 5% extra milk for the same price. Identify the type of consumer sales promotion technique used by Nido.

- ▶ Cents-off deal
- ▶ Price deal
- ▶ Loyalty rewards program
- ▶ **Price-pack deal**

Reference:

Lecture 27 Page 60

Question No: 11 (Marks: 1) - Please choose one

All of the following are the objectives of sales promotion EXCEPT:

- ▶ **Personal interaction between two or more people**
- ▶ Invites and rewards quick consumer response
- ▶ Offers strong incentives to buy
- ▶ Attracts consumer attention

Question No: 12 (Marks: 1) - Please choose one

What does BATNA stands for?

- ▶ **The best alternative to a negotiated agreement**
- ▶ The best available to a negotiated agreement
- ▶ The best alternating to a new agreement
- ▶ The best available to a new agreement

Reference:

Best alternative to a negotiated agreement (batna)

Question No: 13 (Marks: 1) - Please choose one

How marketing manager can develop strategies for each product using information from sales force management system?

- ▶ Using communication mix variables
- ▶ **Using marketing mix variables**
- ▶ Using product mix variables
- ▶ Using promotion mix variables

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Reference:

Developing marketing strategies for each of your products using the marketing mix variables of price, product, distribution, and promotion
http://www.wordiq.com/definition/Sales_force_management_system

Question No: 14 (Marks: 1) - Please choose one

Which of the following is the combination of institutions through which a seller, market products to the user?

- ▶ Marketing logistics
- ▶ Supply chain management
- ▶ **Distribution channel**
- ▶ Inventory management

Reference:

http://highered.mcgraw-hill.com/sites/007296216x/student_view0/chapter10/multiple_choice_quiz.html

Question#1

Question No: 15 (Marks: 1) - Please choose one

Outbound operations, including all fulfillment activities and transportation to customers are which type of supply chain management activities?

- ▶ Strategic level
- ▶ Tactical level
- ▶ **Operational level**
- ▶ Functional level

Reference:

Lecture 37 Page 91 & 92

Question No: 16 (Marks: 1) - Please choose one

What does GSCF stand for?

- ▶ **Global Supply Chain Forum**
- ▶ Global Supply Chain Federation
- ▶ Global Supply Chain Finance
- ▶ Greater Salina Community Foundation

Reference:

Global Supply Chain Forum (GSCF).

Question No: 17 (Marks: 1) - Please choose one

Which of the following is a supply chain management model promoted by the Supply-Chain Council?

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- ▶ **SCOR**
- ▶ GSCF
- ▶ SCM
- ▶ CRM

Reference:

SCOR is a supply chain management model promoted by the Supply-Chain Council. Another model is the SCM Model proposed by the Global Supply Chain Forum (GSCF).

Question No: 18 (Marks: 1) - Please choose one

Which of the following is an example of agency based sales?

- ▶ Web selling
- ▶ B2 B selling
- ▶ Advertising
- ▶ **Real estate**

Reference:

Lecture 31 Page 73

Question No: 19 (Marks: 1) - Please choose one

What is the input of consumer behavior?

- ▶ Response
- ▶ **Stimuli**
- ▶ Actions
- ▶ Reactions

Reference:

Lecture 40 Page 98

Question No: 20 (Marks: 1) - Please choose one

Which of the following is considered as a strength to an organization?

- ▶ Competitors developing new products
- ▶ New machinery or equipment
- ▶ Lack of computing expertise
- ▶ **A new or developing market**

Question No: 21 (Marks: 1) - Please choose one

Products that are usually purchased due to adversity and high promotional back up rather than desire are called:

- ▶ Sought goods
- ▶ Unique goods
- ▶ **Unsought goods**
- ▶ Preferred goods

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Reference:
Lecture 4 Page 8

Question No: 22 (Marks: 1) - Please choose one

Retailers are the part of:

- ▶ Broad environment
- ▶ Weak environment
- ▶ **Task environment**
- ▶ Competitive environment

Question No: 23 (Marks: 1) - Please choose one

In which section of the marketing plan you would find the detailed information about the marketing environment, market trends, customers and competitors?

- ▶ Situation analysis
- ▶ Product/market background
- ▶ Marketing strategies
- ▶ **Market analysis**

Reference:
Lecture 7 Page 15

Question No: 24 (Marks: 1) - Please choose one

For which of the following products would the manufacturer be more likely to use selective distribution?

- ▶ Bags of potato chips
- ▶ Paper clips
- ▶ **Microwave ovens**
- ▶ Nail clippers

Reference:
http://highered.mcgraw-hill.com/sites/007296216x/student_view0/chapter10/multiple_choice_quiz.html
Question#17

Question No: 25 (Marks: 1) - Please choose one

Fixed costs _____ as the number of units produced increases.

- ▶ Decrease
- ▶ Increase
- ▶ Divide in half
- ▶ **Remain the same**

Question No: 26 (Marks: 1) - Please choose one

_____ are the sum of the _____ and _____ for any given level of production.

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- ▶ Fixed costs; variable; total costs
- ▶ Fixed costs; total; variable costs
- ▶ Variable costs; fixed; total costs
- ▶ **Total costs; fixed; variable costs**

Question No: 27 (Marks: 1) - Please choose one

In which of the following machines you insert a coin, select a song and song starts to play at your own choice?

- ▶ Black box
- ▶ Lock box
- ▶ **Juke box**
- ▶ Pandora box

Question No: 28 (Marks: 1) - Please choose one

Whenever bread comes in your mind; you usually think of a limited number of brand names. It reflects which one of the following concepts?

- ▶ **Mind Share**
- ▶ Dominant mind share
- ▶ Market share
- ▶ Relative market share

Question No: 29 (Marks: 1) - Please choose one

Which one of the following functions is being performed by the wholesaler when they achieve savings for their customers through buying carload lots and segregate it into smaller units?

- ▶ **Bulk breaking**
- ▶ Selling and promoting
- ▶ Financing
- ▶ Transportation

Reference:

Bulk breaking: wholesalers achieve savings for their customers through buying inlarge carload lots and breaking the bulk into smaller units.

<http://www.managementparadise.com/forums/productivity-quality-management-t-p-q-m/23838-reatauiling-india.html>

Question No: 30 (Marks: 1) - Please choose one

Which one of the following wholesalers is involved in carrying stock of Air Conditioner (AC), offering credit to its customers, providing quicker deliveries and assistance of installation to its customers?

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▶ **Full-Service Wholesaler**

- ▶ Limited-Service Wholesaler
- ▶ Merchant Wholesaler
- ▶ Exclusive distributor

Reference:

Full-service wholesaler—a channel merchant performing or offering a full-range of marketing functions; i.e., assortments, advice, return privileges, delivery, credit, and promotion.

Question No: 31 (Marks: 1) - Please choose one

Which of the following shopping involves walking through a shopping district or mall with the purpose of looking at the displays in each retail store?

▶ **Window shopping**

- ▶ Online shopping
- ▶ Actual shopping
- ▶ Virtual shopping

Reference:

Window shopping is a fun and inexpensive pastime enjoyed by people all over the world. The process involves walking through a shopping district or mall with the express purpose of looking at the window displays for each retail store in the area. People may choose to window shop as a way to pass the time, get ideas for displays that can be used at home, or to collect some inspiration for future gift giving.

Question No: 32 (Marks: 1) - Please choose one

Which one of the following is NOT included in a model “AIUAPR” of buyer decision making model?

- ▶ Understanding
- ▶ **Procurement**
- ▶ Repeat purchase
- ▶ Understanding

Reference:

Lecture 41 Page 100

Question No: 33 (Marks: 1) - Please choose one

In which of the following, decisions are unduly influenced by initial information that shapes our view of subsequent information?

- ▶ **Anchoring**
- ▶ Group decision

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- ▶ Conservatism and inertia
- ▶ Faulty generalizations

Reference:

Lecture 41 Page 101

Question No: 34 (Marks: 1) - Please choose one

The need for the security of employment and security of revenues reflects which of the following needs.

- ▶ Physiological needs
- ▶ Self-actualization
- ▶ Love/belonging needs
- ▶ **Safety needs**

Reference:

Lecture 42 Page 104

Question No: 35 (Marks: 1) - Please choose one

Which of the following is NOT a safety need?

- ▶ Security of revenues and resources
- ▶ Moral and physiological security
- ▶ **The need to regulate body temperature**
- ▶ Security of employment

Reference:

Lecture 42 Page 104

Question No: 36 (Marks: 1) - Please choose one

In which of the following researches, researcher creates a quasi-artificial environment to control spurious factors and then manipulates at least one of the variables?

- ▶ Qualitative marketing research
- ▶ Quantitative marketing research
- ▶ **Experimental techniques**
- ▶ Observational techniques

Reference:

Lecture 44 Page 109

Question No: 37 (Marks: 1) - Please choose one

Which of the following is the part of implementation section of marketing plan?

- ▶ **Critical path analysis**
- ▶ Physical distribution

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- ▶ Competitor indexing
- ▶ Brand equity

Reference:

Lecture 8 Page 16

Question No: 38 (Marks: 1) - Please choose one

In which of the following strategies the firm shows no proactive or little proactive approach?

- ▶ Prospector strategy
- ▶ Analyzer strategy
- ▶ Innovator strategy
- ▶ **Reactor strategy**

Reference:

Lecture 9 Page 18

Question No: 39 (Marks: 1) - Please choose one

Which of the following is a basic characteristic of a shopping good?

- ▶ **Store image is unimportant if price is low**
- ▶ Brand is most important variable
- ▶ Product is exclusive
- ▶ Product location needs to be convenient

REF:

Shopping goods: Goods for which the consumer compares prices, quality, and style in several stores; the purchase can be delayed; the purchase is relatively infrequent (small appliance, clothing).

Question No: 40 (Marks: 1) - Please choose one

Which of the following is a brand created and owned by a large retailer of a product after purchasing in bulk quantity from manufacturer?

- ▶ Co-brand
- ▶ **Private brand**
- ▶ Manufacturer's brand
- ▶ Licensed brand

Reference:

Lecture 17 Page 36

Question No: 41 (Marks: 1) - Please choose one

Which of the following is the pricing objective mentioned most frequently by four out of every five firms?

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- ▶ Meeting competitors' prices
- ▶ Target return on sales
- ▶ Sales maximization
- ▶ **Revenue maximization**

Reference:

The *pricing objective mentioned* most often was profit maximization by nearly 90 per cent

Question No: 42 (Marks: 1) - Please choose one

Reductions in price offered to consumers, industrial users, or channel members for prompt payment of a bill are known as:

- ▶ Trade discounts
- ▶ Quality discounts
- ▶ **Cash discount**
- ▶ Off price discounts

Reference:

Cash Discount : A price reduction offered to a consumer, an industrial user, or a marketing intermediary in return for prompt payment of a bill.

Question No: 43 (Marks: 1) - Please choose one

Costs that do not vary with production or sales level are referred as _____.

- ▶ **Fixed costs**
- ▶ Variable costs
- ▶ Total costs
- ▶ Unit costs

Question No: 44 (Marks: 1) - Please choose one

Promotion can be economically important because:

- ▶ It provides employment for thousands of people
- ▶ It increase sales volume
- ▶ It subsidizes the communication media
- ▶ **All of the given options**

Question No: 45 (Marks: 1) - Please choose one

Advertising and sales promotion are the most commonly used elements of promotion in a:

- ▶ Distribution strategy
- ▶ Product strategy
- ▶ Pushing strategy
- ▶ **Pulling strategy**

Reference:

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http://books.google.com.pk/books?id=tDPeWx6XY1QC&pg=PA182&lpg=PA182&dq=Pulling+strategy+Advertising+and+sales+promotion+are+the+most+commonly+used+elements+of+promotion&source=bl&ots=M4p7Eetbz9&sig=__AcwXgRP3QYEtdBQPkYZfJIwx8&hl=en&ei=dWU7TdVEOcTa4Aaex5DiCg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBsQ6AEwAQ#v=onepage&q&f=false

Question No: 46 (Marks: 1) - Please choose one

Which of the following refers to the consumer's perception of a store and the shopping experience.

- ▶ **Retail image**
- ▶ Store classification
- ▶ Full service retailer
- ▶ Wheel of retailing

Reference:

Retail image: *Consumers' perceptions of a store and the shopping experience it provides*

Question No: 47 (Marks: 1) - Please choose one

The personal determinants of consumer behavior include which of the following?

- ▶ Culture
- ▶ Family
- ▶ Society
- ▶ **Individual needs and wants**

Reference:

http://books.google.com.pk/books?id=LPYgF-y7IVIC&pg=PT791&lpg=PT791&dq=personal+determinants+of+consumer+behavior+include&source=bl&ots=8xyppihAE4&sig=EBb9LiQ4JzvJzxc3ITVFFOyNm8&hl=en&ei=9GY7TeCoJIGB5AagumZAQ&sa=X&oi=book_result&ct=result&resnum=3&ved=0CCwQ6AEwAg#v=onepage&q=personal%20determinants%20of%20consumer%20behavior%20include&f=false

Question No: 48 (Marks: 1) - Please choose one

Which of the following statements most closely relates to the consumer decision process?

- ▶ An important factor in problem recognition is changed financial status
- ▶ **There are two major steps: internal search and external decision making.**
- ▶ Attitude triggers the consumer decision process
- ▶ Routine purchases require both evaluation and search

Reference:

http://books.google.com.pk/books?id=fm1g5CL1_FkC&pg=PA60&lpg=PA60&dq=consumer+decision+process+internal+search+and+external+decision+making&source=bl&ots=d7ny11TPwF&sig=xEHffoAHVE6g8ZkKIDtsDaltIzA&hl=en&ei=2mo7TYemEIEG4

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AaEl5T3Cg&sa=X&oi=book_result&ct=result&resnum=3&ved=0CCIQ6AEwA#v=onepage&q=consumer%20decision%20process%20internal%20search%20and%20external%20decision%20making&f=false

4
FINAL TERM EXAMINATION
Fall 2009
MKT501- Marketing Management

Question No: 1 (Marks: 1) - Please choose one

Which of the following is NOT a purpose of a marketing plan?

- ▶ It assists in management control
- ▶ It assigns responsibilities, tasks and timing
- ▶ **It co-ordinates marketing and production activities**
- ▶ It specifies how resources are to be allocated

REF:

http://books.google.com.pk/books?id=G_KOI8cwY2oC&pg=PA294&lpg=PA294&dq=purpose+of+a+marketing+plan+is+assist+to+management+control&source=bl&ots=7nRpE34Jwv&sig=ncW059dqXLxMa2P-gWp5SYTA-2A&hl=en&ei=jJ1ATeCHJoGs8QP-8IzpBA&sa=X&oi=book_result&ct=result&resnum=4&ved=0CCoQ6AEwAw#v=onepage&q=purpose%20of%20a%20marketing%20plan%20is%20assist%20to%20management%20control&f=false

Question No: 2 (Marks: 1) - Please choose one

In which of the following demand for the product reduces because of technological advances, shifts in consumer tastes and increased competition?

- ▶ Introduction stage
- ▶ Growth stage
- ▶ Maturity stage
- ▶ **Decline stage**

http://www.zainbooks.com/books/marketing/principles-of-marketing_22_product-lifecycle.html

Question No: 3 (Marks: 1) - Please choose one

Highest percentage of ideas for new products originates with/from which of the following sources?

- ▶ Top management
- ▶ **Customers**
- ▶ Competitors
- ▶ Employees

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Question No: 4 (Marks: 1) - Please choose one

Which of the following is frequently used in testing the acceptance of new product design?

- ▶ Concept development
- ▶ Business analysis
- ▶ Concurrent engineering
- ▶ **Conjoint analysis** (Page-28)

Question No: 5 (Marks: 1) - Please choose one

To coordinate many activities involved in launching a new product, which of the following can be used by the marketers?

- ▶ Consumer path scheduling
- ▶ Consumer path analysis
- ▶ Critical Path analysis
- ▶ **Critical Path Scheduling**

Question No: 6 (Marks: 1) - Please choose one

Which of the following has a quick response towards a new product?

- ▶ Opinion leaders
- ▶ Late majority
- ▶ Early majority
- ▶ **Early adopters**

Question No: 7 (Marks: 1) - Please choose one

When two or more well known brands are combined in an offer it is called:

- ▶ Private brand
- ▶ Multibrands
- ▶ **Co-brand**
- ▶ New brand

Question No: 8 (Marks: 1) - Please choose one

The buyer at ABC Furniture Store is informed that if he/she will increase his/her recent order of fifteen mattress sets to twenty, she will receive a 14 percent price reduction. This offer is due to a recent overstock condition at the factory and will not be available in the future. What is the type of discount offered by ABC Furniture store?

- ▶ Trade
- ▶ Seasonal
- ▶ **Non-cumulative** Page-44
- ▶ Promotional

Question No: 9 (Marks: 1) - Please choose one

A company wants prompt payment from the customers. What type of discount will be

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suitable for the company?

- ▶ Seasonal discount
- ▶ Trade discount
- ▶ Quantity discount
- ▶ **Cash discount** Page-43

Question No: 10 (Marks: 1) - Please choose one

Market-penetration pricing will likely to be used most in selling which of the following items?

- ▶ Specialty
- ▶ **Convenience**
- ▶ Unsought
- ▶ Pharmaceuticals

Question No: 11 (Marks: 1) - Please choose one

Which of the following is an example of variable cost?

- ▶ **Materials consumed during production**
- ▶ Rent of factory
- ▶ Wages of permanent employees
- ▶ Depreciation of building

Question No: 12 (Marks: 1) - Please choose one

What will be the average cost per unit if a firm produces 500 units at cost of Rs.100,000?

- ▶ **200**
- ▶ 150
- ▶ 100
- ▶ 50

Question No: 13 (Marks: 1) - Please choose one

‘Charging more for a soft drink in a vending machine than in a supermarket’, to which concept this example relates?

- ▶ **Price discrimination**
- ▶ Penetration pricing
- ▶ Price differentiation
- ▶ Cost-oriented pricing

Question No: 14 (Marks: 1) - Please choose one

What is the other name used for a TV commercial?

- ▶ Avert

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- ▶ **Advert**
- ▶ Divert
- ▶ Redirect

Question No: 15 (Marks: 1) - Please choose one

Of the following who uses the non-commercial billboards?

- ▶ Service providing organizations
- ▶ **Non-profit groups and government**
- ▶ Capital goods producing organizations
- ▶ Consumer goods producing organizations

Question No: 16 (Marks: 1) - Please choose one

Identify the type of commercial for "Save wild life".

- ▶ Traditional commercial
- ▶ Political commercial
- ▶ **Public service commercial**
- ▶ Local station commercial

Question No: 17 (Marks: 1) - Please choose one

Which of the following is most profitable and requires seller to have most information about the customers?

