MGT-211 Quiz file 3

By Knowledge for Us.

Attiq Kundi

KNOWLEDGE FOR US

1. A good service, or idea consisting of a bundle and tangible attributes that can satisfy consumers is called a:

Answer: Product

2. At which stage of the product life cycle would a company consider the design of product versions for different segments as part of its product strategy?

Answer: Introduction

3. In which stage of product life cycle, few manufactures are in the market and sale is very low:

Answer: Introduction

4. There are really only two ways to collect primary data for a marketing study:

Answer: Observation and asking questions

5. Star electronics sales TV of different styles, color TV, black & white TV, different sizes of screen**.** It is called:

Answer: Product line

6. In which stage of product life cycle, marketers will introduce innovations in the product to keep their sales high:

Answer: Decline

7. _____is the typical sequence of changes in demand for a product that occurs over time.

Answer: The product life cycle

8. At of the following except____are considered to be correct statements about marketing research.

Answer: With market research, the chance product development will be able to create a product consumers want to buy increases.

9. Rimsha wants to buy jewelry due to upcoming Eid festivals; she buys it after comparing price and quality from different jewelry shops; what type of consumer goods she buys:

Answer: Specialty goods

10. When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its_____

Answer: Marketing plan

11. ____is the combination of a product's qualities and features, its price, the way it is promoted and said, and the places at which it is sold:

Answer: Marketing Mix

12. In which stage of product life cycle, marketers reduce the price due to more competition and spend money on research and development**.**

Answer: Maturity

13. New and revised products may be tested through:

Answer: Marketing research

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14. In which stage of product life cycle, sale of the product increases but competition is low

Answer: Growth

15. Sources of marketing information are categorized into two groups- what are they?

Answer: external sources, internal sources.

16. At which stage of the product life cycle would a company consider the design of product version for different segments as part of its product strategy?

Answer: Introduction

17. Sohail buys the tooth paste from nearby store from his home, what type of consumer goods he buys?

Answer: Convenience goods.

18. Which technique is applied at problem identification stage?

Answer: Observational Research

19. Relationship of cause and effect is called?

Answer: Experimentation.

20. the obtaining and investing funds by the firm is determined by the

Answer: Finance function

21. FFC advertised on Geo TV, after 6 months it felt that its advertisement was not properly watched by farmers then it advertised on Radio and PTV which was fruitful. It is called?

Answer: Promotion Research

22. Sheraz Beverages develop a new soft drink. They offer free soft drink to VU Students during exam days at Shadman Campus, Lahore. It is called

Answer: Product testing.

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23. Spreadsheets, database and word processing software are all types of:

Answer: Application software.

24. The product life cycle describes the stage a new product goes through in the:

Answer: Marketplace

25. ABC organization feels that their product is being sold in big cities only. They conduct the research that how to increase sale in small cities and rural areas. It is called?

Answer: segmentation Research

26. In the introduction phase of the PLC a typical marketing communication objective would be:

Answer: Use advertising and sales promotion to end users to create product awareness.

27. Marketers / researchers use some technique to deduce some meaningful information from collected data. It is called?

Answer: Data analysis.

28. **____**is used to cover long-term expenses such as assets.

Answer: Debt Financing.

29. In the marketing research process the 1st step is to define the problem followed by:

Answer: Collection of data.

30. Awais buys the shoes from Ravi shoes. After 4 months he evaluates that shoes cannot be used more due to low quality and he decides the next purchase from any other shop; which of the following his behavior falls in?

Answer: Post purchase decision.

31. In which stage of product life cycle, a large number of manufactures and marketers enter in the market?

Answer: Maturity.

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32. All of the following except____are consider to be correct statements about marketing research.

Answer: Marketing research is geared to uncover unmet consumer needs.

33. A market researcher wants to know about the number of Suzuki (Mehran) cars passing from Jinnah Avenue, Islamabad from 8am to 9am on coming Monday. S/he can achieve his/her objective by using which of the following:

Answer: Observational Research

34. At the Growth stage of the product, the product is known as___.

Answer: Star.

35. An item consumed in one or a few uses is called a:

Answer: non-durable good

36. Star AC claims that their AC cooling capacity is 15 centigrade but customer complain that it is not working as per their statement. After that Star AC conducts the research which is called?

Answer: Product Research.

37. In which stage of product life cycle, marketers earn more profit due to less competition, small number of manufactures and high sales:

Answer: Growth.