- ▶ Second degree discrimination
- ▶ Indirect segmentation
- ▶ Direct segmentation
- ▶ **Complete price discrimination** Page-52

Question No: 18 (Marks: 1) - Please choose one

Cash cows are SBU's that typically generate:

- ▶ **Large amounts of cash**
- ▶ A lot of competition
- ▶ Large awareness levels but few sales
- ▶ Problems for product managers

Question No: 19 (Marks: 1) - Please choose one

In analyzing and building up a product portfolio a company can use:

- ▶ Boston Consulting Group matrix
- ▶ Contribution Margin analysis
- ▶ General Electric model
- ▶ **All of the given options**

Reference:

Lecture 25 Page 54

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Question No: 20 (Marks: 1) - Please choose one

Which of the following is the coordination of a company's outgoing message through different media and ensures the uniformity of the messages?

- ▶ Marketing communication planning
- ▶ **Integrated marketing communication**
- ▶ Internal marketing system
- ▶ Marketing communication

Question No: 21 (Marks: 1) - Please choose one

Which of the following is NOT generally recognized as an element of the promotion mix?

- ▶ Sales promotion
- ▶ **Pricing**
- ▶ Public relations
- ▶ Advertising

Ref:

http://en.wikipedia.org/wiki/Promotional_mix

Question No: 22 (Marks: 1) - Please choose one

All activities of selling, transferring and marketing the products through agents and middleman is called:

- ▶ Persuasive marketing
- ▶ **Indirect marketing**
- ▶ Direct marketing
- ▶ Direct mail

Question No: 23 (Marks: 1) - Please choose one

IMC stands for what?

- ▶ Internal marketing community
- ▶ Integrated managing company
- ▶ Internal marketing communication
- ▶ **Integrated marketing communication**

Question No: 24 (Marks: 1) - Please choose one

Which type of sales involves long sales cycles with multiple decision makers?

- ▶ Electronic sales
- ▶ Consultative sales
- ▶ **Complex sales**

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- ▶ Direct sales

Question No: 25 (Marks: 1) - Please choose one

What does BATNA stands for?

- ▶ **The best alternative to a negotiated agreement**
- ▶ The best available to a negotiated agreement
- ▶ The best alternating to a new agreement
- ▶ The best available to a new agreement

Question No: 26 (Marks: 1) - Please choose one

What is the mutual activity of negotiation and decision making?

- ▶ Compromise seeking
- ▶ **Common objective PAGE-76**
- ▶ Conflict between parties
- ▶ Presence of influence

Question No: 27 (Marks: 1) - Please choose one

What is the other term used for negotiation?

- ▶ Loss-win
- ▶ Win-win
- ▶ **Win-loss PAGE-77**
- ▶ Loss-loss

Question No: 28 (Marks: 1) - Please choose one

Companies are using public relation to support the sales:

- ▶ In short run only
- ▶ In long run only
- ▶ **In short and long run PAGE-84**
- ▶ None of the given options

Question No: 29 (Marks: 1) - Please choose one

What is the intention of vertical marketing for retailers and wholesalers?

- ▶ Increase cost
- ▶ Reduce channels
- ▶ Reduce control
- ▶ **Increase control**

Question No: 30 (Marks: 1) - Please choose one

What was the purpose behind the creation of supply chain management?

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- ▶ **Less control and more supply chain partners PAGE-90** last paragraph
- ▶ More control and less supply chain partners
- ▶ More control and more supply chain partners
- ▶ Less control and less supply chain partners

Question No: 31 (Marks: 1) - Please choose one

Which of the following is an example of agency based sales?

- ▶ Web selling
- ▶ B2 B selling
- ▶ Advertising
- ▶ **Real estate PAGE-74**

Question No: 32 (Marks: 1) - Please choose one

Which of the following is NOT one of the tools of public relations?

- ▶ **Personal selling**
- ▶ Written materials
- ▶ Special events
- ▶ Speeches

<http://www.knowthis.com/principles-of-marketing-tutorials/types-of-public-relations-tools/>

Question No: 33 (Marks: 1) - Please choose one

Which of the following is NOT a method of retailing?

- ▶ Counter-service
- ▶ **Cross-selling PAGE-94**
- ▶ Self-service
- ▶ Online shop

Question No: 34 (Marks: 1) - Please choose one

The physical aspects of the product are stimuli that the consumer receives from his or her environment. These are classified as _____ aspects.

- ▶ **Significative PAGE-99**
- ▶ Symbolic
- ▶ Social
- ▶ Perceptual

Question No: 35 (Marks: 1) - Please choose one

At which stage of product adoption process, the consumer is stimulated to seek information about new product?

- ▶ Awareness

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▶ **Interest PAGE-33**

- ▶ Evaluation
- ▶ Adoption

Question No: 36 (Marks: 1) - Please choose one

Which of the following is an opportunity in an organization?

- ▶ Competitors developing new products
- ▶ The relaxation or abolition of international tariffs
- ▶ **New machinery or equipment**
- ▶ Lack of computing expertise

<http://marketingteacher.com/lesson-store/lesson-swot.html>

Question No: 37 (Marks: 1) - Please choose one

Companies distinguish between external and internal customer to establish which of the following?

- ▶ Selling price
- ▶ Market price
- ▶ Cost price
- ▶ **Transfer price**

PAGE-88

Question No: 38 (Marks: 1) - Please choose one

The success of each channel member depends on the performance of which of the following:

- ▶ The manufacturer
- ▶ The channel captain
- ▶ **The entire supply chain**
- ▶ Key channel members

<http://wenku.baidu.com/view/c8be2613a216147917112884.html> (question #86)

Question No: 39 (Marks: 1) - Please choose one

Which of the following is about managing strategically the customer's entire experience with the product and company?

- ▶ **Customer experience management PAGE-4**
- ▶ Customer retention management
- ▶ Customer life-time value management
- ▶ Customer relationship management

Question No: 40 (Marks: 1) - Please choose one

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Which of the following concepts is used when a company wants to expand the market?

- ▶ **Production concept**
- ▶ Product concept
- ▶ Selling concept
- ▶ Marketing concept

Question No: 41 (Marks: 1) - Please choose one

Studying consumer behavior can provide clues about which of the following?

- ▶ Developing new product
- ▶ Product features
- ▶ Prices
- ▶ **All of the given options**

Question No: 42 (Marks: 1) - Please choose one

In industrial marketing '5/7 net 30' means:

- ▶ 5/7th payment in advance and balance within 30 days.
- ▶ **5% discount if paid within 7 days, otherwise full payment within 30 days.**
- ▶ 5% discount if paid within 30 days, otherwise full payment within 7 further days.
- ▶ 5/7th deposit with balance paid within 30 days.

Question No: 43 (Marks: 1) - Please choose one

Which of the following pricing strategies should be used in case of stiff competition in the market soon after the introduction of product?

- ▶ Skimming
- ▶ Competition-oriented
- ▶ **Penetration** page-46
- ▶ Psychological

Question No: 44 (Marks: 1) - Please choose one

Costs that vary directly with the level of production are referred to as _____.

- ▶ Fixed costs
- ▶ **Variable costs**
- ▶ Total costs
- ▶ Unit costs

Question No: 45 (Marks: 1) - Please choose one

The relationship between the price charged and the resulting demand level can be shown as the _____.

- ▶ **Demand curve**
- ▶ Variable cost
- ▶ Target cost
- ▶ Experience curve

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Question No: 46 (Marks: 1) - Please choose one

Supply Chain Management involves getting the right product to the right customer in the right place at the right time. Which one of the following options is not a part of supply chain management?

- ▶ Planning
- ▶ Implementing
- ▶ Controlling the physical flow of goods, services, and information
- ▶ **Gathering customer's ideas for new products** PAGE-91

Question No: 47 (Marks: 1) - Please choose one

ABC Company is thinking to supply its equipment and components in the United States and Canada? ABC Company is involved in which of the following decisions?

- ▶ **Place decision**
- ▶ Price decision
- ▶ Promotion decision
- ▶ Target market decision

http://books.google.com.pk/books?id=_gfHq9LU3igC&pg=PA291&lpg=PA291&dq=Promotion+decision+is+used+supply+its+equipment+and+components&source=bl&ots=hMcG-ogngB&sig=bEQFTcuQ_GpZScdIuuS9up2r3kE&hl=en&ei=q0QXTfKxPIe48gPZkOCD Bw&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBQQ6AEwAA#v=onepage&q=equipment%20and%20components%20&f=false

Question No: 48 (Marks: 1) - Please choose one

After an individual's need for food, clothing and shelter is filled, he or she will work to fill which of the following needs?

- ▶ Physiological
- ▶ Social
- ▶ Self-esteem
- ▶ **Safety**

http://webcache.googleusercontent.com/search?q=cache:f9rq4NXTHMsJ:140.114.53.170:8080/StudentProject/NTUTProject/Projects/Others/AKMAI8_IRCD/content/Chapter_05/Assess/HF/armstrong_mai08_tif_05.doc+After+an+individual%E2%80%99s+need+for+food,+clothing+and+shelter+is+filled,+he+or+she+will+work+to+fill+which+of+the+following+needs%3F&cd=1&hl=en&ct=clnk&gl=pk
(question #135)

5

FINAL TERM EXAMINATION
Fall 2009

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MKT501- Marketing Management (Session - 1)

What is the duration of a short-range marketing plan?

- ▶ **One year or less**
- ▶ Two years or less
- ▶ Three years or less
- ▶ Four years or less

http://books.google.com/books?id=zb0cItqvLJUC&pg=PT378&lpg=PT378&dq=duration+of+a+short-range+marketing+plan&source=bl&ots=InLnJaisAA&sig=OkkCo2NUeFaHOdvamF5so u2As5M&hl=en&ei=KiBVTMHGG8STONrksZ4O&sa=X&oi=book_result&ct=result&resnum=10&ved=0CD0Q6AEwCQ#v=onepage&q&f=false

Question No: 2(Marks: 1)- Please choose one

A market leader firm can expand the total market through:

- ▶ Decreasing distribution of the product
- ▶ **Introducing the new usage of the product PAGE-20**
- ▶ Eliminating some features of product
- ▶ Increasing cost

Question No: 3(Marks: 1)- Please choose one

Any tangible thing that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called:

- ▶ Service
- ▶ **Product**
- ▶ Demand
- ▶ Idea

Ref: Anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need. Includes: physical objects, services, events, persons, places, organizations, ideas, or some combination thereof.

Question No: 4(Marks: 1)- Please choose one

Which of the following factor plays a large and vital role in the adoption of a new ice cream?

- ▶ Global changes
- ▶ Market influence
- ▶ **Personal influence**
- ▶ Fashion

Ref:

Personal influence play a key role

In case of some of the products, depending to which category they belong to , personal influence and selling is very important. Demonstrations, experimentation, and even

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free use is given to influence the change in product or its innovation. Cosmetic items, food items and items in use of household are subject to personal selling.

Question No: 5(Marks: 1)- Please choose one

Gift baskets are the example of which one of the following types of packaging?

- ▶ **Decorative**
- ▶ Secondary
- ▶ Shipping
- ▶ Primary

Question No: 6(Marks: 1)- Please choose one

Which of the following is a brand created and owned by a large retailer of a product after purchasing in large quantity from manufacturer?

- ▶ Co-brand
- ▶ **Private brand**
- ▶ Manufacturer's brand
- ▶ Licensed brand

Ref: When large Retailers buy products in bulk from manufacturers and put their own brand name on them, this is called Private Branding, store brand, or private label.

Question No: 7(Marks: 1)- Please choose one

A brand targeted to a high price elasticity market segment is called:

- ▶ Premium brand
- ▶ **Economy brand** PAGE-37
- ▶ Fighting brand
- ▶ Costly brand

Question No: 8(Marks: 1)- Please choose one

Which of the following is an indicator of high quality of the product?

- ▶ Psychological price
- ▶ Penetration price
- ▶ **Premium price**
- ▶ Low price

Ref: People will buy a premium priced product because: They believe the high price is an indication of good quality; (handouts)

Question No: 9(Marks: 1)- Please choose one (pending)

Mr. A, marketer of XYZ Co. is selling his ice-cream in the market at Rs.20, 20% more than his competitors' price. Still his sales are increasing. Now his aim is to maintain same pricing. He enjoys which type of leadership?

- ▶ Promotion leadership
- ▶ **Price leadership**
- ▶ Cost leadership

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- ▶ Product leadership

REF:

Price leadership

A situation in which a company sets a price for a product and this company's market share and/or brand loyalty is so strong that other companies are compelled to match or beat the price. The company that first changes the price is said to show price leadership

Product leaders are companies that dominate their markets because they continuously offer the best and most innovative products or services in their industry. These companies display the ability and determination to make products that customers consider superior, products that deliver more benefits than others.

Question No: 10(Marks: 1)- Please choose one

Which of the following is an example of variable cost?

- ▶ **Materials consumed during production**
- ▶ Rent of factory
- ▶ Wages of permanent employees
- ▶ Depreciation of building

Question No: 11(Marks: 1)- Please choose one

When a company sells a product or service at two or more prices that do not reflect the promotional difference in cost, what is this referring to?

- ▶ Promotional pricing
- ▶ Differentiation price
- ▶ **Price discrimination**
- ▶ Variation pricing

Ref: http://wps.prenhall.com/bp_kotler_framework_4/86/22095/5656392.cw/index.html
see Q No. 10

Question No: 12(Marks: 1)- Please choose one

Which of the following is NOT the purpose of mass media?

- ▶ Advocacy
- ▶ Journalism
- ▶ **Broadcoding**
- ▶ Entertainment

Ref: Mass media can be used for various purposes •Advocacy •Entertainment •Journalism.

Question No: 13(Marks: 1)- Please choose one

Of the following, what refers to raising awareness about specific issues and to modify public attitudes?

- ▶ **Public service announcement**

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- ▶ TV commercials
- ▶ Enrichment and education
- ▶ Public relations

Ref:

<http://www.statemaster.com/encyclopedia/Public-service-announcement>

The main concept is to modify public attitudes by raising awareness about specific issues.

Question No: 14(Marks: 1)- Please choose one

Which of the following way of advertising can be used to attract passing pedestrian?

- ▶ Sponsorships
- ▶ Commercials
- ▶ **Billboards**
- ▶ Catchy jingles

Ref: Billboards show large advertisements aimed at passing pedestrians and drivers

Question No: 15(Marks: 1)- Please choose one

Which of the following communication activities are likely to be most effective for a local hairdressing service?

- ▶ Public relations
- ▶ **Word-of-mouth**
- ▶ Sales promotion
- ▶ Radio advertisements

Question No: 16(Marks: 1)- Please choose one

All activities of selling, transferring and marketing the products through agents and middleman is called:

- ▶ Persuasive marketing
- ▶ **Indirect marketing**
- ▶ Direct marketing
- ▶ Direct mail

Ref: Exporting your products through middleman who assumes all risks internationally is called indirect marketing in the international business.

Question No: 17(Marks: 1)- Please choose one

Nido has advertised that get 5% extra milk for the same price. Identify the type of consumer sales promotion technique used by Nido.

- ▶ Cents-off deal
- ▶ Price deal
- ▶ Loyalty rewards program

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▶ **Price-pack deal**

Ref: **The packaging offers consumer a certain percentage more of the product for the same price (for example, 25 percent extra).**

Question No: 18(Marks: 1)- Please choose one

What comes in phase three of negotiation?

- ▶ Reviewing and recapping the agreement
- ▶ Reviewing and exploring the agreement
- ▶ **Exploring underlying demands and needs**
- ▶ Recapping and exploring the agreement

Ref: Step 3: Exploring Underlying Needs.

Question No: 19(Marks: 1)- Please choose one

What is an outcome of communication and co-operation between sales personnel?

- ▶ More productivity
- ▶ Successful selling
- ▶ More market growth
- ▶ **Successful team selling**

REF: Better communication and co-operation between sales personnel facilitates successful team selling

Question No: 20(Marks: 1)- Please choose one

Identify the old name for marketing public relation.

- ▶ Public reaction
- ▶ Advertising
- ▶ **Publicity**
- ▶ Press release

The old name for Marketing Public Relations, Kotler says, is publicity.

Question No: 21(Marks: 1)- Please choose one

Which of the following is NOT the base of contract relationship?

Time

Quantity

Law

Space

Question No: 22(Marks: 1)- Please choose one

What was the purpose behind the creation of supply chain management?

- ▶ **Less control and more supply chain partners**
- ▶ More control and less supply chain partners
- ▶ More control and more supply chain partners

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- ▶ Less control and less supply chain partners

REF:

Less control and more supply chain partners led to the creation of supply chain management concepts

Question No: 23(Marks: 1)- Please choose one

Which of the following selling technique relates to actions taken by the sales person to gain agreement to the sale?

- ▶ **Closing**
- ▶ Empathy
- ▶ Presentation
- ▶ Prospecting

One of the most important stages of selling is closing the deal, which is the actions taken by the sales person to gain agreement to the sale. There are many closing techniques in sales, which are prescribed actions that sales people take to persuade the customer to make the necessary commitment.

Question No: 24(Marks: 1)- Please choose one

Which of the following is NOT the function of wholesaler?

- ▶ Risk bearing
- ▶ Financing
- ▶ Bulk breaking
- ▶ **Production**

FUNCTION OF WHOLESALERS

- *Selling and promotion to retailers*
- *Buying and assortment*
- *Bulk breaking*
- *Warehousing*
- *Transportation*
- *Financing*
- *Risk bearing*
- *Market information*

Question No: 25(Marks: 1)- Please choose one

Which of the following is NOT included in logistics?

- ▶ Purchasing
- ▶ Transporting
- ▶ Storage
- ▶ **Financing PAGE-95**

Logistics is about the

- *Purchasing*
- *Transport*
- *Storage*
- *Distribution*
- *Warehousing of raw materials*

Question No: 26(Marks: 1)- Please choose one

Which of the following is NOT a method of retailing?

- ▶ Counter-service

Note: Solve these papers by yourself

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▶ **Cross-selling**

- ▶ Self-service
- ▶ Online shop

Question No: 27(Marks: 1)- Please choose one

Which of the following is TRUE for opportunities in the SWOT analysis?

- ▶ Internal and harmful in achieving the objectives
- ▶ Internal and helpful in achieving the objectives
- ▶ **External and helpful in achieving the objectives**
- ▶ External and harmful in achieving the objectives

REF

Opportunities are external conditions that are helpful to the achievement of the objective.

Question No: 28(Marks: 1)- Please choose one

Some of the internal attributes are harmful for the organizations in achieving the objectives. Identify these attributes.

- ▶ Strengths
- ▶ **Weaknesses PAGE-106**
- ▶ Opportunities
- ▶ Threats

Question No: 29(Marks: 1)- Please choose one

Which of the following is defined as the process of converting concepts into specific observable behaviors that a researcher can measure?

- ▶ **Operationalization PAGE-110**
- ▶ Conceptualization
- ▶ Generalization
- ▶ Formalization

Question No: 30(Marks: 1)- Please choose one

Which of the following technique is used by depth interviewers in which you start with questions about external objects and external social phenomena, and then proceed to internal attitudes and feelings?

- ▶ Hidden issue questioning
- ▶ **Laddering**
- ▶ Symbolic analysis
- ▶ Focus groups

pg 113

Laddering is a technique used by depth interviewers in which you start with questions about external objects and external social phenomena, then proceed to internal attitudes and feelings

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Question No: 31(Marks: 1)- Please choose one

High Tec products are distributed through:

- ▶ Three-level channel
- ▶ Two-level channel
- ▶ One-level channel
- ▶ **Zero-level channel**

http://books.google.com.pk/books?id=eUFbbBTdvqMC&pg=PA69&dq=a+distribution+channel+in+which+no+intermediaries+are+used%3B+a+manufacturer+sells+direct+to+an+end-user%3B+also+called+a+Zero+Level+Channel.+See+Channel+Length&hl=en&ei=q5YXTaq-NYiLswbf_4H9DQ&sa=X&oi=book_result&ct=result&resnum=3&val=0CC4Q6AEwAg#v=onepage&q=a%20distribution%20channel%20in%20which%20no%20intermediaries%20are%20used%3B%20a%20manufacturer%20sells%20direct%20to%20an%20end-user%3B%20also%20called%20a%20Zero%20Level%20Channel.%20See%20Channel%20Length&f=false

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Question No: 32(Marks: 1)- Please choose one

Companies distinguish between external and internal customer to establish which of the following?

- ▶ Selling price
- ▶ Market price
- ▶ Cost price
- ▶ **Transfer price PAGE-87**

Question No: 33(Marks: 1)- Please choose one

If a retailer needed help with store design and training sales personnel, it would most likely use the services of which of the following?

- ▶ Cash-and-carry wholesaler
- ▶ Full-price wholesaler
- ▶ **Full-service wholesaler**
- ▶ Brokers and agents

<http://www.britannica.com/EBchecked/topic/221853/full-service-wholesaler>

Question No: 34(Marks: 1)- Please choose one

Companies that are involved in selling mass consumer goods and services are found in which of the following markets?

- ▶ Business markets
- ▶ **Consumer markets**
- ▶ Global markets
- ▶ Government markets

Ref:

CONSUMER MARKETS

Selling of mass consumer goods and services such as soft drinks, tooth pastes, TV sets etc. Great time is spent in establishing superior brand image to be successful in consumer product marketing. It requires clear understanding of target consumers, the product, which meets their needs, communicating brand positioning more forcefully and creatively etc. All this will help them establish number one or two positions.

Question No: 35(Marks: 1)- Please choose one

Global markets are engaged in all of the following decisions EXCEPT:

- ▶ What country to enter in?
- ▶ How to enter?
- ▶ How to adopt their product and services?
- ▶ **What to sell to governmental organization?**

Ref:

GLOBAL MARKETS

This is when we talk beyond frontiers; marketers are faced with tougher decisions for

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global markets.

Export of product is in itself a major undertaking. Which country to enter? How to enter? How to Price?

How to communicate? are just a few important and underlying decisions. Legal system, styles of

negotiation; currency situation, political situation etc a few others to be considered by the marketer.

Question No: 36(Marks: 1)- Please choose one

Customer cost will be considered as which of the following Ps of marketing mix?

- ▶ Product
- ▶ **Price**
- ▶ Place
- ▶ Promotion

Ref:

http://university-essays.tripod.com/marketing_mix.html

Question No: 37(Marks: 1)- Please choose one

Which of the following elements of marketing mix directly affects the value of sales?

- ▶ **Price**
- ▶ Place
- ▶ Promotion
- ▶ Product

Ref:

<http://www.netmba.com/marketing/pricing/>

Question No: 38(Marks: 1)- Please choose one

Studying consumer behavior can provide clues about which of the following?

- ▶ Developing new product
- ▶ Product features
- ▶ Prices
- ▶ **All of the given options**

Question No: 39(Marks: 1)- Please choose one

Which of the following is NOT included in the financial summary of a marketing plan?

- ▶ Pro-forma income statement
- ▶ **Month-by-month agenda**
- ▶ Breakeven analysis
- ▶ Assumptions

Question No: 40(Marks: 1)- Please choose one

_____ are the sum of the _____ and _____ for any given level of production.

- ▶ Fixed costs; variable; total costs

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- ▶ Fixed costs; total; variable costs
- ▶ Variable costs; fixed; total costs
- ▶ **Total costs; fixed; variable costs**

Question No: 41(Marks: 1)- Please choose one

At what point is profit maximized?

- ▶ Where total sales revenue equals variable cost
- ▶ Where average sales revenue equals average cost
- ▶ **Where marginal sales revenue equals marginal cost**
- ▶ Where total sales revenue equals total costs

Question No: 42(Marks: 1)- Please choose one

In BCG analysis, which one of the following options reflects the "question marks"?

- ▶ **Products with low market share but high market growth**
- ▶ Products with low market share in a low growth market
- ▶ Products with high market share and high growth
- ▶ Products with high market share but low growth

Ref: Products with low market share but high market growth are referred to as "question marks"

Question No: 43(Marks: 1)- Please choose one

Whenever bread comes in your mind; you usually think of a limited number of brand names. It reflects which one of the following concepts?

- ▶ **Mind Share**
- ▶ Dominant mind share
- ▶ Market share
- ▶ Relative market share

Question No: 44(Marks: 1)- Please choose one

In which of the following group activities, compromise appears?

- ▶ Influencing
- ▶ Decision making
- ▶ **Negotiation**
- ▶ None of the given options

Question No: 45(Marks: 1)- Please choose one

Which one of the following is NOT a tool of public relation to promote product towards its customers?

- ▶ Press Release
- ▶ Telephone press conferences
- ▶ In-studio media tours
- ▶ **Cash discount**

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REF:

Basic TOOLS of the Publicist are:

- **Press Release**
- **Telephone press conferences**
- **In-studio media tours**
- **Multi-component video news releases (VNR's)**
- **Newswire stories**

Question No: 46(Marks: 1)- Please choose one

Which one of the following functions is being performed by the wholesaler when they achieve savings for their customers through buying carload lots and segregate it into smaller units?

- ▶ **Bulk breaking**
- ▶ Selling and promoting
- ▶ Financing
- ▶ Transportation

Ref: <http://www.slideshare.net/diarta/chapter-16-managing-retailing-wholesaling-logistics>

Bulk breaking : wholesaler achieve savings for their customers through buying in large volumes and breaking the bulk into smaller units

Question No: 47(Marks: 1)- Please choose one

Which one of the following professions is considered as an old age profession?

- ▶ Mail order
- ▶ Retailer
- ▶ Wholesaler
- ▶ **Agent**

Question No: 48(Marks: 1)- Please choose one

Which of the following retailers serve those customers who perform their own "locate-compare-select" process to save money?

- ▶ **Self-service retailer**
- ▶ Full-service retailer
- ▶ Specialty-service retailer
- ▶ Limited-service retailer

Ref: http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/32608/8347778.cw/-/8347967/index.html

see Q no. 2

6

FINAL TERM EXAMINATION

Fall 2009

MKT501- Marketing Management (Session - 3)

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Time: 120 min
Marks: 84

Question No: 1 (Marks: 1) - Please choose one

Results from the research that have already been conducted are displayed in which of the following part of marketing plan

- ▶ Marketing strategies
- ▶ Executive summary
- ▶ **Appendix**
- ▶ Financial summary

Question No: 2 (Marks: 1) - Please choose one

Critical path analysis is a part of which of the following?

- ▶ **Implementation stage**
- ▶ Marketing strategies
- ▶ Executive summary
- ▶ Financial summary

Question No: 3 (Marks: 1) - Please choose one

A market leader firm can expand the total market through:

- ▶ Decreasing distribution of the product
- ▶ **Introducing the new usage of the product (Page-20)**
- ▶ Eliminating some features of product
- ▶ Increasing cost

Question No: 4 (Marks: 1) - Please choose one

Which of the following stage of product life cycle is most expensive?

- ▶ **Introduction**
- ▶ Growth
- ▶ Maturity
- ▶ Decline

Question No: 5 (Marks: 1) - Please choose one

Which of the following is the spread of idea from the source of invention to the ultimate user or consumers?

- ▶ Innovation adoption process
- ▶ **Innovation diffusion process (Page-33)**
- ▶ Adoption process

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- ▶ New product recognition

Question No: 6 (Marks: 1) - Please choose one

When two or more well known brands are combined in an offer it is called:

- ▶ Private brand
- ▶ Multibrands
- ▶ **Co-brand** (Page-36)
- ▶ New brand

Question No: 7 (Marks: 1) - Please choose one

All of the following are true about price EXCEPT:

- ▶ **Price is independent of the other elements of the marketing mix**
- ▶ Price is the monetary value of a product
- ▶ Price is most flexible tool in the marketing mix
- ▶ Price is marketing mix element which produces revenue

Question No: 8 (Marks: 1) - Please choose one

ABC Company priced the product as of Rs. 19.99 instead of Rs.20. Which of the following pricing techniques is ABC Company using?

- ▶ Dodging pricing
- ▶ Deceptive pricing
- ▶ Premium pricing
- ▶ **Psychological pricing** (Page-39)

Question No: 9 (Marks: 1) - Please choose one

Which of the following method is mostly used in the retailing?

- ▶ Courier service
- ▶ Online shops
- ▶ **Self-service**
- ▶ Counter-service

Question No: 10 (Marks: 1) - Please choose one

Which of the following is price reduction offered when an order is placed in slack/drooping period?

- ▶ Cash discount
- ▶ Trade discount
- ▶ Quantity discount
- ▶ **Seasonal discount**

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Question No: 11 (Marks: 1) - Please choose one

Which of the following discourages the entry of competitors as well as low prices act as a barrier to entry?

- ▶ Cost-orientated pricing
- ▶ Psychological pricing
- ▶ **Penetration pricing** (Page-45)
- ▶ Market skimming pricing

Question No: 12 (Marks: 1) - Please choose one

What will be the average cost per unit if a firm produces 500 units at cost of Rs.100,000?

- ▶ **200**
- ▶ 150
- ▶ 100
- ▶ 50

Question No: 13 (Marks: 1) - Please choose one

Management at ABC electronics has introduced the product at high price. Identify the type of pricing ABC electronics is using.

- ▶ Odd-even
- ▶ **Skimming**
- ▶ Penetration
- ▶ Psychological

Question No: 14 (Marks: 1) - Please choose one

Which of the following is the best example of a product that is suitable for sampling?

- ▶ Lawn furniture
- ▶ Leather briefcase
- ▶ Ceiling fan
- ▶ **Shampoo**

Question No: 15 (Marks: 1) - Please choose one

Identify the sales promotion technique in which price of a popular product is temporally reduced to stimulate profitable sales.

- ▶ Coupons
- ▶ Free samples
- ▶ Contests
- ▶ **Loss leader** (Page-61)

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Question No: 16 (Marks: 1) - Please choose one

While reading a newspaper you have found a coupon booklet inserted in the newspaper. Identify the type of sales promotion technique.

- ▶ Coupon
- ▶ Free sample
- ▶ Price-pack deal
- ▶ **Free-standing insert (Page-61)**

Question No: 17 (Marks: 1) - Please choose one

Identify the trade sales promotional tool which induce retailer to purchase and display a product.

- ▶ Trade allowance
- ▶ Trade contest
- ▶ **Dealer loader**
- ▶ Push money

Question No: 18 (Marks: 1) - Please choose one

Which of the following is an amount paid by way of reduction, return, or refund on what has already been paid or contributed by the customer?

- ▶ Coupon
- ▶ Free sample
- ▶ **Rebate (Page-61)**
- ▶ Price deal

Question No: 19 (Marks: 1) - Please choose one

Which of the following was the most common form of advertising in ancient times?

- ▶ **Word of mouth (Page-62)**
- ▶ Commercial message
- ▶ Election campaign
- ▶ Non verbal communication

Question No: 20 (Marks: 1) - Please choose one

When was mass media introduced?

- ▶ 1950s
- ▶ 1940s
- ▶ 1930s
- ▶ **1920s**

Reference:

Lecture 29 Page 65

Note: Solve these papers by yourself

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Question No: 21 (Marks: 1) - Please choose one

Which of the following communication activities are likely to be most effective for a local hairdressing service?

- ▶ Public relations
- ▶ **Word-of-mouth**
- ▶ Sales promotion
- ▶ Radio advertisements

REF: <http://www.slideshare.net/guestd8b6bc/marketing-quiz-by-m-c-rashid-khan>
PAGE-49

Question No: 22 (Marks: 1) - Please choose one

Manufacturers of shampoos often send out free samples of their products with the magazines. This illustrates the use of which of the following elements of promotional mix

- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Direct mail
- ▶ Advertising

Ref: **Sales promotion - Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples: Coupons, sweepstakes, contests, product samples, rebates, tie-ins, self-liquidating premiums, trade shows, trade-ins, and exhibitions**

Question No: 23 (Marks: 1) - Please choose one

All of the following are the objectives of sales promotion EXCEPT:

- ▶ **Personal interaction between two or more people**
- ▶ Invites and rewards quick consumer response
- ▶ Offers strong incentives to buy
- ▶ Attracts consumer attention

Question No: 24 (Marks: 1) - Please choose one

A brand may achieve which of the following when it is associated with a whole category of products?

- ▶ Market share
- ▶ Positive mind share
- ▶ **Dominant mind share**
- ▶ Mind share

REF: DOMINANT MIND SHARE

A brand may achieve dominant mind share when it is associated with a whole category of products, but has not necessarily become a generic term for these products

Question No: 25 (Marks: 1) - Please choose one

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Identify the situation in which there is NO negotiation at all.

- ▶ When both parties are weak
- ▶ **When one party is strong**
- ▶ When both parties are strong
- ▶ When both parties are equal

Ref: If the two parties were not equals, the stronger party would dictate the outcome and there would be no negotiation at all.(PAGE 77)

Question No: 26 (Marks: 1) - Please choose one

Which of the following is TRUE about “selecting, refining, and crafting an agreement”?

- ▶ It is a step in which both parties gather facts about each other
- ▶ It is a step in which both parties estimate cost of agreement
- ▶ It is a step in which both parties formalize agreement
- ▶ **It is a step in which both parties present the starting proposal** (PAGE-78)

Question No: 27 (Marks: 1) - Please choose one

In which of the following the sales force management systems are used?

- ▶ Selling and management
- ▶ Marketing and advertisement
- ▶ **Management and marketing** (Page-80)
- ▶ Management and advertisement

Question No: 28 (Marks: 1) - Please choose one

Productivity of sales force can be measured using all of the following EXCEPT:

- ▶ **Total cost of production**
- ▶ Margin by customer segment
- ▶ Revenue per territory
- ▶ Revenue per sales person

Question No: 29 (Marks: 1) - Please choose one

Identify the feature of selective distribution.

- ▶ Less control only
- ▶ Less cost only
- ▶ **Less cost and more control**
- ▶ More cost and less control

Question No: 30 (Marks: 1) - Please choose one

Outbound operations, including all fulfillment activities and transportation to customers are which type of supply chain management activities?

- ▶ Strategic level
- ▶ Tactical level

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- ▶ **Operational level**
- ▶ Functional level

Reference:

Lecture 37 Page 91 & 92

Question No: 31 (Marks: 1) - Please choose one

Which of the following is the sale of consumer products or services in a face to face manner away from a fixed retail location?

- ▶ Industrial selling
- ▶ Indirect selling
- ▶ **Direct selling**
- ▶ Business to business selling

Question No: 32 (Marks: 1) - Please choose one

Which of the following is a broad set of communication activities used to create and maintain favorable relations between the organization and its publics?

- ▶ Publicity
- ▶ **Public relations**
- ▶ A press strategy
- ▶ Advertising

REF:

http://books.google.com.pk/books?id=z100AgylJUC&pg=PT479&lpg=PT479&dq=Which+of+the+following+is+a+broad+set+of+communication+activities+used+to+create+and+maintain+favorable+relations+between+the+organization+and+its+publics%3F&source=bl&ots=InMqG6kzID&sig=qBdVcXkDnAmoAdjXTMS5BI4uvvvo&hl=en&ei=KVgWTd-RDcXB8QO35_iDBw&sa=X&oi=book_result&ct=result&resnum=4&ved=0CCcQ6AEwAw#v=onepage&q&f=false

Question No: 33 (Marks: 1) - Please choose one

Which of the following is NOT one of the functions that marketing channel members generally perform?

- ▶ **Manufacturing**
- ▶ Promotion
- ▶ Negotiating with buyers
- ▶ Information gathering

Question No: 34 (Marks: 1) - Please choose one

Which of the following is a practical model used by marketers?

- ▶ **Consumer behavior** (Page-100)
- ▶ Economic

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- ▶ Psychological
- ▶ Behavioral

Question No: 35 (Marks: 1) - Please choose one
Which of the following is the threat for an organization?

- ▶ **Competitors developing new products**
- ▶ New machinery or equipment
- ▶ Lack of computing expertise
- ▶ An unstable work-force

Question No: 36 (Marks: 1) - Please choose one
Which of the following is defined as the process of converting concepts into specific observable behaviors that a researcher can measure?

- ▶ **Operationalization (page-110)**
- ▶ Conceptualization
- ▶ Generalization
- ▶ Formalization

Question No: 37 (Marks: 1) - Please choose one
Which of the following technique is used by depth interviewers in which you start with questions about external objects and external social phenomena, and then proceed to internal attitudes and feelings?

- ▶ Hidden issue questioning
- ▶ **Laddering (PAGE-113)**
- ▶ Symbolic analysis
- ▶ Focus groups

Question No: 38 (Marks: 1) - Please choose one
When Saleem buys car using a channel with only one intermediary, that intermediary is classified as a:

- ▶ Functional middleman
- ▶ Broker
- ▶ Wholesaler
- ▶ **Retailer**

Question No: 39 (Marks: 1) - Please choose one
Which of the following markets involve buying and selling of goods for their utility and enabling them to make or re-sell a product to others?

- ▶ Global markets
- ▶ Government markets
- ▶ Consumer markets

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▶ **Business markets**

Question No: 40 (Marks: 1) - Please choose one

Customer cost will be considered as which of the following Ps of marketing mix?

- ▶ Product
- ▶ **Price**
- ▶ Place
- ▶ Promotion

Question No: 41 (Marks: 1) - Please choose one

Which of the following is the consumer's estimate of the product's overall capacity to satisfy his or her needs?

- ▶ **Value**
- ▶ Want
- ▶ Demand
- ▶ Satisfaction

Question No: 42 (Marks: 1) - Please choose one

For which of the following products would the manufacturer be more likely to use selective distribution?