38. Consumer goods are purchased by:

Answer: Ultimate consumers.

39. Customers claim we did not receive product on time. Organization conducted the research and found that it was fault at supplier end. It is called:

Answer: Distribution Research

40. There are really only two ways to collect primary data for a marketing study:

Answer: Observation and asking questions.

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41. If any organization takes its product to the market and sees what are the customers comments about that product it is called:

Answer: Product research

42. When researchers need in depth information about anything; then they use?

Answer: Observation

43. ABC industry evaluates that "will our new product give us proper profit and is idea workable"? it is called:

Answer: Business analysis

44. At the maturity stage of the product, the product is called as_____.

Answer: Cash cow

45. During the introduction stage of the PLC, sales gradually increase and:

Answer: profit is minimal

46. A product can be:

Answer: all of the given

47. Management, marketing and finance are key parts of a/an:

Answer: Business plan

48. A customer's need escalated to a motive under which of the following conditions?

Answer: seeking satisfaction

49. When organization plan that who will be their customers; it is called:

Answer: Market Targeting

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50. ____ involves long-term, value- added relationships developed over time with customers and suppliers.

Answer: Relationship Marketing.

51. In the marketing research process the 1st step is also to define the problem followed by:

Answer: Collection of data.

52. At the Growth stage of the product, the product is known as____.

Answer: Star

53. Super Asia manufactures washing machines, bikes, A.C, and refrigerators. It is called:

Answer: Product Mix

54. DSS Stands For:

Answer: Decision Support System

55. A consumer will initiate a buying decision process if;

Answer: Marketing and non-marketing

56. Dividing the market on the basis of area, climate and cultural values is called?

Answer: Geographical segmentation.

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57. in which type of research methods; there is need of mediator, who mediator, controls and coordinates the activities:

Answer: focus group

58. There are really only two ways to collect primary data for a marketing study:

Answer: Observation and asking question.

59. A firm can charge a higher price without losing its customers if it does not have much

Answer: competition

60. Which of the following is the most important determinant of a firm's value?

Answer: earnings

61. A distribution channel represents the path of a product from a producer to:

Answer: Consumer

62. In which of product life cycle there is highest level of sales but per unit profit decreases

Answer: Maturity

63. Which of the following stage is considered as the last stage of any product and at this stage the product will disappear from the market**?**

Answer: decline stage

64. Processing of data into numeric is called**:**

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Answer: Data Collection.

65. Sheraz Beverages sends new developed soft drink in market for sale and advertises if an different media: it is called:

Answer: commercialization

66. Dividing the total market into smaller parts is called?

Answer: Market segmentation

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MGT211 QUIZ 3, 2021

UPDATED QUIZ FINAL TERM

Provide by Orange Monkey Team

1. **The major disadvantage of advertising on television is:**

   Cost…….confirm from net

2. **An organization wants to send an important and urgent parcel to Iran; which of the following mode of transportation will be most suitable.**

   By air……confirm from net

3. **When members of a channel have problems with each other this is called:**

   Horizontal conflict / channel conflict……confirm from net

4. **Management, marketing and finance are key parts of a/an:**

   Business plan…..confirm from net

5. **Which of the following represents that organization is at the point of no profit and no loss;**

   Breakeven point…..confirm from net

6. **The specific method a company uses to sell and deliver its product to customers is known as its_____.**

   Distribution channel….confirm from net

7. **At the Growth stage of the product, the product is known as_____.**

   Star…..confirm

8. **Shipping is a very important mode of transportation for**

   Exporters

9. **Organizations which offer discounted prices are called?**

   Bargain retailer….confirm from net

10. **A larger market share may be captured through which of the following pricing strategy?**

    Penetration Pricing….confirm from net

Remember OWn Prayer

11. In which stage of product life cycle, few manufacturers are in the market and sale is very low.

Introduction…confirm

12. _____ is an advertising strategy that tries to keep a product's name in consumer's mind

Remainder advertising……confirm

13. Billboard advertising is most effective for which type of advertisement?

Remainder…..confirm

14. The specific method a company uses to sell and deliver its products to customers is known as its _____.

Distribution channel….confirm

15. Which of the following is the most important determinant of a firm's value?

Earnings…..confirm

16. A technique that analysis the relationship between total revenue and total cost to determine profitability is called.