- ▶ Bags of potato chips
- ▶ Paper clips
- ▶ **Microwave ovens**
- ▶ Nail clippers

Reference:

http://highereducation.mcgraw-hill.com/sites/007296216x/student_view0/chapter10/multiple_choice_quiz.html

Question#17

Question No: 43 (Marks: 1) - Please choose one

Costs that vary directly with the level of production are referred to as _____.

- ▶ Fixed costs
- ▶ **Variable costs**
- ▶ Total costs
- ▶ Unit costs

Question No: 44 (Marks: 1) - Please choose one

_____ are the sum of the _____ and _____ for any given level of production.

- ▶ Fixed costs; variable; total costs
- ▶ Fixed costs; total; variable costs

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- ▶ Variable costs; fixed; total costs
- ▶ **Total costs; fixed; variable costs**

Question No: 45 (Marks: 1) - Please choose one

Which one of the following options reflects the tactical activities?

▶ **Inventory decisions, including quantity, location, and quality of inventory**
(PAGE-92)

- ▶ Information Technology infrastructure, to support supply chain operations
- ▶ Where to make and what to make or buy decisions
- ▶ Product design coordination

Question No: 46 (Marks: 1) - Please choose one

Which of the following is NOT a style of music video?

- ▶ Audio
- ▶ Picture
- ▶ **Text** (PAGE-69)
- ▶ Animation

Question No: 47 (Marks: 1) - Please choose one

Supply Chain Management involves getting the right product to the right customer in the right place at the right time. Which one of the following options is not a part of supply chain management?

- ▶ Planning
- ▶ Implementing
- ▶ Controlling the physical flow of goods, services, and information
- ▶ **Gathering customer's ideas for new products** (PAGE-91)

Question No: 48 (Marks: 1) - Please choose one

Being a marketing manager, you have been assigned a task of conducting survey in a large area and collecting information that how many people like and dislike burger. You are collecting information by which of the following ways?

- ▶ Experimental techniques
- ▶ Qualitative marketing research
- ▶ **Quantitative marketing research** (PAGE-112)
- ▶ A Observational techniques

7

FINAL TERM EXAMINATION

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Fall 2009

MKT501- Marketing Management (Session - 1)

Marks: 80

Question No: 1 (Marks: 1) - Please choose one

Marketing starts with which of the following 4Ps?

Product

Price

Place

Promotion

Reference:

Lecture# 6 Page # 13

Question No: 2 (Marks: 1) - Please choose one

Which of the following is the first step in writing a marketing plan?

Situation analysis

Opportunity and threat analysis

Executive summary

Market analysis

Reference:

Lecture# 7 Page # 15

Question No: 3 (Marks: 1) - Please choose one

Which of the following is NOT included in the financial summary of a marketing plan?

Pro-forma income statement

Month-by-month agenda

Breakeven analysis

Assumptions

Reference:

Lecture # 8 Page # 16

Question No: 4 (Marks: 1) - Please choose one

The building, holding, and harvesting are the types of:

Innovation strategy

Aggressiveness strategy

Diversification strategy

Market dominance strategy

Reference:

Note: Solve these papers by yourself

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Lecture# 9 Page# 17

Question No: 5 (Marks: 1) - Please choose one

The strategy which involves creating a product that is perceived as unique and should provide superior value for the customer is called:

Market segmentation strategy

Market dominance strategy

Differentiation strategy

Cost leadership strategy

Reference:

Lecture#10 Page#20

Question No: 6 (Marks: 1) - Please choose one

Which of the following goods are relatively inexpensive and are purchased frequently with minimal effort?

Convenience

Unsought

Specialty

Shopping

Reference:

Lecture# 11 Page# 24

Question No: 7 (Marks: 1) - Please choose one

During which stage of new product development the firm considers profitability?

Idea generation

Beta-testing

Business analysis

Product development

Reference:

Lecture# 13 Page# 27

Question No: 8 (Marks: 1) - Please choose one

Which of the following is quick in innovation?

Capital goods

Food items

Industrial goods

IT products

Question No: 9 (Marks: 1) - Please choose one

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ABC Co., a major Swedish multinational, provides an example of the power of innovative packaging and customer thinking. ABC Co. is involved in which of the following types of packaging that enables milk, fruit juice, and other perishable liquid foods to be distributed without refrigeration?

- Boxes
- Blister packs
- Cartons
- Aseptic packages**

Question No: 10 (Marks: 1) - Please choose one
Tarang milk is an example of which of the following?

- Corporate brand
- Co-brand
- Individual brand**
- Family brand

Question No: 11 (Marks: 1) - Please choose one
A company wants prompt payment from the customers. What type of discount will be suitable for the company?

- Seasonal discount
- Trade discount
- Quantity discount
- Cash discount**
- Reference:
Lecture # 21 Page# 43

Question No: 12 (Marks: 1) - Please choose one
Which of the following is also known as accumulation discounts?

- Trade discount
- Non-cumulative quantity discount
- Cumulative quantity discount**
- Quantity discount
- Reference:
Cumulative quantity discounts (also called accumulation discounts)

Question No: 13 (Marks: 1) - Please choose one
Which of the following is the total amount of money flowing into any organization?

- Fix cost

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Variable cost

Total cost

Revenue

Reference:

Revenue is the total amount of money that flows into the firm.

Question No: 14 (Marks: 1) - Please choose one

At what point will the marginal profit be zero?

When marginal revenue equals marginal cost

When marginal revenue is less than marginal cost

When marginal revenue is greater than marginal cost

When marginal revenue is not equal to marginal cost

Reference:

Lecture# 23 Page# 48

When marginal revenue equals marginal cost, marginal profit is zero.

Question No: 15 (Marks: 1) - Please choose one

Which of the following is NOT consumer sales promotion technique?

Price deal

Cents-off deal

Coupons

Dealer-loader

Reference:

Lecture# 27 Page# 60

Question No: 16 (Marks: 1) - Please choose one

Which of the following is an amount paid by way of reduction, return, or refund on what has already been paid or contributed by the customer?

Coupon

Free sample

Rebate

Price deal

Reference:

Rebate (marketing): A rebate is an amount paid by way of reduction, return, or refund on what has already been paid or contributed.

Question No: 17 (Marks: 1) - Please choose one

Which of the following was the most common form of advertising in ancient times?

Word of mouth

Commercial message

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Election campaign
Non verbal communication

Reference:

Lecture# 28 Page# 61

Question No: 18 (Marks: 1) - Please choose one

Which type of media has an advantage of mass coverage for promotion?

Newspaper

Radio

Television

Outdoor advertising

Reference:

<http://www.business.txstate.edu/users/ms04/Promo%20Class%20Slides.ppt#28>

Question No: 19 (Marks: 1) - Please choose one

A company charges Rs.100 per unit for 50 unit purchases and charges Rs. 90 per unit for 100 unit purchases. The company is following which type of price discrimination?

Fourth degree discrimination

Third degree discrimination

Second degree discrimination

First degree discrimination

Reference:

Lecture#24 Page# 50

Question No: 20 (Marks: 1) - Please choose one

Cash cows are SBU's that typically generate:

Large amounts of cash

A lot of competition

Large awareness levels but few sales

Problems for product managers

Reference:

http://highered.mcgraw-hill.com/sites/0070898332/student_view0/chapter2/multiple_choice_quiz.html

Question No: 21 (Marks: 1) - Please choose one

Which of the following leads the strategic planners to look at the more factors in evaluating an actual or potential business?

Aurther D. Little model

B.C.G. model

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Contribution margin model

G.E. multi factorial model

Reference:

The GE model leads to look at more factors in evaluating an actual or potential business than the BCG model does.

Question No: 22 (Marks: 1) - Please choose one

Which of the following is NOT method of promotion?

Direct mail

Public relations

Retailing

Advertising

Question No: 23 (Marks: 1) - Please choose one

All of the following are the advantages of IMC EXCEPT:

Company will have a success factor

Money will be spent less

Results will be achieved easily

Lack of consistency in the message of company

Question No: 24 (Marks: 1) - Please choose one

Marketing communication planning framework starts with which of the following step?

Context analysis

Promotional goal setting

Marketing research

Promotional analysis

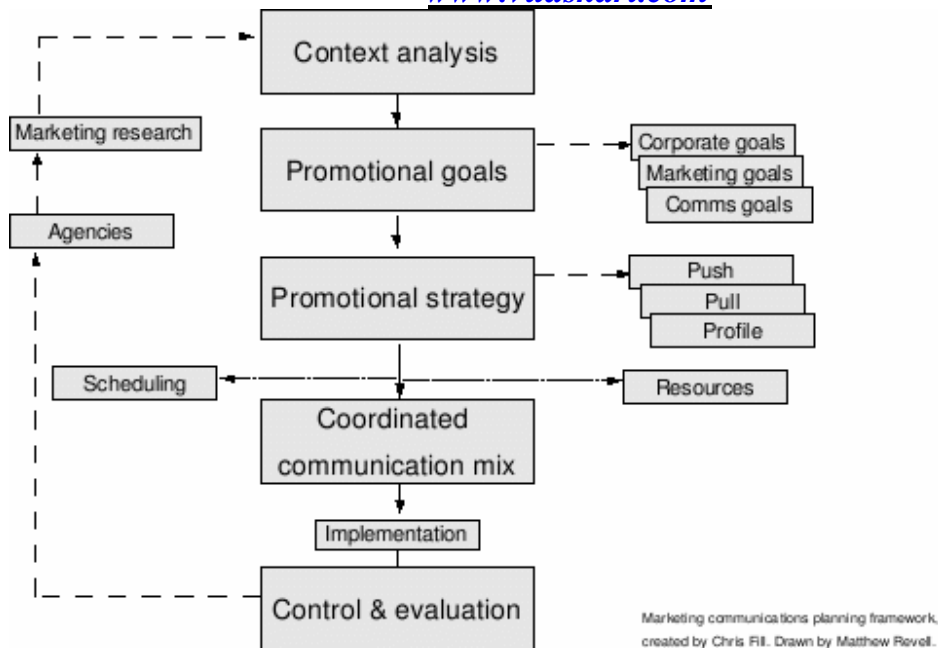
Reference:

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Question No: 25 (Marks: 1) - Please choose one
Who is much more knowledgeable about the product or service than the prospect?

Sales person

Manager
Customer
Wholesaler

Reference:

Lecture#31 Page#74

Question No: 26 (Marks: 1) - Please choose one
Why companies use incentive for salespeople?

To increase sales

To increase competitors
To increase suppliers
To increase market share

Reference:

Lecture#31 Page#73

Incentives of salespeople to increase their total number of sales, especially where retailers keep track of sales or offer commission-based salaries.

Question No: 27 (Marks: 1) - Please choose one
Which of the following is TRUE for influence?

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It has shared objective and resolve conflicts
It has conflict between parties and no compromise
It seeks compromise through influencer
It has common objective proven by influencer PAGE-75 table

Question No: 28 (Marks: 1) - Please choose one

Which of the following is TRUE about selecting, refining, and crafting an agreement?

It is a step in which both parties present the starting proposal

It is a step in which both parties formalize agreement
It is a step in which both parties estimate cost of agreement
It is a step in which both parties gather facts about each other

Reference:

Lecture# 32 Page# 77

Question No: 29 (Marks: 1) - Please choose one

Which of the following is NOT the performance measure for tracking the productivity of sales person?

Revenue per sales person
Revenue per territory
Margin by product category

Margin and revenue per product

Reference:

Lecture# 33 Page# 80

Question No: 30 (Marks: 1) - Please choose one

Companies are using public relation to support the sales:

In short run only
In long run only
In short and long run
None of the given options

Reference:

Lecture#34 Page# 83

Question No: 31 (Marks: 1) - Please choose one

A vertical marketing system (VMS), in which independent firms at different levels of production and distribution, join together through contracts to obtain more economies or sales impact than they could achieve alone. What does this statement refers to?

Corporate VMS

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Conventional VMS

Administered VMS

Contractual VMS

Reference:

A contractual VMS is a vertical marketing system in which independent firms at different levels of production and distribution join together through contracts to obtain more economies or sales impact than they could achieve alone

Question No: 32 (Marks: 1) - Please choose one

Identify the feature of selective distribution.

Less control only

Less cost only

Less cost and more control

More cost and less control

Reference:

Selective distribution gives producers good market coverage with more control and less cost than does intensive distribution.

<http://free-books-online.org/management/principles-of-marketing/place-the-3rd-p-of-marketing-mix/>

Question No: 33 (Marks: 1) - Please choose one

Which of the following is NOT an entity of supply chain management?

Consumer

Distributor

Manufacturer

Competitor

Question No: 34 (Marks: 1) - Please choose one

Which of the following is the sale of consumer products or services in a face to face manner away from a fixed retail location?

Industrial selling

Indirect selling

Direct selling

Business to business selling

Reference:

Direct selling entails the sale of a consumer product or service in a face-to- face manner, away from a fixed retail location

Question No: 35 (Marks: 1) - Please choose one

Which of the following is an example of agency based sales?

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Web selling

B2 B selling

Advertising

Real estate

Reference:

Agency-based

- consignment

- multi-level marketing

- sales agents (real estate, manufacturing)

Question No: 36 (Marks: 1) - Please choose one

At which stage of buyer s decision process the reader would consider the advertisement?

Interest

Purchase

Understanding

Attitude

Reference:

Purchase - all the above stages might happen in a few minutes while the reader is considering the advertisement; in the comfort of his or her favorite armchair

Question No: 37 (Marks: 1) - Please choose one

According to Maslow's which need will emerge when the physiological needs are met?

Love

Safety

Status

Being

Reference:

Safety Needs

When the physiological needs are met, the need for safety will emerge.

Question No: 38 (Marks: 1) - Please choose one

Which of the following is the threat for an organization?

Competitors developing new products

New machinery or equipment

Lack of computing expertise

An unstable work-force

Question No: 39 (Marks: 1) - Please choose one

The absence of certain strength is viewed as a weakness. Identify such attribute of

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weakness for an organization.

A poor after sales service record

New machinery or equipment
Competitors developing new products
A new or developing market

Reference:

A weakness could be: * Poor reputation. * Lack of marketing strategies. * Location of the business in respect of the market-place. * **Poor after-sales service record.**

Question No: 40 (Marks: 1) - Please choose one

If a retailer needed help with store design and training sales personnel, it would most likely use the services of which of the following?

Cash-and-carry wholesaler
Full-price wholesaler
Full-service wholesaler
Brokers and agents

8

FINAL TERM EXAMINATION
fall 2008

MKT501- Marketing Management (Session - 2)

Marks: 80

Question No: 1 (Marks: 1) - Please choose one

In which one of the following orientations companies often design the products with little or no input from customers?

Market-oriented
Product-oriented
Sales-oriented
Production-oriented

Question No: 2 (Marks: 1) - Please choose one

The factors of which of the following environments are influenced by the factors of broad environment?

Economic environment
Task environment
Cultural environment
Technological environment

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Question No: 3 (Marks: 1) - Please choose one
Which of the following is NOT a type of innovation strategy?

Pioneers

Challengers

Close followers

Late followers

Reference:

Lecture#9 Page#17

Question No: 4 (Marks: 1) - Please choose one
Identify the strategy that deals with the rate of new product development.

Aggressiveness strategy

Horizontal integration

Vertical integration

Innovation strategy

Reference:

Innovation Strategies- This deals with the firm rate of new product development and business model innovation

Question No: 5 (Marks: 1) - Please choose one
Which of the following may NOT be the form of new products?

New product lines

Repositioning

Existing product

Cost reductions

Question No: 6 (Marks: 1) - Please choose one
Which of the following is EXCLUDED from business analysis?

Profit analysis

Management analysis

Cost analysis

Sales forecast

Question No: 7 (Marks: 1) - Please choose one
Identify which one is an ancillary service.

Delivery

Promotion

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Labeling

Packaging

Reference:

The offering of ancillary services like credit availability, delivery, installation, and warranty

Question No: 8 (Marks: 1) - Please choose one

Geographic pricing is also known as:

Penetration pricing

Skimming pricing

Zone pricing

Psychological pricing

Question No: 9 (Marks: 1) - Please choose one

Commission is the price of which of the following?

Wholesaler

Retailer

Salesperson

Executive

Question No: 10 (Marks: 1) - Please choose one

Which of the following method is mostly used in the retailing?

Courier service

Online shops

Self-service

Counter-service

Reference:

Even though most retailing is done through self-service, many shops offer counter-service items.

Question No: 11 (Marks: 1) - Please choose one

Identify the other term used for the trade discounts.

Promotional discount

Functional discount

Quantity discount

Seasonal discount

Reference:

Trade discounts (also called functional discounts) –

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Question No: 12 (Marks: 1) - Please choose one

The buyer at ABC Furniture Store is informed that if he/she will increase his/her recent order of fifteen mattress sets to twenty, she will receive a 14 percent price reduction. This offer is due to a recent overstock condition at the factory and will not be available in the future. What is the type of discount offered by ABC Furniture store?

Trade

Seasonal

Non-cumulative

Promotional

Reference:

Page#44

Question No: 13 (Marks: 1) - Please choose one

What is the primary objective of using sales promotion?

Increase sales in long run

Increase sales in short term

Create awareness about product

Increase consumer traffic

<http://www.knowthis.com/principles-of-marketing-tutorials/sales-promotion/objectives-of-sales-promotion/>

IT SUPPORTS OPTION3

Question No: 14 (Marks: 1) - Please choose one

When was mass media introduced?

1950s

1940s

1930s

1920s

Reference:

Lecture#29 Page#65

Question No: 15 (Marks: 1) - Please choose one

Identify the other name of mass media.

Multimedia

Corporate media

Electronic media

Cross media

Reference:

Sometimes mass media (and the news media in particular) are referred to as the

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"corporate media".

Question No: 16 (Marks: 1) - Please choose one

Which of the following is NOT used for commercial advertising?

Wall paintings

Billboards

Bus stop benches

Word of mouth

Reference:

Lecture#28 Page#62

Question No: 17 (Marks: 1) - Please choose one

Which of the following way of advertising can be used to attract passing pedestrian?

Sponsorships

Commercials

Billboards

Catchy jingles

Reference:

"A Billboard or Hoarding is a large outdoor signboard, usually wooden, found in places with high traffic such as cities, roads, motorways and highways. Billboards show large advertisements aimed at passing pedestrians and drivers".

Question No: 18 (Marks: 1) - Please choose one

Of the following who uses the non-commercial billboards?

Service providing organizations

Non-profit groups and government

Capital goods producing organizations

Consumer goods producing organizations

Reference:

Non-commercial use of Billboards

Not all billboards are used for advertising products and services—non-profit groups and government agencies use them to communicate with the public.