Break-even analysis….confirm

17. The money or other consideration exchanged for the ownership or use of a good or service is known as

Price….confirm

18. Consumer goods are purchased by

Ultimate consumers…..confirm

19. During the introduction stage of the PLC sales gradually increase and

Profit its minimal….confirm from net

20. At the Maturity stage of the product, the product is known as_____.
Cash cow……confirm

21. At the decline stage of the product, the product is known as_____.
Dog….confirm

22. Advertising personal selling and public relations are under the following mix.

Promotional mix……confirm from net

Remember OWn Prayer

23. In which stage of product life cycle, marketers earn more profit due to less competition, small number of manufactures and high sales.

Growth stage…confirm

24. In which stage of product life cycle, marketers will,

. Reduce the price due to more competition.
Spend money on research and development.
Spend money to promote the brand name of the product.
Marketers will also revise their marketing strategies. i.e. They will find new segments of the market for their product.
. Per unit profit might reduce at this stage.

Maturity stage…confirm

25. In which stage of product life cycle,

Marketers should sell the products to selective customers.
At this stage, marketers will introduce innovations in the product to keep their sales high.

Decline stage….confirm

26. In which marking mix, organizations persuade the customer to buy product.

Promotion…..confirm from net

27. A person who brings buyers and sellers together is called.

Agent….confirm

28. A product can be:

Intangible, Tangible, Something that is offered for sale….all options

29. A strategy in which promotional campaign is targeted on channel members is called?

Pull strategy….confirm from net

30. ABC industry evaluates that will our new product give us proper profit and is idea workable ? it is called

Business analysis

31. A person who brings buyers and sellers together is called.

Agent…..confirm

32. Which of the following represents that organization is at the point of no profit and no loss:

Breakeven point….confirm

Remember OWN Prayer

33. **A person or an organization which carries more power in distribution decision making process is called?**

Channel leadership…..confirm from net

34. **For low price consumer items, which distribution is used?**

Intensive distribution….confirm

35. **From the following distribution methods, which one is considered the best when a company delivers and sells products straight to the final customer?**

Direct distribution

36. **In which of the following pricing strategies, which strategy a company shall adopt to increases their sales volume?**

Penetrating pricing

37. **Star Electronics sales TV different style, black & white TV, different sizes of screen, it is called.**

Product line…….confirm

38. **In which stage of product life cycle, there is highest level of sales but per unit profit decreases.**

Maturity….confirm

39. **In the introduction phase of the PLC a typical marketing communications objective would be:**

Use advertising and sales promotion to end users to create product awareness

40. **Sohail buys the tooth paste from nearby store from his home, what type of customer goods he buys.**

Convenience goods…..confirm

41. **In which stage of product life cycle, marketers reduce the price due to more competition and spend money on research and development.**

Maturity….confirm

42. **Expectations that specify the role of price in a firm's marketing and strategy plans are**

Pricing objectives…..confirm from net

43. **When members of a channel have problems with each other this is called**

Channel conflict……confirm

Remember OWn Prayer

44. A firm can change a higher price without loosing its customers if it does not have much.

Advertising….confirm from net

45. Which types of retailer distribute product line?

Product line reailer…..confirm form net

46. A set of related products manufactured by a single organization is called.

Product line…confirm

47. When the price of product is higher than the market expectations at the initial stage, it is called

Price skimming….confirm from net

48. In which stage of product life cycle, a large number of manufacturers and marketers enter in the market?

Maturity…. Confirm

49. Which of the following stage is considered as the last stage of any product and at this stage the product will disappear from the market?

Decline stage….confirm

50. For low price consumers items, which distribution is used?

Intensive distribution….confirm from net

51. The obtaining and investing funds by the firm is determined by the

Finance function

52. Super Asia manufactures washing machines bikes AC and refrigerators it is called.

Product mix….confirm

53. A larger market share may be captured through which of the following pricing strategy?

Penetration pricing….confirm

54. In which part of marketing mix seller receives the value in exchange of goods and services.

Price ……. Confirm

Remember OWn Prayer

55. An independent body which his experts for various areas of marketing communication is called.

Advertising agency……confirm from net

56. When the price is lower than the market expectations at the initial stage it is called

Penetration pricing….confirm

57. Which type of product promotion is identified as being direct face to face communication by sales people with existing and potential customers to promote a company's products?

Personal selling….confirm from net

58. Sheraz Beverages sends new developed soft drink in market for sale and advertises it on different media it is called.

Commercialization…..confirm

59. In which type of advertising, customers are repeatedly told about the product the brand the features or the manufacturers.