Question No: 19 (Marks: 1) - Please choose one

All of the following are the advantages of IMC EXCEPT:

Results will be achieved easily

Lack of consistency in the message of company

Company will have a success factor

Money will be spent less

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Question No: 20 (Marks: 1) - Please choose one

All of the following are the objectives of sales promotion EXCEPT:

Personal interaction between two or more people

Invites and rewards quick consumer response

Offers strong incentives to buy

Attracts consumer attention

Question No: 21 (Marks: 1) - Please choose one

Which of the following is NOT an advantage of advertising?

Strong potential impact

A large number of alternative media are available

Message is temporary

A large audience is attracted

Reference:

http://wps.prenhall.com/ca_ph_berm_retlmgmt_1/52/13357/3419464.cw/content/index.html

Question#4

Question No: 22 (Marks: 1) - Please choose one

Which of the following offers a reason to buy the product?

Coupons

Sales promotion

Price pack deal

Advertising

Reference:

http://books.google.com.pk/books?id=KN6PqQMnFBAC&pg=PA501&dq=%22offers+a+reason+to+buy+the+product%22&hl=en&ei=1pVETdLMEsnDswbU7KDFDg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CC8Q6AEwAA#v=onepage&q&f=false

Question No: 23 (Marks: 1) - Please choose one

Which of the following is NOT the form of complex sales?

Real estate development

Large fleet vehicle sales

Mining equipment sales

Commercial goods sales

Reference:

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Forms of complex sales

- Selling consulting engineering services
- Enterprise technology sales such as CRM or POS solutions
- Commercial insurance sales
- Real Estate development
- Large fleet vehicle sales
- Mining equipment sales (ie Caterpillar tractors and large tunnel boring machines)
- Scientific Solution Sales (Data analysis and management)

Question No: 24 (Marks: 1) - Please choose one
How many steps are involved in negotiation?

Seven

Six

Five

Four

Reference:

Lecture#32 Page#77

Question No: 25 (Marks: 1) - Please choose one

At which stage one should gather facts about the party, estimate the needs of other party, and learn about the negotiation style of other party?

Before negotiation

During negotiation

After negotiation

After agreement

Reference:

Phase 1: Before the Negotiation

- Step 1: Preparing and Planning: In this step, first you should determine what you must have and what you are willing to give (bargaining chips). Gather facts about the other party, learn about the other party's negotiating style and anticipate other side's position and prioritize issues.

Question No: 26 (Marks: 1) - Please choose one

What is the complex model for tracking the performance of sales people?

PAIRS

BANTA

SWOT

PEST

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Reference:

Lecture# 33 Page# 80

Question No: 27 (Marks: 1) - Please choose one

Productivity of sales force can be measured using all of the following EXCEPT:

Total cost of production

Margin by customer segment

Revenue per territory

Revenue per sales person

Reference:

Lecture# 33 Page# 80

Question No: 28 (Marks: 1) - Please choose one

Which of the following is NOT a role of public relation?

Building the image

Supporting the product

Influencing the customers

Reducing the channel levels

Question No: 29 (Marks: 1) - Please choose one

Which of the following is a readymade business, transfer red from one place to other?

Whole selling

Retailing

Franchising

Direct selling

Reference:

<http://en.wikipedia.org/wiki/Franchising>

Question No: 30 (Marks: 1) - Please choose one

Which of the following term refers to a set of interdependent organizations involved in the process of making a product or service available to the customer?

Retail chain

Value chain

Distribution channel

Franchise

Reference:

Distribution channels are ways and the process of making a product or service available to the customer

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Question No: 31 (Marks: 1) - Please choose one

General model of consumer behavior states that before anything else can happen the potential customers must have an _____ that the product exists.

Interest

Awareness

Understanding

Attitude

Reference:

Awareness - before anything else can happen the potential customers must become aware that the product or service exists.

Question No: 32 (Marks: 1) - Please choose one

You have collected information regarding a problem and have to take decision but before making decision you have removed the information, you think it is not needed. Identify the decision making style.

Repetition bias

Group decision

Anchoring

Selective perception

Question No: 33 (Marks: 1) - Please choose one

What 'tendency of avoiding loss than acquiring gain' refers to?

Risk aversion

Loss conversion

Loss aversion

Gain aversion

Reference:

Loss aversion refers to the tendency for people to strongly prefer avoiding losses than acquiring gains

Question No: 34 (Marks: 1) - Please choose one

Which of the following is TRUE for opportunities in the SWOT analysis?

Internal and harmful in achieving the objectives

Internal and helpful in achieving the objectives

External and helpful in achieving the objectives

External and harmful in achieving the objectives

Reference:

Opportunities are external conditions that are helpful to the achievement of the objective.

Question No: 35 (Marks: 1) - Please choose one

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Some of the internal attributes are harmful for the organizations in achieving the objectives. Identify these attributes.

Strengths

Weaknesses

Opportunities

Threats

Reference:

Weaknesses are attributes of the organization that are harmful to the achievement of the objective.

Question No: 36 (Marks: 1) - Please choose one

You are working on an assignment and you have to collect data about the forecasted population of your country. You have used a book from library for this purpose, the population information you found would be considered as which of the following type of data?

Primary

Secondary

Imploratory

Exploratory

Question No: 37 (Marks: 1) - Please choose one

A company wants to learn about consumer attitudes toward mail order purchases and conducts a study to acquire this information; this study would be best classified as collecting _____ data.

Imploratory

Exploratory

Primary

Secondary

Question No: 38 (Marks: 1) - Please choose one

Companies distinguish between external and internal customer to establish which of the following?

Selling price

Market price

Cost price

Transfer price

Reference:

Lecture# 36 Page# 87

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Question No: 39 (Marks: 1) - Please choose one

A cash-and-carry wholesaler would be expected to:

Provide a wide range of services

Carry a wide variety of products

Provide credit

Handle high turnover products

Reference:

http://books.google.com.pk/books?id=IFLiOllsxWwC&pg=PA381&dq=cash-and-carry+wholesaler&hl=en&ei=UosXTZ-PNYvwsgb91OH5DA&sa=X&oi=book_result&ct=r#v=onepage&q=cash-and-carry%20wholesaler&f=false

Question No: 40 (Marks: 1) - Please choose one

In consumer behavior, we study:

How people buy?

What people buy?

When people buy?

All of the given options

Reference:

Lecture# 40 Page# 98

9
FINAL TERM EXAMINATION

Fall 2008

MKT501- Marketing Management (Session - 1)

Marks: 80

Question No: 1 (Marks: 1) - Please choose one

Which of the following markets involve buying and selling of goods for their utility and enabling them to make or re-sell a product to others?

Consumer markets

Business markets

Global markets

Government markets

Question No: 2 (Marks: 1) - Please choose one

A lot of time is required in establishing great brand image to be successful in:

Global Product marketing

Consumer Product marketing Page-2

Governmental marketing

Domestic product marketing

Question No: 3 (Marks: 1) - Please choose one

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In which section of the marketing plan would you find detailed information about the marketing environment, market trends, customers and competitors?

Situation analysis

Product/market background

Marketing strategies

Market analysis

Question No: 4 (Marks: 1) - Please choose one

Which of the following has the largest market share in the relevant product market?

Market leader

Market challenger

Market nicher

Market follower

Question No: 5 (Marks: 1) - Please choose one

Which of the following attacks the vulnerable part of a competitor?

Market leader

Market challenger

Market nicher

Market follower

Question No: 6 (Marks: 1) - Please choose one

Which of the following is EXCLUDED from business analysis?

Profit analysis

Management analysis PAGE-28

Cost analysis

Sales forecast

Question No: 7 (Marks: 1) - Please choose one

ABC Company is engaged in new product development process. After idea generation, screening, concept development and going through the business analysis. Identify the next step of the company.

Home-placement testing

Consumer testing

Beta testing

Alpha testing

Question No: 8 (Marks: 1) - Please choose one

Which of the following step involves determining the Compatibility of product idea with company objectives, needs, and resources on a general level?

Business analysis

Idea generation

Idea screening

Note: Solve these papers by yourself

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Product development

REF:

<http://www.authorstream.com/Presentation/Funtoon-18364-Marketing-Mix-4ps-Product-Managers-Interactions-MANAGEMENT-DEVELOPMENT-INTENSIVE-GROWTH-STRATEGIES-SIX-as-Entertainment-ppt-powerpoint/>
slide number 8 . . idea screening is the answer

Question No: 9 (Marks: 1) - Please choose one

Which of the following is NOT undertaken by all the companies in the process of new product development?

Market testing

Commercialization

Idea screening

Idea generation

Question No: 10 (Marks: 1) - Please choose one

Which of the following marketing mix element generates revenue?

Promotion

Price

Place

Product

Question No: 11 (Marks: 1) - Please choose one

Which of the following is an indicator of high quality of the product?

Psychological price

Penetration price

Premium price

Low price

Question No: 12 (Marks: 1) - Please choose one

The price of which of the following is lower than the cost and is used to drag customers into a store where they are likely to buy other products.

Consumer promotion

Discounted product

On-sale item

Loss leader

Question No: 13 (Marks: 1) - Please choose one

In price shading which of the following has right to vary the price by certain amount?

Seller

Note: Solve these papers by yourself

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Buyer
Manufacturer
Competitor

Question No: 14 (Marks: 1) - Please choose one

What will be the average cost per unit if a firm produces 500 units at cost of Rs.100, 000?

200

150

100

50

Question No: 15 (Marks: 1) - Please choose one

Charging more for a soft drink in a vending machine than in a supermarket , to which concept this example relates?

Price discrimination

Penetration pricing

Price differentiation

Cost-oriented pricing

Question No: 16 (Marks: 1) - Please choose one

Which of the following has a potential of becoming a star in the future?

Cash cow

Question mark

Star child

Dog

Ref:

A "question mark" has the potential to become a "star" in the future if it is developed.

Question No: 17 (Marks: 1) - Please choose one

Establishment of mind share depends on which factor?

Market analysis

Market structure

Market segment

Market growth

REF:

Mind share can be established to a greater or lesser degree depending on market segment.

Question No: 18 (Marks: 1) - Please choose one

Identify the other name of mass media.

Multimedia

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Corporate media

Electronic media

Ref:

Cross media

Sometimes mass media (and the news media in particular) are referred to as the "corporate media".

Question No: 19 (Marks: 1) - Please choose one

What are the factors changing mass media and its relationship to society?

Centralization of economy

Decentralization of communication

Centralization of communication

Slow growth of organizations

REF:

DECENTRALIZED COMMUNICATION IS OFTEN DEEMED LIKELY TO CHANGE MASS MEDIA AND ITS RELATIONSHIP TO SOCIETY.

Question No: 20 (Marks: 1) - Please choose one

A company manufactures shoes. The company incurred costs i.e. Rs.500, 000 for rent of the factory, Rs.20000 for transportation cost, Rs. 100, 000 for electricity bill and Rs. 600, 000 for raw material consumed. The fixed cost for the company is:

500,000

600,000

700,000

720,000

Question No: 21 (Marks: 1) - Please choose one

A shopkeeper is offering 10% discount for old age citizens. The shopkeeper is using which of the following:

Fourth degree discrimination

Third degree discrimination

Second degree discrimination

First degree discrimination

REF:

http://www.amosweb.com/cgi-bin/awb_nav.pl?s=wpd&c=dsp&k=third-degree+price+discrimination

Question No: 22 (Marks: 1) - Please choose one

An effective short-hand summary of the situation analysis is a:

Competition analysis

SBU analysis

SWOT analysis

BCG analysis

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Question No: 23 (Marks: 1) - Please choose one

Which of the following is NOT a medium used for advertising?

Publicity

Print media

Television

Radio

Question No: 24 (Marks: 1) - Please choose one

Which of the following is NOT the form of complex sales?

Real estate development

Large fleet vehicle sales

Mining equipment sales

Commercial goods sales

Forms of complex sales

- *Selling consulting engineering services*
- *Enterprise technology sales such as CRM or POS solutions*
- *Commercial insurance sales*
- *Real Estate development*
- *Large fleet vehicle sales*
- *Mining equipment sales (ie Caterpillar tractors and large tunnel boring machines)*
- *Scientific Solution Sales (Data analysis and management)*

http://en.wikipedia.org/wiki/Complex_sales

Question No: 25 (Marks: 1) - Please choose one

Why companies use incentives for salespeople?

To increase sales

To increase competitors

To increase suppliers

To increase market share

REF:

Incentives of salespeople to increase their total number of sales

Question No: 26 (Marks: 1) - Please choose one

Which of the following is an advantage of sales force management system for marketing manager?

Note: Solve these papers by yourself

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Identifying the best customers
Identifying segments within market
Identifying target market

All of the given options

Ref:

Advantages to the Marketing Manager

It is also claimed to be useful for the marketing manager. It gives the marketing manager information that is useful in :

- *Understanding the economic structure of industry*
- *Identifying segments within your market*
- *Identifying your target market*
- *Identifying your best customers*

Question No: 27 (Marks: 1) - Please choose one

Which of the following is a readymade business, transferred from one place to other?

Whole selling

Retailing

Franchising

Direct selling

REF:

Franchises are generally seen as a safe route to business success thanks to the system, brand name, proven format with training and support that comes in a ready made business package.

Question No: 28 (Marks: 1) - Please choose one

Which of the following is a type of vertical marketing system?

Franchise

Direct selling

Mail order

Retailing

Reference:

A vertical marketing system (VMS) is a distribution channel structure in which producers, wholesalers, and retailers act as a unified system.

Question No: 29 (Marks: 1) - Please choose one

Which of the following is an example of agency based sales?

Web selling

B2 B selling

Advertising

Real estate

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5. Agency-based

- *consignment*
- *multi-level marketing*
- *sales agents (real estate, manufacturing)*

Question No: 30 (Marks: 1) - Please choose one

Which of the following is NOT one of the tools of public relations?

Personal selling

- Written materials
- Special events
- Speeches

<http://www.knowthis.com/principles-of-marketing-tutorials/types-of-public-relations-tools/>

Question No: 31 (Marks: 1) - Please choose one

Which of the following is NOT the function of wholesaler?

- Risk bearing
- Financing
- Bulk breaking

Production

FUNCTION OF WHOLESALERS

- *Selling and promotion to retailers*
- *Buying and assortment*
- *Bulk breaking*
- *Warehousing*
- *Transportation*
- *Financing*
- *Risk bearing*
- *Market information*

Question No: 32 (Marks: 1) - Please choose one

What is the input of consumer behavior?

Response

Stimuli PAGE-98

- Actions
- Reactions

Question No: 33 (Marks: 1) - Please choose one

The physical aspects of the product are stimuli that the consumer receives from his or her environment. These are classified as _____ aspects.

Note: Solve these papers by yourself

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Significative PAGE-99

Symbolic
Social
Perceptual

Question No: 34 (Marks: 1) - Please choose one

Which of the following is the research technique, in which data is obtained from a relatively small group of respondents and not analyzed with statistical techniques?

Qualitative research

Experimental research
Observational research
Quantitative research

Ref:

Qualitative research is a set of research techniques, used in marketing and the social sciences, in which data are obtained from a relatively small group of respondents and not analyzed with statistical techniques.

Question No: 35 (Marks: 1) - Please choose one

Which of the following is defined as the process of converting concepts into specific observable behaviors that a researcher can measure?

Operationalization

Conceptualization
Generalization
Formalization

Ref:

Operationalization is the process of converting concepts into specific observable behaviors that a researcher can measure. Precision refers to the exactness of any given measure.

Question No: 36 (Marks: 1) - Please choose one

You are working on an assignment and you have to collect data about the forecasted population of your country. You have used a book from library for this purpose, the population information you found would be considered as which of the following type of data?

Primary

Secondary

Imploratory
Exploratory

Question No: 37 (Marks: 1) - Please choose one

When Saleem buys car using a channel with only one intermediary, that intermediary is

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classified as a:

Functional middleman
Broker
Wholesaler
Retailer

Question No: 38 (Marks: 1) - Please choose one

Identify the marketing channel for selling High Tec products.

Wholesaler
Retailer
Mail order
Selling direct

Question No: 39 (Marks: 1) - Please choose one

In consumer behavior, we study:

How people buy?
What people buy?
When people buy?

All of the given options

Consumer behavior is the study of

- 1. How people buy?*
- 2. What they buy?*
- 3. When they buy?*
- 4. And why they buy?*

Question No: 40 (Marks: 1) - Please choose one

Which of the following is NOT a projective technique?

First-person technique
Role playing
Story completion
Sentence completion

10

FINAL TERM EXAMINATION

Fall 2008

MKT501- Marketing Management (Session - 1)

Marks: 80

Question No: 1 (Marks: 1) - Please choose one

The basic human requirement defines which of the following?

Need
Demand

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Want
Satisfaction

Question No: 2 (Marks: 1) - Please choose one

Willingness and ability to buy the product leads towards which of the following?

Demand

Need

Want

Market

Question No: 3 (Marks: 1) - Please choose one

Which of the following must be developed at each product level for achieving the goals?

Corporate plan

Selling plan

Marketing plan PAGE-15

Business plan

Question No: 4 (Marks: 1) - Please choose one

Which of the following part of a marketing plan defines the plan's financial and marketing goals in terms of sales volume, market share and profit?

Marketing strategy PAGE-17

Action programs

Issue analysis

Objectives

Question No: 5 (Marks: 1) - Please choose one

Which of the following strategy emphasize on brand image?

Cost leadership strategy

Market dominance strategy

Differentiation strategy

Market segmentation strategy

Question No: 6 (Marks: 1) - Please choose one

Which of the following are the products bought by individuals and organizations for further processing or for use in conducting a business?

Specialty

Industrial

Shopping

consumer

Reference:

Industrial product: *Products bought by individuals and organizations for further processing or for use in conducting a business.*

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Question No: 7 (Marks: 1) - Please choose one

Which of the following are the people who purchase new products almost as soon as the products reach the market?

Innovators

- Late majority
- Early majority
- Late adopters

Question No: 8 (Marks: 1) - Please choose one

Which of the following is the degree to which new product matches the values and experiences of the individuals in the community?

Innovation communicable

Innovation divisibility

Innovation compatibility

Innovation complexity

Ref:

Compatibility- degree to which new product matches the values and experiences of the individuals in the community.

Question No: 9 (Marks: 1) - Please choose one

Tarang milk is an example of which of the following?

Corporate brand

Co-brand

Individual brand

Family brand

Question No: 10 (Marks: 1) - Please choose one

Which of the following is considered as dead end of distribution?

Promotion

Warehousing

Wholesaling

Retailing Page-95

Question No: 11 (Marks: 1) - Please choose one

Which of the following method is mostly used in the retailing?

Courier service

Online shops

Self-service

Counter-service

Reference:

Even though most retailing is done through self-service, many shops offer counter-

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service items,

Question No: 12 (Marks: 1) - Please choose one

A book shop has arranged a book fair and offered 20% discount on all types of books. What will be the purpose of offering the discount?