Remainder advertising

60. Four cost concepts are important in pricing decisions: total cost, fixed cost, variable cost, and

Marginal cost….confirm from net

61. Rimsha wants to buy jewelry due to upcoming Eid festival; she buys it after comparing price and quality from different jewelry shops. Which type of consumer goods are buys.

Shopping goods

62. When there are large numbers of intermediaries which distribution strategy is used?

Exclusive distribution…confirm from net

63. The product life cycle describes the stages a new product goes through in the:

Marketplace…..confirm from net

64. When organizations set the lower prices at initial level to attract the customers, it is called.

Penetration pricing

65. A shop adjacent to the manufacturing facilities of an organization where products of the organization are sold is called.

Remember OWN Prayer

Factory outlet…….confirm from net

66. Customer is convinced to buy the product in comparison with other customers is called?

Persuasive advertising…..confirm

67. Salaries of permanent employees fall in which of the following:

Variable cost

68. At which stage of the product life cycle would a company consider the design of product versions for different segments as part of its product strategy?

Introduction

69. Spreadsheets, database and word processing software are all types of

Application software….confirm

70. _____ is used to cover long-term expenses such as assets.

Debt financing….confirm

71. When there are large numbers of intermediaries; which distribution strategy is used?

Exclusive distribution….confirm from net

72. Currency is the important factor while setting _____ pricing?

International….confirm

73. When the price of a product varies from customer to customer and market to market, it is called

Dynamic price…confirm

74. From the following distribution methods, which one is considered the best when a company delivers and sells products straight to the final customer?

Direct distribution…confirm from net

75. A good service or idea consisting of a bundle of tangible and intangible attributes that can satisfy consumers is called a

Product….confirm from net

76. When there are few intermediaries which distribution strategy is used

Remember OWN Prayer

Intensive distribution….confirm from net

77. The combination of channels a company selects to place, promote , sell, and deliver its products to customers is best identified by which one of the following?

Distribution mix…..confirm from net

78. Expectations that specify the role of price in a firm's marketing and strategic plans are;

Pricing objectives…..confirm

79. Sheraz Beverages develop a new soft drink. They offer free soft drink to VU students during exam days at Shadman Campus Lahore it is called.

Product testing

[redacted]

member OWn Prayer

Another file

Profit objectives
Measured in terms of return of investment (ROI)

Three different objectives relating to price;
Managing for the long run, maximising current profit and target return.

Managing for the long run
A firm gives up immediate profit in exchange for higher market share. products are priced low compared to there cost to develop high profit expected later because of high market share

Maximising current profit
common in many firms targets can be set and performance measured quickly

Target return
Firm sets a profit goal

Sales objectives
Profit needs to be high Leads to increase in market share and profit Objectives relate to sales revenue or unit sales and can easily be translated into meaningful targets for managers.

Market share objectives
When industry sales are relatively flat or declining

Unit volume objectives
Used when firm sells multiply products at very different prices and need to match the unit volume demanded by customers with price and production capacity. can be counter productive if a objective if achieved by drastic price cutting that drives down profit.

Survival objectives
When a company merely need to survive. reduce prices company has large sunk or fixed costs

Social responsibility ojectives
Forgos higher profit on sales when recognises obligations to the public ie first heart pacemaker, free bus rides home on new years to encourage people not to drunk drive.

Price contraints
Factors that limit the range of prices a firm may set

_____ is the planning, organizing, directing, and controlling of all the activities needed to get high-quality goods and services into the marketplace.
Total quality management (TQM)
Auditors who are working within the organization are known as _____
Internal auditors
Which of the following would generally have unlimited liability?
The owner of a sole proprietorship
The liability of a sole trader is _____
Unlimited
Which of the following should be considered when designing a business plan?
Objectives of the business
Marketing components of the business
Financial components of the business
All of the above…correct
Setting the highest initial price is called price:
Skimming
The most important step in understanding business ethics is
Establishing codes of ethics
The financial statement which shows cash activity (receipts and disbursements) during the accounting period is called a(n):
Statement of cash flows..

Which format should be used if the information is being sent inside an organization?
Memorandum
Why important observations, suggestions, or objections should be written?
To create permanent records
Communication can be defined as----------
The activity of conveying information
Select the statement about the communication process that is NOT true.
Your performance in business will not be judged by your communication ability.
Which plan or model is mostly used in business messages?
The logical plan or its variation
The emotional appeal or its variation
The AIDA model or its variation
All of the above - Correct
Which of the following is not used in external business communication?