- Reward the customers
- Move- out- of- date stock
- Encourage the salespeople

To increase short term sales

Question No: 13 (Marks: 1) - Please choose one

Which of the following is the type of pricing used for highly differentiated and high value items?

- Fixed pricing
- Variable pricing PAGE-48**
- Value-based pricing
- Joint product pricing

Question No: 14 (Marks: 1) - Please choose one

Charging more for a soft drink in a vending machine than in a supermarket , to which concept this example relates?

- Price discrimination**
- Penetration pricing
- Price differentiation
- Cost-oriented pricing

Question No: 15 (Marks: 1) - Please choose one

Which of the following is NOT consumer sales promotion technique?

- Price deal
- Cents-off deal
- Coupons

Dealer-loader

Reference:

Lecture# 27 Page# 60

Question No: 16 (Marks: 1) - Please choose one

While making slogan, with whom the marketing managers should coordinate?

- Commercial agencies
- Promotion agencies
- Sponsorship agencies

Advertising agencies

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Question No: 17 (Marks: 1) - Please choose one

A company is charging different prices to the customers based on the location. It is known as:

Fourth degree discrimination

Third degree discrimination

Second degree discrimination

First degree discrimination

Question No: 18 (Marks: 1) - Please choose one

Which of the following is most profitable and requires seller to have most information about the customers?

Second degree discrimination

Indirect segmentation

Direct segmentation

Complete price discrimination

REF:

Complete price discrimination is most profitable, and requires the seller to have the most information about buyers.

Question No: 19 (Marks: 1) - Please choose one

A shopkeeper is offering 10% discount for old age citizens. The shopkeeper is using which of the following:

Fourth degree discrimination

Third degree discrimination

Second degree discrimination

First degree discrimination

http://en.wikipedia.org/wiki/Price_discrimination

Question No: 20 (Marks: 1) - Please choose one

One dimension of G.E. Multi Factoral Analysis comprises of:

Ten industry attractiveness measures

Six industry attractiveness measures

Eight industry attractiveness measures

Nine industry attractiveness measures Page-55

Question No: 21 (Marks: 1) - Please choose one

All of the following are the advantages of IMC EXCEPT:

Company will have a success factor

Money will be spent less

Results will be achieved easily

Lack of consistency in the message of company

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Question No: 22 (Marks: 1) - Please choose one

Which of the following ensures that all forms of communications and messages are carefully linked together?

- Direct marketing communication
- Simple marketing communication
- Marketing communication

Integrated marketing communication

<http://www.multimediamarketing.com/mkc/marketingcommunications/>

REF:

Integrated Marketing Communications is a simple concept. It ensures that all forms of communications and messages are carefully linked together.

Question No: 23 (Marks: 1) - Please choose one

Which of the following is **NOT** an advantage of advertising?

- Strong potential impact
- A large number of alternative media are available

Message is temporary

A large audience is attracted

Question No: 24 (Marks: 1) - Please choose one

At which stage one should gather facts about the party, estimate the needs of other party, and learn about the negotiation style of other party?

After agreement

Before negotiation

During negotiation

After negotiation

Question No: 25 (Marks: 1) - Please choose one

Which of the following is the combination of institutions through which a seller, market products to the user?

- Marketing logistics
- Supply chain management

Distribution channel

Inventory management

[PPT]

Chapter 10 - Marketing Management, 8/e

Question No: 26 (Marks: 1) - Please choose one

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Which of the following is NOT the base of contract relationship?

Time

Quantity

Law

Space

Question No: 27 (Marks: 1) - Please choose one

Which of the following is a readymade business, transferred from one place to other?

Whole selling

Retailing

Franchising

Direct selling

Reference:

<http://en.wikipedia.org/wiki/Franchising>

Question No: 28 (Marks: 1) - Please choose one

Which of the following is NOT an entity of supply chain management?

Consumer

Distributor

Manufacturer

Competitor

<http://www.eil.utoronto.ca/profiles/rune/node5.html>

Question No: 29 (Marks: 1) - Please choose one

What does GSCF stand for?

Global Supply Chain Forum

Global Supply Chain Federation

Global Supply Chain Finance

Greater Salina Community Foundation

Reference:

[Global Supply Chain Forum \(GSCF\).](#)

Question No: 30 (Marks: 1) - Please choose one

Which of the following is a broad set of communication activities used to create and maintain favorable relations between the organization and its publics?

Publicity

Public relations

A press strategy

Advertising

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REF:

Public Relations is the art and science of building relationships between an organization and its key publics. It is concerned with communications management”.

Question No: 31 (Marks: 1) - Please choose one

Which of the following is NOT one of the tools of public relations?

Personal selling

Written materials
Special events
Speeches

Question No: 32 (Marks: 1) - Please choose one

Which of the following statements is TRUE?

A company's channel decisions are made independently from other marketing mix decisions

A company's channel decisions are not as important as their promotion decisions

A company's channel decisions are not as important as their pricing decisions

A company's channel decisions directly affect every other marketing decision

http://books.google.com.pk/books?id=E68oEEdknIwC&pg=PA232&lpg=PA232&dq=A+company%27s+channel+decisions+directly+affect+every+other+marketing+decision+is+it+correct+or+not&source=bl&ots=wGSEVxc1ZD&sig=fgGpPtNqcIJdK2TeDGdkXQGUGN0&hl=en&ei=YzsXT7HaKMS8gOKoZyCBw&sa=X&oi=book_result&ct=result&resnum=4&ved=0CCTQ6AEwA#v=onepage&q=company%20channel%20decisions%20directly%20&f=false

Question No: 33 (Marks: 1) - Please choose one

Which of the following is NOT a method of retailing?

Counter-service

Cross-selling

Self-service

Online shop

Question No: 34 (Marks: 1) - Please choose one

In how many ways the consumer buying behavior can be analyzed?

Five

Four

Three

Two

Reference:

Lecture 40 Page 99

Question No: 35 (Marks: 1) - Please choose one

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Emotion-based relationships are examples of which level?

Belonging & love PAGE-104

Self-actualization
Physiological
Self-esteem

Question No: 36 (Marks: 1) - Please choose one

Which of the following is the threat for an organization?

Competitors developing new products

New machinery or equipment
Lack of computing expertise
An unstable work-force

<http://marketingteacher.com/lesson-store/lesson-swot.html>

Question No: 37 (Marks: 1) - Please choose one

You are working on an assignment and you have to collect data about the forecasted population of your country. You have used a book from library for this purpose, the population information you found would be considered as which of the following type of data?

Primary

Secondary

Imploratory
Exploratory

Question No: 38 (Marks: 1) - Please choose one

Companies distinguish between external and internal customer to establish which of the following?

Selling price
Market price
Cost price

Transfer price

Question No: 39 (Marks: 1) - Please choose one

An advantage of a vertical marketing system (VMS) is that it acts as a:

Customer-driven system
Modern system
More efficient system

Unified system

Question No: 40 (Marks: 1) - Please choose one

Which of the following types of qualitative research lasts for 1 to 2 hours?

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Projective techniques
Depth interviews
Focus Group
Laddering

11

FINAL TERM EXAMINATION
Spring 2010
MKT501- Marketing Management (Session
- 1)

Time: 90 min
Marks: 69

Question No: 1 (Marks: 1) - Please choose one

Critical path analysis is a part of which of the following?

- ▶ **Implementation stage**
- ▶ Marketing strategies
- ▶ Executive summary
- ▶ Financial summary

Reference:
Lecture# 8 Page#16

Question No: 2 (Marks: 1) - Please choose one

Which of the following is TRUE about a product?

- ▶ **Every tangible thing the customer receives in an exchange**

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- ▶ The idea that the customer receives in an exchange
- ▶ The service that is rendered to a customer
- ▶ The physical object the customer receive in an exchange

Question No: 3 (Marks: 1) - Please choose one

Which of the following is EXCLUDED from business analysis?

- ▶ Profit analysis
- ▶ **Management analysis**
- ▶ Cost analysis
- ▶ Sales forecast

Reference:
Lecture#13 Page#27

Question No: 4 (Marks: 1) - Please choose one

Which of the following are the people who purchase new products almost as soon as the products reach the market?

- ▶ **Innovators**
- ▶ Late majority
- ▶ Early majority
- ▶ Late adopters

Reference:
Consumer innovator : People who purchase new products almost as soon as the products reach the market.

<http://www.slideshare.net/siddharth4mba/category-and-brand-management-product-identification-and-new-product-development>

Question No: 5 (Marks: 1) - Please choose one

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Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies the product or service?

- ▶ Label
- ▶ Co-brand
- ▶ **Brand**
- ▶ Product

Question No: 6 (Marks: 1) - Please choose one

Which of following is an example of corporate brand?

- ▶ Rafhan foods
- ▶ Knorr
- ▶ National foods
- ▶ **Mercedes**

Question No: 7 (Marks: 1) - Please choose one

Which of the following price is quoted to a potential buyer, usually in written form?

- ▶ Wholesale price
- ▶ Market price
- ▶ **List price**
- ▶ Retail price

Reference:
Lecture#21 Page#43

Question No: 8 (Marks: 1) - Please choose one

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Market price is also known as:

- ▶ **Effective price**
- ▶ List price
- ▶ Retail price
- ▶ Wholesaler price

Reference:
Lecture#21 Page#43

Question No: 9 (Marks: 1) - Please choose one

Which of the following is a relatively long commercial in the format of a TV program?

- ▶ TV commercial donut
- ▶ **Infomercials**
- ▶ Sponsorship
- ▶ Product placement

Reference:
Infomercial
A relatively long commercial in the format of a television program

Question No: 10 (Marks: 1) - Please choose one

Identify the type of commercial for "Save wild life".

- ▶ Traditional commercial
- ▶ Political commercial
- ▶ **Public service commercial**
- ▶ Local station commercial

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Question No: 11 (Marks: 1) - Please choose one

Which of the following is most profitable and requires seller to have most information about the customers?

- ▶ Second degree discrimination
- ▶ Indirect segmentation
- ▶ Direct segmentation
- ▶ **Complete price discrimination**

Reference:
Lecture#24 Page#51

Question No: 12 (Marks: 1) - Please choose one

In analyzing and building up a product portfolio a company can use:

- ▶ Boston Consulting Group matrix
- ▶ Contribution Margin analysis
- ▶ General Electric model
- ▶ **All of the given options**

Reference:
Lecture#25 Page#54

Question No: 13 (Marks: 1) - Please choose one

Nido has advertised that get 5% extra milk for the same price. Identify the type of consumer sales promotion technique used by Nido.

- ▶ Cents-off deal
- ▶ Price deal
- ▶ Loyalty rewards program

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▶ **Price-pack deal**

Reference:

Lecture#27 Page#60

Question No: 14 (Marks: 1) - Please choose one

Which of the following is the type of distribution in which a company stocks the product in as many outlets as possible?

- ▶ Exclusive distribution
- ▶ Corporate distribution
- ▶ **Intensive distribution**
- ▶ Selective distribution

Reference:

Intensive distribution. This is stocking the product in as many outlets as possible. An example would be soft drinks, gum, candy, and potato chips. They are sold at grocery stores, gas stations, and neighborhood stores. Companies that frequently use this method are Proctor & Gamble, Coca-Cola, and Campbell Soup.

Question No: 15 (Marks: 1) - Please choose one

Which of the following is the benefit of intensive distribution?

- ▶ It increases coverage only
- ▶ It increases sales only
- ▶ It increases coverage and price
- ▶ **It increases coverage and sales**

Reference:

Parle uses Intensive Distribution for Parle G. This is the ideal strategy for the market leader as intensive distribution has the following advantages:

Increases coverage and sales
Increases product availability
Encourages retailers to compete aggressive. Higher competition leads to narrower margins for

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the retails hence, increases the ultimate margin for the manufacturer.

Question No: 16 (Marks: 1) - Please choose one

Outbound operations, including all fulfillment activities and transportation to customers are which type of supply chain management activities?

- ▶ Strategic level
- ▶ Tactical level
- ▶ **Operational level**
- ▶ Functional level

Reference:
Lecture#37 Page#92

Question No: 17 (Marks: 1) - Please choose one

Direct selling is best for which of the following?

- ▶ Furniture
- ▶ Refrigerator
- ▶ **Car**
- ▶ Encyclopedia

Question No: 18 (Marks: 1) - Please choose one

Telemarketing is an example of which of the following:

- ▶ Electronic sales
- ▶ Industrial selling
- ▶ **Indirect selling**
- ▶ Direct selling

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Reference:
Lecture#31 Page#72

Question No: 19 (Marks: 1) - Please choose one

The physical aspects of the product are stimuli that the consumer receives from his or her environment. These are classified as _____ aspects.

▶ **Significative**

- ▶ Symbolic
- ▶ Social
- ▶ Perceptual

Reference:
Lecture#39 Page#98

Question No: 20 (Marks: 1) - Please choose one

Especially for which type of products the marketers should view packaging as a major strategic tool?

▶ **Convenience products**

- ▶ Consumer shopping products
- ▶ Industrial products
- ▶ Specialty products

Reference:
Marketers should view packaging as a major strategic tool, especially for consumer convenience products

Question No: 21 (Marks: 1) - Please choose one

Which of the following concepts is defined as the “responsiveness of the quantity demanded of a good or service to a change in its price”?

▶ **Price elasticity**

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- ▶ Break-even pricing
- ▶ Demand curve
- ▶ Target cost

Reference:

Price elasticity of demand (PED) is defined as the responsiveness of the quantity demanded of a good or service to a change in its price

Question No: 22 (Marks: 1) - Please choose one

Which one of the following models is created by “Chris Fill”?

- ▶ Major Community Facilities Program
- ▶ Medical Center for Federal Prisoners
- ▶ Minimum Cost Flow Problem
- ▶ **Marketing Communications Planning Framework**

Reference:

Lecture#26 Page#57

Question No: 23 (Marks: 1) - Please choose one

Objectives are common in which of the following pair of group activities?

- ▶ Decision making-Influencing
- ▶ Influencing-Negotiation
- ▶ **Decision making-Negotiation**
- ▶ All of the given options

Reference:

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Comparison Among Group Activities		
Activity	Objectives in Common?	Conflict Between Participants
DecisionMaking	Yes	No
Influencing	Must be proven by influencer	Influencer must show there is none
Negotiating	Yes	Yes. Parties seek compromise

Question No: 24 (Marks: 1) - Please choose one

In which of the following countries, arcades (a street of several different shops) were invented?

- ▶ **France**
- ▶ Italy
- ▶ Germany
- ▶ England

Reference:
Lecture#39 Page#95

Question No: 25 (Marks: 1) - Please choose one

Which of the following shopping involves walking through a shopping district or mall with the purpose of looking at the displays in each retail store?

- ▶ **Window shopping**
- ▶ Online shopping

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- ▶ Actual shopping
- ▶ Virtual shopping

Reference:

Window shopping is a fun and inexpensive pastime enjoyed by people all over the world. The process involves walking through a shopping district or mall with the express purpose of looking at the window displays for each retail store in the area.

Question No: 26 (Marks: 1) - Please choose one

Which of the following statement reflects one of the concepts “Significative” i.e. a stimuli received by consumer from his or her environment?

▶ **The 'real' (physical) aspects of the product or service (which the company make use of)**

- ▶ The ideas or images attached by the supplier (for example by advertising)
- ▶ The ideas or images attached to the product or service by 'society' (for example, by reference groups)
- ▶ The ideas or images attached by the manufacturer

Reference:

Lecture#39 Page#98

Question No: 27 (Marks: 1) - Please choose one

By keeping in the mind the SWOT analysis, identify ‘strength’ from the following given options:

- ▶ Changing customer tastes
- ▶ Closing of geographic markets
- ▶ Tax increases

▶ **Customer loyalty/relationship**

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Reference:

TAB. 1 An Example of SWOT Analysis Table

	Helpful	Harmful
Internal factors	Strengths: <ul style="list-style-type: none"> • Production quality • Technology • Distribution channels • Customer loyalty/ relationship • Management • Leading brands 	Weaknesses: <ul style="list-style-type: none"> • Absence of important skills • Weak brands • Poor access to distribution • Low customer retention • Unreliable product/ service • Sub-scale • Management

Question No: 28 (Marks: 1) - Please choose one

Which of the following options reflects “Weakness” of any organization?

▶ **Unreliable product service**

▶ Leading brand

▶ Changing customer tastes

▶ Technological skills

Reference:

TAB. 2 An Example of SWOT Analysis Table

	Helpful	Harmful
Internal factors	Strengths: <ul style="list-style-type: none"> • Production quality • Technology • Distribution channels • Customer loyalty/ relationship • Management • Leading brands 	Weaknesses: <ul style="list-style-type: none"> • Absence of important skills • Weak brands • Poor access to distribution • Low customer retention • Unreliable product/ service • Sub-scale • Management

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Question No: 29 (Marks: 1) - Please choose one

In which of the following researches, researcher creates a quasi-artificial environment to control spurious factors and then manipulates at least one of the variables?

- ▶ Qualitative marketing research
- ▶ Quantitative marketing research
- ▶ **Experimental techniques**
- ▶ Observational techniques

Reference:

Experimental Techniques - the researcher creates a quasi-artificial environment to try to control spurious factors, and then manipulates at least one of the variables - examples include purchase laboratories and test markets.

Question No: 30 (Marks: 1) - Please choose one

If an NGO purchases furniture for its office, it is purchasing a(an):

- ▶ **Consumer good**
- ▶ Consumer service
- ▶ Industrial good
- ▶ Industrial service

Question No: 31 (Marks: 1) - Please choose one

Typically high priced and frequently used branded are:

- ▶ Impulse goods

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- ▶ convenient goods
- ▶ Shopping goods
- ▶ **Specialty good**

Reference:

Specialty goods are typically high priced and frequently branded.

Question No: 32 (Marks: 1) - Please choose one

Pricing a product at 4.99 Rs rather than 5 Rs is an example of which of the following?

- ▶ Unit pricing
- ▶ **Odd pricing**
- ▶ Round down pricing
- ▶ One price policy

Reference:

Retail Prices are often expressed as **odd prices**: a little less than a round number, e.g. \$19.99 or £6.95.

Question No: 33 (Marks: 1) - Please choose one

Many business executives argue that a more accurate explanation of actual pricing behavior is that within a given profit constraints, firms strive for:

- ▶ Profit maximization
- ▶ Target return
- ▶ Sales maximization
- ▶ **Market share**

Question No: 34 (Marks: 1) - Please choose one

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which statement would qualify as a definition of a cash discount?

- ▶ A 3 percent discount for buying the truckload
- ▶ A discount for performing some promotional activities
- ▶ Receiving a rebate for cash payment
- ▶ **A discount for prompt return of invoice with payment**

Question No: 35 (Marks: 1) - Please choose one

Management at XYZ Company is having difficulty in raising the introductory price on system components to cover its increased costs. To cover the increased costs the XYZ Company will use which of the following pricing policy in pricing these components?