Memo
Which of the followings are often required by federal, state, or local law, by-laws, charters, or regulations?
Formal minutes
Which Three types of readers usually exist?
Phantom Readers, Future Readers, Complex Readers
If your message is specific, definite and vivid; which of the following principle has been applied?
Concreteness
Which of the followings get straight to the point because the audience usually wants to respond?
Direct requests
Which of the followings are usually more vivid than long ones and improve the readability of a document?
Structure words
Which of the following three steps are involved in planning a sales letter?
Determine the main idea, define the audience, chose the format
"An attachment notation is included to remind the reader to check additional pages of information. This is typed single or double space below the reference initials."
Match the above statement with one of the followings:
Enclosure(s)
Which type of Visual aid is the most difficult to execute effectively?
Film and video
Which of the following suggests the following statement?
First group the ideas and then put them in sequence
Organizing a message
Which of the following can be defined as follows "It is not merely politeness with mechanical insertion of 'please' and 'thank you', rather it is politeness that grows out of respect and concern for others."
Courtesy
Which of the following is a nonverbal communication conveyed by posture and movement?
Body language
Which of the following consists of four parts: a buffer, reasons supporting the negative decision, clear, diplomatic statement of the negative decision and a helpful, friendly, and positive close?

Indirect plan
Which signature is the most formal?
Best regards,
What is the goal of a Non-conventional resume?
Pla ce the name and professional objectives at the top
Which is a correct response to the question: How do you do?
I'm doing fine. (not sure grammatically ….we mostly use I'm fine in routine)
Which of the following factors enables you to evaluate the effectiveness of your message?
Feedback
While communicating, when you are aware not only of the perspective of others but also their feelings, which principle of communication you are utilizing?
Courtesy
Which of the following should be essentially considered during speeches and presentations?
Appearance
To decode a message is to:
interpret a message
Complete the question tag: They worked for Kaufman's,
Did they?
Employment History' means:
Where you have worked.(not sure)
When you are writing a routine message, what kind of approach will be used?
The direct app roach - Correct
Which of the followings are an essential component of employment process?
Recommendations
Which of the following is associated with scholarly writing?
Formal writing
Which one of the following can create immense difference between class room communication and job communication?
None of the above
Which sentence is incorrect?
They drove to San Francisco on Saturday.
Which of the following is best when you want immediate feedback?
Oral medium
Which of the following is the process of drafting your message?
Planning
What strategies should be opted for writing to Technicians?
Keep introductions and background information brief
Make information accessible
Provide short definitions or explanations of any unfamiliar term
All of the above…..correct
Which question asks for advice?
What should I do with my plastic bottles?(not sure)
Which of the following is promoted by simple, direct language?
Textual clarity
Why style guides are widely used in organizations?
To achieve a uniform document
To achieve consistency of style…….Both i & ii
In which of the following message categories would you place sales and marketing messages?
Persuasive

How can you make the following statement Concise?
'There are only four rules of our company and every employee is bound to follow these rules.'
There are four rules that must be observed.
History' means:
Where you have worked.
Which of the following is the main task of a Conventional Résumé?
Make your name and professional achievements prominent
A fault in the communication procedure where the meaning of the message is lost 'in translation' from intention to language or from language to understanding is called.....
Distortion
To whom usually good will letters are written?
Customer
Whose needs are most important to be fulfilled while composing a document?
readers' (not sure)
Which of the following presents the main idea before the supporting data?
Indirect plan
Biased language that might offend the audience is based on ----------
Cultural bias, gender bias
What is the emphasis of a Functional resume?
Provide functions and tasks the applicant can perform
Which of the following presents supporting data before the main idea?
Direct plan
Which of the following should be adopted to compose concrete, convincing messages?
All of the above

Another file

Question No: 1

When a company target a particular group of customer because of their need for its product.it can be stated the company has identified its _____.

► Market segment

► Market mission

► Market differentiation

► Market plan

Question No: 2

Dividing the market on the basis of area, climate and cultural values is called ?

► Geographical segmentation

► Demographic segmentation

► Psychographic segmentation

► Behaviouralistic segmentation

Question No: 3

The marketing activity of dividing market into smaller with similar needs and characteristics is known as:

► **Market segmentation**

► Market penetrating

► Target Marketing

► Relationship marketing

Question No: 4

The marketing concept is.