- ▶ Odd-even
- ▶ **Skimming**
- ▶ Penetration
- ▶ Psychological

Reference:

<http://cw.routledge.com/textbooks/9780415370974/resources/questions.asp?unit=9>
Question#11

Question No: 36 (Marks: 1) - Please choose one

Costs that remain stable regardless of the level of production achieved are called:

- ▶ **Fixed cost**
- ▶ Variable cost
- ▶ Average total cost

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- ▶ Marginal cost

Question No: 37 (Marks: 1) - Please choose one

Which of the following offers cash to customers who purchases a specific product within a specified time period?

▶ **Rebates**

- ▶ coupons
- ▶ Contests
- ▶ Free travel

Question No: 38 (Marks: 1) - Please choose one

The stage in which the sales person relates the feature of its product to the needs of customer is:

- ▶ Demonstration
- ▶ Prospecting
- ▶ **Presentation**
- ▶ Close

Reference:

The presentation is the stage in which the salesperson relates product features to customer needs.

Question No: 39 (Marks: 1) - Please choose one

The presentation which is given by the sales person should include:

- ▶ **Discussing the product's technical specification**
- ▶ Mentioning the product weakness
- ▶ Criticizing the competitor's product

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- ▶ Pointing out the product's strength and weaknesses

Question No: 40 (Marks: 1) - Please choose one

According to many sales management experts, the very essence of sales process is:

- ▶ **Prospecting**
- ▶ Presentation
- ▶ Approach
- ▶ Close of sale

Reference:

Many sales- management experts consider prospecting to be the very essence of the sales process

http://books.google.com.pk/books?id=xSrYAAAAMAAJ&q=many+sales+management+experts,+the+very+essence+of+sales+process&dq=many+sales+management+experts,+the+very+essence+of+sales+process&hl=en&ei=FXIMTYf_CcWZ8QPh-YDfCw&sa=X&oi=book_result&ct=result&resnum=1&ved=0CC8Q6AEwAA

Question No: 41 (Marks: 1) - Please choose one

One factor that would cause the marketing channel to be longer is:

- ▶ **The geographical concentration of consumers**
- ▶ Product having low technical complexities
- ▶ The manufacturer desire to control the channel
- ▶ Large orders

Reference:

http://books.google.com.pk/books?id=WeeFSyi0FJkC&pg=PT178&lpg=PT178&dq=The+geographical+concentration+of+consumers+is+a+reason+for+long+distribution+channel&source=bl&ots=5nBOLx5nTQ&sig=LHzg-_gk1igu3WfgKxstbH6o258&hl=en&ei=g4dMTZ3WCtCmrAfmgpjaBg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBkQ6AEwAQ#v=onepage&q&f=false

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Question No: 42 (Marks: 1) - Please choose one

Which of the following shows the type of distribution channel in which manufacturer designated only a few dealers in an area to carry its products?

- ▶ Selective distribution
- ▶ Intensive distribution
- ▶ **Exclusive distribution**
- ▶ None of the given options

Reference:

Exclusive distribution - Only specially selected resellers (typically only one per geographical area) are allowed to sell the 'product'.

Question No: 43 (Marks: 1) - Please choose one

Which of the following are wholesaling intermediaries who may or may not take possession but who never take the title?

- ▶ Merchant wholesaler
- ▶ **Agent**
- ▶ Wholesalers
- ▶ None of the given options

Reference:

Agents and Brokers: A second group of independent intermediaries who may or may not take possession of the goods, but never take title.

Question No: 44 (Marks: 1) - Please choose one

Due to the decline in the growth of planned shopping centers in recent years, new strategies are being pursued such as:

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▶ **A combination of shopping mall, amusement park, and hotel**

- ▶ A combination of shopping mall and car parking facility
- ▶ Complimentary theater tickets for shopping centre customers
- ▶ Live TV broadcast from the shopping centers

Reference:

http://books.google.com.pk/books?id=GqCVnz0mpdUC&pg=PA457&lpg=PA457&dq=Due+to+the+decline+in+the+growth+of+planned+shopping+centers+new+strategies+are+A+combination+of+shopping+malls+and+theater+tickets&source=bl&ots=GSciK_K2ax&sig=L0VqLfr4fpPMF0FQ1DZ4VabgjH8&hl=en&ei=tYxMTbvHK8rirAe2g_TZBg&sa=X&oi=book_result&ct=result&resnum=4&ved=0CCIQ6AEwAw#v=onepage&q&f=false

Question No: 45 (Marks: 1) - Please choose one

According to Maslow's hierarchy of needs theory, which need will emerge when the physiological needs are met?

- ▶ Love
- ▶ **Safety**
- ▶ Status
- ▶ Being

Reference:

Lecture#42 Page#104

Question No: 46 (Marks: 1) - Please choose one

Which of the following statements concerning consumer behavior is true?

- ▶ **It is a decision process and the act of purchasing**
- ▶ It is impossible to predict due to variance in income level and culture

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- ▶ It is a result of fixed activities performed by the consumers
- ▶ It is determined by the individual genetic characteristics

Reference:

http://books.google.com.pk/books?id=XW5LE0gdOo8C&pg=PA7&lpg=PA7&dq=consumer+behavior++decision+process+and+the+act+of+purchasing&source=bl&ots=La2cPNhhUD&sig=tRcjX_Zx1DODQ5qK89GPLg6jA3Q&hl=en&ei=54lMTZicDMXB8QP3oPHfCw&sa=X&oi=book_result&ct=result&resnum=3&ved=0CCMQ6AEwAg#v=onepage&q=consumer%20behavior%20%20decision%20process%20and%20the%20act%20of%20purchasing&f=false

Question No: 47 (Marks: 1) - Please choose one

Sales forecast plays a major role in:

- ▶ New product decisions
- ▶ Production technology
- ▶ Quality control
- ▶ **Marketing research**

Reference:

Lecture#44 Page#108

Question No: 48 (Marks: 1) - Please choose one

Which of the following would be a topic for exploratory research?

- ▶ Accounting procedure and financial practices
- ▶ Publicity and public relations
- ▶ New product development
- ▶ **Sales result and market coverage**

Reference:

http://schoolwires.henry.k12.ga.us/37212042915135243/lib/37212042915135243/Competitive%20Events/2003_Marketing.doc

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12
FINAL TERM EXAMINATION
Spring 2010
MKT501- Marketing Management

Question No: 1 (Marks: 1) - Please choose one

Life insurance is an example of which of the following goods?

- ▶ Convenience
- ▶ Expected
- ▶ Shopping
- ▶ **Unsought**

Reference:

Lecture#11 Page#24

Question No: 2 (Marks: 1) - Please choose one

Which of the following is TRUE about a product?

- ▶ **Every tangible thing the customer receives in an exchange**
- ▶ The idea that the customer receives in an exchange
- ▶ The service that is rendered to a customer
- ▶ The physical object the customer receives in an exchange

Question No: 3 (Marks: 1) - Please choose one

Aggressive pricing is associated with which of the following stage of product life cycle?

- ▶ Introduction
- ▶ **Growth**
- ▶ Maturity
- ▶ Decline

Reference:

http://books.google.com.pk/books?id=R1zRakeLJgC&pg=PA292&lp=PA292&dq=%22Aggressive+pricing%22+growth+stage&source=bl&ots=de58d6Iu3z&sig=mjhr2CAHc_1-xJ3KYB3RQ2GfZ6c&hl=en&ei=EY9MTZ-RHYimhAfC3PjuDg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBoQ6AEwAQ#v=onepage&q=%22Aggressive%20pricing%22%20growth%20stage&f=false

Question No: 4 (Marks: 1) - Please choose one

Which of the following is NOT a decision required in commercialization?

- ▶ **Why to launch the product?**
- ▶ How to launch the product?
- ▶ Where to launch the product?
- ▶ When to launch the product?

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Reference:

Lecture#14 Page#30

Question No: 5 (Marks: 1) - Please choose one

According to “Research supporting odd pricing theory” which of the following number out of all the numbers between 1 and 100 is thought to have least perceived value as compared to its actual value?

- ▶ 90
- ▶ **77**
- ▶ 55
- ▶ 25

Reference:

Lecture#14 Page#40

Question No: 6 (Marks: 1) - Please choose one

Mr. Ahmed wants to introduce a new product with the goal of quickly gaining mass-market share. As a consultant, you would recommend which of the following strategy?

- ▶ Cost-orientated pricing
- ▶ Psychological pricing
- ▶ **Market-penetration**
- ▶ Market-skimming

Reference:

http://books.google.com.pk/books?id=Lx5dxjc_Kq0C&pg=PA298&lpg=PA298&dq=%22goal+of+quickly+gaining+mass-market+share%22&source=bl&ots=xbEJJu_7WT&sig=v_D84GCj_gewFANCKi-n0H1IJ6U&hl=en&ei=H5FMTcrtLIWFhQfriLnPDg&sa=X&oi=book_result&ct=result&resnum=9&ved=0CEYQ6AEwCA#v=onepage&q=%22goal%20of%20quickly%20gaining%20mass-market%20share%22&f=false

Question No: 7 (Marks: 1) - Please choose one

Which of the following is an example of variable cost?

- ▶ **Materials consumed during production**
- ▶ Rent of factory
- ▶ Wages of permanent employees
- ▶ Depreciation of building

Reference:

Variable costs change with the level of output, increasing as more product is generated.

- **Materials consumed during production**
- Power
- Transport

Question No: 8 (Marks: 1) - Please choose one

Which of the following is NOT the purpose of mass media?

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- ▶ Advocacy
- ▶ Journalism
- ▶ **Broadcoding**
- ▶ Entertainment

Reference:

Lecture#29 Page#67 & 68

Question No: 9 (Marks: 1) - Please choose one

Which of the following is an example of fix cost?

- ▶ Transport
- ▶ Power
- ▶ Raw material
- ▶ **Rent of factory**

Question No: 10 (Marks: 1) - Please choose one

A company manufactures shoes. The company incurred costs i.e. Rs.500, 000 for rent of the factory, Rs.20000 for transportation cost, Rs. 100, 000 for electricity bill and Rs. 600, 000 for raw material consumed. The total cost for the company is:

- ▶ **1,220,000**
- ▶ 600,000
- ▶ 700,000
- ▶ 720,000

Question No: 11 (Marks: 1) - Please choose one

If it costs a firm Rs. 600 to produce 4 units and Rs. 670 to produce 5 units. What will be marginal cost?

- ▶ **Rs. 70**
- ▶ Rs. 100
- ▶ Rs. 670
- ▶ Rs. 600

Question No: 12 (Marks: 1) - Please choose one

Which of the following is the basic role of promotion?

- ▶ Interpretation
- ▶ **Communication**
- ▶ Manipulation
- ▶ Information

Reference:

Promotion is communication that builds and maintains favorable relationships by informing and persuading....

http://books.google.com.pk/books?id=IFLiOllsxWwC&pg=PA392&dq=basic+role+of+promotion+is+communication&hl=en&ei=MxhlTdyxFoKXOvnjxJgG&sa=X&oi=book_result&ct=result&resnum=1&ved=0CC4Q6AEwAA

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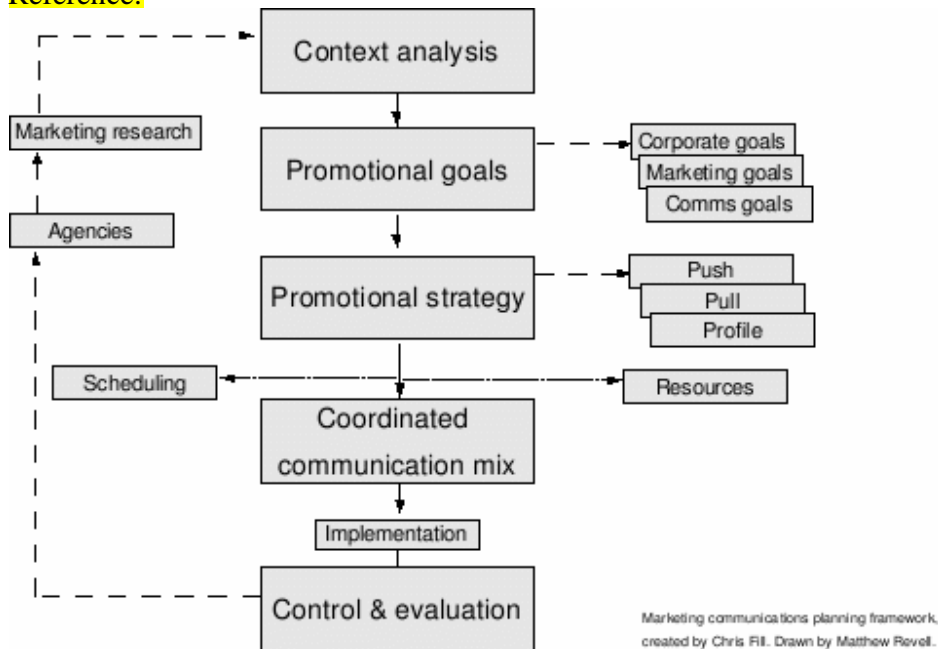
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Question No: 13 (Marks: 1) - Please choose one

Marketing communication planning framework starts with which of the following step?

- ▶ Marketing research
- ▶ Promotional analysis
- ▶ **Context analysis**
- ▶ Promotional goal setting

Reference:



Question No: 14 (Marks: 1) - Please choose one

In which of the following year first formal advertising agency was established?

- ▶ 1853
- ▶ 1846
- ▶ 1845
- ▶ **1843**

Reference:

In 1843 the first advertising agency was established by Volney Palmer in Philadelphia.

Question No: 15 (Marks: 1) - Please choose one

Which of the following is TRUE for influencing?

- ▶ It has shared objective and resolve conflicts
- ▶ It has conflict between parties and no compromise
- ▶ It seeks compromise through influencer
- ▶ **It has common objective proven by influencer**

Reference:

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Comparison Among Group Activities		
Activity	Objectives in Common?	Conflict Between Participants
DecisionMaking	Yes	No
Influencing	Must be proven by influencer	Influencer must show there is none
Negotiating	Yes	Yes. Parties seek compromise

Question No: 16 (Marks: 1) - Please choose one

What is the mutual activity of negotiation and decision making?

- ▶ Compromise seeking
- ▶ **Common objective**
- ▶ Conflict between parties
- ▶ Presence of influence

Reference:

Comparison Among Group Activities		
Activity	Objectives in Common?	Conflict Between Participants
DecisionMaking	Yes	No
Influencing	Must be proven by influencer	Influencer must show there is none
Negotiating	Yes	Yes. Parties seek compromise

Question No: 17 (Marks: 1) - Please choose one

Which of the following products is most likely to require a direct channel of distribution?

- ▶ **Meat**
- ▶ Automobiles

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- ▶ Antibacterial soap
- ▶ Box of candies

Reference:

http://highered.mcgraw-hill.com/sites/0073381136/student_view0/chapter10/multiple_choice_quiz.html

Question#6

Question No: 18 (Marks: 1) - Please choose one

Which of the following is a type of vertical marketing system?

- ▶ Franchise
- ▶ Direct selling
- ▶ Mail order
- ▶ **Retailing**

Reference:

Lecture#36 Page#89

Question No: 19 (Marks: 1) - Please choose one

Identify the dealing in which seller requires that a dealer may not handle competitors' products.

- ▶ **Exclusive dealing**
- ▶ Intensive dealing
- ▶ Corporate dealing
- ▶ Selective dealing

Reference:

With exclusive dealing, the seller allows only certain outlets to carry its products and requires that these dealers not handle competitors' products

Question No: 20 (Marks: 1) - Please choose one

Which of the following is NOT included in logistics?

- ▶ Purchasing
- ▶ Transporting
- ▶ Storage
- ▶ **Financing**

Reference:

Lecture#38 Page#94

Question No: 21 (Marks: 1) - Please choose one

Which of the following consists of the sale of products for personal or household consumption either from a fixed location or a kiosk?

- ▶ **Retailing**
- ▶ Wholesaling
- ▶ Sales promotion
- ▶ Publicity

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Reference:

Retail services consist of the *sale* of goods/merchandise for *personal or household consumption either from a fixed location* (e.g., store, kiosk, etc)

Question No: 22 (Marks: 1) - Please choose one

Which of the following is NOT the step of general model?

- ▶ Want recognition
- ▶ **Pre-purchase behavior**
- ▶ Post-purchase behavior
- ▶ Alternative selection

Reference:

Lecture#41 Page#100

Question No: 23 (Marks: 1) - Please choose one

Which of the following is defined as a statistical method of combining data from multiple studies or from several types of studies?

- ▶ **Meta analysis**
- ▶ Observational analysis
- ▶ Technical analysis
- ▶ Fundamental analysis

Reference:

Lecture#44 Page#109

Question No: 24 (Marks: 1) - Please choose one

For which of the following products would the manufacturer be more likely to use selective distribution?

- ▶ Bags of potato chips
- ▶ Paper clips
- ▶ **Microwave ovens**
- ▶ Nail clippers

Reference:

http://highered.mcgraw-hill.com/sites/007296216x/student_view0/chapter10/multiple_choice_quiz.html

Question#17

Question No: 25 (Marks: 1) - Please choose one

Studying consumer behavior can provide clues about which of the following?

- ▶ Developing new product
- ▶ Product features
- ▶ Prices
- ▶ **All of the given options**

Question No: 26 (Marks: 1) - Please choose one

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Fixed costs _____ as the number of units produced increases.

- ▶ Decrease
- ▶ Increase
- ▶ Divide in half
- ▶ **Remain the same**

Question No: 27 (Marks: 1) - Please choose one

The Boston Consulting Group Model indicates which of the following?

- ▶ Competitor analysis
- ▶ Share of market against largest competitor
- ▶ **Market growth and share of market against largest competitor**
- ▶ Market attractiveness

Reference:

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7109/1820149.cw/content/index.html

Question#8

Question No: 28 (Marks: 1) - Please choose one

Sourcing contracts and other purchasing decisions reflect which of the following activities?

- ▶ Strategic activities
- ▶ **Tactical activities**
- ▶ Operational activities
- ▶ Functional activities

Reference:

Lecture#37 Page#91

Question No: 29 (Marks: 1) - Please choose one

Which of the following is NOT a style of music video?

- ▶ Audio
- ▶ Picture
- ▶ **Text**
- ▶ Animation

Question No: 30 (Marks: 1) - Please choose one

Which one of the following wholesalers is involved in carrying stock of Air Conditioner (AC), offering credit to its customers, providing quicker deliveries and assistance of installation to its customers?

- ▶ **Full-Service Wholesaler**
- ▶ Limited-Service Wholesaler
- ▶ Merchant Wholesaler
- ▶ Exclusive distributor

Reference:

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Full-service wholesaler—a channel merchant performing or offering a full-range of marketing functions; i.e., assortments, advice, return privileges, delivery, credit, and promotion.

Question No: 31 (Marks: 1) - Please choose one

“The ideas or images attached by the supplier (for example by advertising)” reflect which of the following stimuli received by consumer from his or her environment?

- ▶ Social
- ▶ Significant
- ▶ **Symbolic**
- ▶ Public

Reference:

Symbolic - the ideas or images attached by the supplier (for example by advertising)

Question No: 32 (Marks: 1) - Please choose one

Identify "Opportunity" for any organization from the following given options:

- ▶ Lower personnel taxes
- ▶ **Technological skills**
- ▶ Poor access to distribution
- ▶ Closing of geographic markets

Reference:

VU teacher Said

Question No: 33 (Marks: 1) - Please choose one

Which of the following is NOT a characteristic of focus group discussion?

- ▶ Usually last for 1 to 2 hours
- ▶ Usually recorded on video
- ▶ **Expensive and slow**
- ▶ Leads by a moderator

Reference:

Lecture#45 Page#112

Question No: 34 (Marks: 1) - Please choose one

If an NGO purchases furniture for its office, it is purchasing a(an):

- ▶ **Consumer good**
- ▶ Consumer service
- ▶ Industrial good
- ▶ Industrial service

Question No: 35 (Marks: 1) - Please choose one

Which of the following is not the aggressiveness strategies used in business?

- ▶ Prospector strategy
- ▶ Analyzer strategy

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▶ **Innovator strategy**

- ▶ Reactor strategy

Reference:

Lecture#9 Page#18

Question No: 36 (Marks: 1) - Please choose one

Which of the following is a major characteristic of convenience goods?

- ▶ The products are exclusive brands and have complete warranties
- ▶ The promotional burden fall on the retailer
- ▶ **They are usually low price and with a brand name**
- ▶ The consumer is willing to make a special effort to purchase them

Question No: 37 (Marks: 1) - Please choose one

A firm's marketing strategy should emphasize stimulating demand in the:

- ▶ **Introduction**
- ▶ Growth
- ▶ Maturity
- ▶ Decline

Reference:

A firm's marketing efforts *should emphasize stimulating demand* at the introductory stage

Question No: 38 (Marks: 1) - Please choose one

Which of the following commercialization decision involves in decisions regarding launching of the product in a single or in multiple localities?

- ▶ How to launch the product?
- ▶ **Where to launch the product?**
- ▶ When to launch the product?
- ▶ Why to launch the product?

Question No: 39 (Marks: 1) - Please choose one

Which of the following is a good example of using a package to assist in marketing the product?

- ▶ **Designing the package so that the product will not be deformed or crushed during shipment**
- ▶ Designing the package so that it could be put to some other use after the product it contains has been expended
- ▶ Choosing the package design that will adequately protect the contents for the least cost
- ▶ Providing tamper resistance seals on food or medicines containers

Question No: 40 (Marks: 1) - Please choose one

Creating a package design that features a gold crest with a heavy maroon accent is a way of assisting in marketing the product by which of the following?

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- ▶ Making the product more convenient to use
- ▶ Producing a package that can be easily used
- ▶ **Evoking the product image through package design**
- ▶ Producing package that is cost effective

Question No: 41 (Marks: 1) - Please choose one

When all products of the company are given different brand names it is called:

- ▶ Combination branding
- ▶ **Individual branding**
- ▶ Family branding
- ▶ Group branding

Reference:

When all a company's products are given different brand names, this is referred to as Individual branding

Question No: 42 (Marks: 1) - Please choose one

Advertising and sales promotion are the most commonly used elements of promotion in a:

- ▶ Distribution strategy
- ▶ Product strategy
- ▶ Pushing strategy
- ▶ **Pulling strategy**

Reference:

http://books.google.com.pk/books?id=tDPeWx6XY1QC&pg=PA182&lpg=PA182&dq=Pulling+strategy+Advertising+and+sales+promotion+are+the+most+commonly+used+elements+of+promotion&source=bl&ots=M4p7Eetbz9&sig=__AcwXgRP3QYEtDBQPkYZfJIwx8&hl=en&ei=dWU7TdVEOcTa4Aaex5DiCg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CBsQ6AEwAQ#v=onepage&q&f=false

Question No: 43 (Marks: 1) - Please choose one

The identification of potential customers is referred as:

- ▶ Approaching
- ▶ **Prospecting**
- ▶ Presentation
- ▶ Planning

Reference:

To identify new potential customers that can be persuaded to purchase products and services via personal selling, prospecting is often used. **Prospecting refers to the systematic process of identification of potential customers.**

Question No: 44 (Marks: 1) - Please choose one

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BATNA is used in a situation when:

- ▶ **Current negotiations fail and an agreement cannot be reached**
- ▶ Both parties agree on a common solution
- ▶ Current negotiation succeed in finding out the solution of problem
- ▶ All of the given options

Reference:

In negotiation theory, the best alternative to a negotiated agreement or BATNA is the course of action that will be taken by a party if the **current negotiations fail and an agreement cannot be reached.**

Question No: 45 (Marks: 1) - Please choose one

Costs can be reduced at the wholesale level by:

- ▶ Providing advertising allowances to the retailers
- ▶ Reduce wholesale prices
- ▶ **Making large volume purchases from the manufacturers**
- ▶ Increasing shipment distances to the retailers

Reference:

Costs can be reduced at the wholesale level by making large-volume purchases from the manufacturer.

http://books.google.com.pk/books?id=n7DP42FfcgIC&q=%22can+be+reduced+at+the+wholesale+level+%22&dq=%22can+be+reduced+at+the+wholesale+level+%22&hl=en&ei=AapMTeu3OZCUOqDigOkP&sa=X&oi=book_result&ct=result&resnum=1&ved=0CC0Q6AEwAA

Question No: 46 (Marks: 1) - Please choose one

During an exploratory research, a researcher may:

- ▶ Conduct a sales analysis
- ▶ Discuss the problem with the sales personnel
- ▶ Conduct marketing cost analysis
- ▶ **All of the given options**

Question No: 47 (Marks: 1) - Please choose one

The survey method of collecting data includes which of the following?

- ▶ Observations
- ▶ **Personal interviews**
- ▶ Reports
- ▶ Internal sales data

Reference:

Personal interviews are regarded as the best method of collecting survey data

http://books.google.com.pk/books?id=5g6VttYWnjUC&pg=PA235&lpg=PA235&dq=survey+method+of+collecting+data+includes+personal+interviews&source=bl&ots=_YpRvNilxG&sig=8uTAorTQIQ002NVE1_f9B96n_Xk&hl=en&ei=LKxMTYHAH9OChQeV5yoDg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBYQ6AEwADgK#v=on

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epage&q&f=false

Question No: 48 (Marks: 1) - Please choose one

Which of the following statements refers to the effective use of personal interview?

- ▶ This method allows the researcher to collect more detailed and individually unique information.
- ▶ It is a least expensive method of collecting the primary data
- ▶ **It is very fast method of collecting primary data**
- ▶ They provide inaccurate information

Reference:

Personal Interviews

Advantages

it is fast and easy way to get data

COM

13

FINAL TERM EXAMINATION
Spring 2009
MKT501- Marketing Management

Time: 120 min
Marks: 84

Question No: 1 (Marks: 1) - Please choose one

In which of the following demand for the product reduces because of technological advances, shifts in consumer tastes and increased competition?

- ▶ Introduction stage
- ▶ Growth stage
- ▶ Maturity stage
- ▶ **Decline stage**

Question No: 2 (Marks: 1) - Please choose one

New product development process starts with which of the following stages?

- ▶ Idea development
- ▶ Idea screening
- ▶ Research
- ▶ **Idea generation**

Question No: 3 (Marks: 1) - Please choose one

Which of the following is the spread of idea from the source of invention to the ultimate user or consumers?

- ▶ Innovation adoption process

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▶ **Innovation diffusion process**

- ▶ Adoption process
- ▶ New product recognition

Question No: 4 (Marks: 1) - Please choose one

Which of the following is quick in innovation?

- ▶ Capital goods
- ▶ Food items
- ▶ Industrial goods
- ▶ **IT products**

Question No: 5 (Marks: 1) - Please choose one

Which of the following is the leak-proof packaging that provides additional protection for the primary container?

- ▶ Primary packaging
- ▶ **Secondary packaging**
- ▶ Transport packaging
- ▶ Decorative packaging

Question No: 6 (Marks: 1) - Please choose one

Which of the following is NOT a function of labeling?

- ▶ It contains information
- ▶ It shows a word of caution
- ▶ It shows the ingredients of product
- ▶ **It protects the product**

Question No: 7 (Marks: 1) - Please choose one

Which of following is an example of corporate brand?

- ▶ Rafhan foods
- ▶ Knorr
- ▶ National foods
- ▶ **Mercedes**

Question No: 8 (Marks: 1) - Please choose one

Which of the following is price reduction offered when an order is placed in slack/drooping period?

- ▶ Cash discount
- ▶ Trade discount

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- ▶ Quantity discount
- ▶ **Seasonal discount**

Question No: 9 (Marks: 1) - Please choose one

In price shading which of the following has right to vary the price by certain amount?

- ▶ **Seller**
- ▶ Buyer
- ▶ Manufacturer
- ▶ Competitor

Question No: 10 (Marks: 1) - Please choose one

Which of the following is NOT consumer sales promotion technique?

- ▶ Price deal
- ▶ Cents-off deal
- ▶ Coupons
- ▶ **Dealer-loader**

Question No: 11 (Marks: 1) - Please choose one

While reading a newspaper you have found a coupon booklet inserted in the newspaper. Identify the type of sales promotion technique.

- ▶ Coupon
- ▶ Free sample
- ▶ Price-pack deal
- ▶ **Free-standing insert**

Question No: 12 (Marks: 1) - Please choose one

Which of the following is NOT an example of fix cost?

- ▶ **Materials consumed during production**
- ▶ Rent of factory
- ▶ Wages of permanent employees
- ▶ Depreciation of building

Question No: 13 (Marks: 1) - Please choose one

Which of the following is most profitable and requires seller to have most information about the customers?

- ▶ Second degree discrimination
- ▶ Indirect segmentation
- ▶ Direct segmentation

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▶ **Complete price discrimination**

Question No: 14 (Marks: 1) - Please choose one

Which of the following price discrimination occurs when identical goods are sold at different prices to each individual consumer?

- ▶ Forth degree discrimination
- ▶ Third degree discrimination
- ▶ Second degree discrimination
- ▶ **First degree discrimination**

Question No: 15 (Marks: 1) - Please choose one

A company is offering a reduced price if you buy two t-shirts instead of just one. Identify the type of price discrimination?

- ▶ First degree discrimination
- ▶ Forth degree discrimination
- ▶ Third degree discrimination
- ▶ **Second degree discrimination**

Question No: 16 (Marks: 1) - Please choose one

An effective short-hand summary of the situation analysis is a:

- ▶ Competition analysis
- ▶ SBU analysis
- ▶ **SWOT analysis**
- ▶ BCG analysis

Question No: 17 (Marks: 1) - Please choose one

In BCG matrix, products with low market share but high market growth are referred to as:

- ▶ **Question marks**
- ▶ Cash cows
- ▶ Stars
- ▶ Dogs

Question No: 18 (Marks: 1) - Please choose one

Identify the situation in which there is NO negotiation at all.

- ▶ When both parties are weak
- ▶ **When one party is strong**
- ▶ When both parties are strong

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- ▶ When both parties are equal

Question No: 19 (Marks: 1) - Please choose one

Which of the following is NOT the performance measure for tracking the productivity of sales person?

- ▶ Revenue per sales person
- ▶ Revenue per territory
- ▶ Margin by product category
- ▶ **Margin and revenue per product**

Question No: 20 (Marks: 1) - Please choose one

Identify the type of promotion in which companies use celebrities for promotion.

- ▶ Personal selling
- ▶ Sales promotion
- ▶ **Publicity**
- ▶ Public relation

Question No: 21 (Marks: 1) - Please choose one

Identify the dealing in which seller requires that a dealer may not handle competitors' products.

- ▶ **Exclusive dealing**
- ▶ Intensive dealing
- ▶ Corporate dealing
- ▶ Selective dealing

Question No: 22 (Marks: 1) - Please choose one

In intensive distribution, who attempts to gain exposure through as many wholesalers and retailers as possible?

- ▶ Agent
- ▶ **Manufacturer**
- ▶ Broker
- ▶ Intermediary

Question No: 23 (Marks: 1) - Please choose one

Which of the following is the benefit of intensive distribution?

- ▶ It increases coverage only
- ▶ It increases sales only

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- ▶ It increases coverage and price
- ▶ **It increases coverage and sales**

Question No: 24 (Marks: 1) - Please choose one

Which of the following is an approach where two or more organizations agree on a joint venture?

- ▶ **Horizontal marketing**
- ▶ Vertical marketing
- ▶ Integration
- ▶ Franchise

Question No: 25 (Marks: 1) - Please choose one

Telemarketing is an example of which of the following:

- ▶ Electronic sales
- ▶ Industrial selling
- ▶ **Indirect selling**
- ▶ Direct selling

Question No: 26 (Marks: 1) - Please choose one

If sales people want to get into a customer's wallet they first need to get inside his mind this refers to which of the following selling technique?

- ▶ Confidence
- ▶ **Empathy**
- ▶ Presentation
- ▶ Prospecting

Question No: 27 (Marks: 1) - Please choose one

Which of the following is NOT a method of retailing?

- ▶ Counter-service
- ▶ **Cross-selling**
- ▶ Self-service
- ▶ Online shop

Question No: 28 (Marks: 1) - Please choose one

What is the input of consumer behavior?

- ▶ Response
- ▶ **Stimuli**

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- ▶ Actions
- ▶ Reactions

Question No: 29 (Marks: 1) - Please choose one

At which stage of buyer's decision process the reader would consider the advertisement?

- ▶ Interest
- ▶ **Purchase**
- ▶ Understanding
- ▶ Attitude

Purchase - all the above stages might happen in a few minutes while the reader is considering the advertisement; in the comfort of his or her favorite armchair.

Question No: 30 (Marks: 1) - Please choose one

When Saleem buys car using a channel with only one intermediary, that intermediary is classified as a:

- ▶ Functional middleman
- ▶ Broker
- ▶ Wholesaler
- ▶ **Retailer**

Question No: 31 (Marks: 1) - Please choose one

In consumer behavior, we study:

- ▶ How people buy?
- ▶ What people buy?
- ▶ When people buy?
- ▶ **All of the given options**

Question No: 32 (Marks: 1) - Please choose one

The Cargo business covers which of the following decisions under the marketing mix strategy?

- ▶ Product
- ▶ Price
- ▶ **Placement**
- ▶ Promotional

Question No: 33 (Marks: 1) - Please choose one

Customer's viewpoint on a firm's products and services can be improved through:

- ▶ Experiential world of customers

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▶ **Experiential innovation**

- ▶ Customer interface
- ▶ Building experiential platform

Question No: 34 (Marks: 1) - Please choose one

The phenomenon, when a customer dislikes a product and talks against the product, is termed as:

- ▶ Propaganda
- ▶ Unfavorable environment
- ▶ **Bad mouth**
- ▶ Bad impression

Question No: 35 (Marks: 1) - Please choose one

Which of the following statements by a marketing manager of a company best describes the marketing concept?

- ▶ **We have organized our business to make certain that we satisfy customer needs**
- ▶ We believe that the marketing department must organize to sell what we produce
- ▶ We try to produce only high quality, technically efficient products
- ▶ We want to sell what we make

Question No: 36 (Marks: 1) - Please choose one

Which of the following is NOT a part of a broad environment?

- ▶ Economy
- ▶ **Corporate culture**
- ▶ Technology
- ▶ Demographics

Question No: 37 (Marks: 1) - Please choose one

Which of the following is the total process of moving goods from a manufacturer to a customer in the most timely and cost-efficient manner possible?

- ▶ Financing
- ▶ **Logistics**
- ▶ Warehousing
- ▶ Storing

Question No: 38 (Marks: 1) - Please choose one

Suppose **Nestle** wants to expand its line of food products. The managers conduct surveys from customers to determine which food items would appeal to customers. Nestle is currently in which of the following phase of new product development?

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▶ **Idea generation**

- ▶ Idea screening
- ▶ Test marketing
- ▶ Business analysis

Question No: 39 (Marks: 1) - Please choose one

Fixed costs _____ as the number of units produced increases.

- ▶ Decrease
- ▶ Increase
- ▶ Divide in half
- ▶ **Remain the same**

Question No: 40 (Marks: 1) - Please choose one

The relationship between the price charged and the resulting demand level can be shown as the _____.

▶ **Demand curve**

- ▶ Variable cost
- ▶ Target cost
- ▶ Experience curve

Question No: 41 (Marks: 1) - Please choose one

Which one of the following options does not reflect the strategic activities?

▶ **Sourcing contracts and other purchasing decisions**

- ▶ Information Technology infrastructure to support supply chain operations
- ▶ Where to make and what to make or buy decisions
- ▶ Product design coordination

Question No: 42 (Marks: 1) - Please choose one

In which of the following years, Internet was introduced:

- ▶ 1994
- ▶ **1995**
- ▶ 1996
- ▶ 1997

Question No: 43 (Marks: 1) - Please choose one

Who gets benefit from sales force automation system by providing current and useful sales support materials to his sales staff?

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▶ **Sales Manager**

- ▶ Marketing Manager
- ▶ Sales People
- ▶ Production Manger

Question No: 44 (Marks: 1) - Please choose one

“A coordinated system of organizations, people, activities, information and resources involved in moving a product or service from supplier to customer” reflects which one of the following concepts?

- ▶ Supply chain
- ▶ Logistics network
- ▶ Supply network
- ▶ **All of the given options**

Question No: 45 (Marks: 1) - Please choose one

Which one of the following functions is being performed by wholesaler when they provide a sales force that helps manufacturers reach many small business customers at a relatively low cost.

- ▶ **Selling and promoting**
- ▶ Bulk breaking
- ▶ Financing
- ▶ Market information

Question No: 46 (Marks: 1) - Please choose one

Which of the following retailers serve those customers who perform their own “locate-compare-select” process to save money?

- ▶ **Self-service retailer**
- ▶ Full-service retailer
- ▶ Specialty-service retailer
- ▶ Limited-service retailer

Question No: 47 (Marks: 1) - Please choose one

Which of the following is a subcategory of marketing that is an essential task of marketing management?

- ▶ Brand personality
- ▶ Consumption pioneering
- ▶ Early adoption
- ▶ **Consumer buying behavior**

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Question No: 48 (Marks: 1) - Please choose one
Which of the following is NOT a characteristic of depth interviews?

- ▶ Tape recorder should be used in interview
- ▶ **Interviewee should not get sign of the interviewer**
- ▶ Interviewee should write the opinion of the interviewer
- ▶ Interviewer by himself should not write his opinion

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