► **Companywide consumer orientation with the objective of achieving the maximum amount of profits.**

► Long-run success page.

► Largest market share.

► Highest paid staff.

Question No: 5

The role of a marketing manager is to;

► **All of the given options**

► design the product

► to communicate with the customers

► to identify the unsatisfied needs of customers

Question No: 6

Customer claim we dis not receive product on time. Organization conducted the research and found that it was fault at supplier end.

It is called?

► **Distribution Research**

► Pricing Research

► Segmentation Research

► Product Research

Question No: 7

Due to unstable political condition and poor law situation in county: organization are not getting their desired outcomes. It is mainly due to

► **External marketing environment factors**

► Internal marketing environment factors

► Imbalance between inputs and outputs

► Poor policies of organizations

Question No: 8

In which type of research methods; the is need of mediator, who monitors, controls and coordinates the activities.

► Survey Method

► Focus group

► Observational Research

► Experimentation

Question No: 9

Pricing decision is the major role of-----

► Marketing Manager

► Finance Manager

► HR Manager

► Procurement Manager

Question No: 10

Demographic segmentation divides the market by:

► Age, gender, marital status, social class, religion and education

► Perceptions, beliefs and values

► Lifestyle, personality and self-image

► Location or region

"MGT211 Quiz No. 3"(2)

Multiple Choice Question

23 January 2021

Question No: 1

External forces are those that are:

► Non-controllable

► Controllable

► Simple to recognize

► None of the given options

Question No: 2

An aggregate of people who as individuals, have needs for products in a product class and have the ability, willingness and authority to purchase such products is called a :

► **Market segment**

► Target market

► Customer group

► Market

Question No: 3

Dividing the total market into smaller part is called?

► **Market Segmentation**

► Product Differentiation

► Target Market

► Positing

Question No: 4 (rep)

Customer claim we dis not receive product on time. Organization conducted the research and found that it was fault at supplier end.

It is called?

► **Distribution Research**

► Pricing Research

► Segmentation Research

► Product Research

Question No: 5 (rep)

Demographic segmentation divides the market by:

► **Age, gender, marital status, social class, religion and education**

► Perceptions, beliefs and values

► Lifestyle, personality and self-image

► Location or region

Question No: 6 (rep)

In which type of research methods; the is need of mediator, who monitors, controls and coordinates the activities.

► **Survey Method**

► Focus group

► Observational Research

► Experimentation

Question No: 7(rep)

Pricing decision is the major role of-----

► Marketing Manager

► Finance Manager

► HR Manager

► Procurement Manager

Question No: 8 (rep)

When a company target a particular group of customer because of their need for its product.it can be stated the company has identified its _____.

► Market segment

► Market mission

► Market differentiation

► Market plan

Question No: 9 (rep)

Dividing the market on the basis of area, climate and cultural values is called ?

► Geographical segmentation

► Demographic segmentation

► Psychographic segmentation

► Behaviouralistic segmentation

Question No: 10 (rep)

The marketing concept is.

► Companywide consumer orientation with the objective of achieving the maximum amount of profits.

► Long-run success page.

► Largest market share.

► Highest paid staff.

"MGT211 Quiz No. 4"

Multiple Choice Question

17 February 2021

Question No: 1

In which type of advertising. customer are reputedly told about the product, the brand, the featured or the manufactures.

► **Reminder Advertising**

► Comparative Advertising

► Persuasive Advertising

► Word of month advertising

Question No: 2

Zain Thrasher house want to given advertisement about its products, which medium will be the most suitable for it?

► **Radio**

► Billboards in big cities

► Emails

► Newspaper

Question No: 3

Using different media at the same time for the promotion of goods is called?

► **Media mix**

► product mix

► Distribution mix

► pricing mix

Question No: 4

What kind of salesperson are you most likely to find working in the pharmaceutical industry?

► **Missionary salesperson**

► Order taker

► Order getter

► Sales engineer

Question No: 5

Display of products at different places is called?

► **Trade dhows**

► Publicity

► Personal Selling

► Publics relation

Question No: 6

At the _____ stage in the personal selling process, a salesperson begins converting into a customer by creating a desire for the product he or she is selling.

► **Presentation**

► Approach

► Close

► Follow-up

Question No: 7

In which of the following personal selling tasks salesman provides voluntary service to the buyer.

► **Missionary selling**

► Ordinary selling

► Creative selling

► None of the given options

Question No: 8

In Which of the following personal selling tasks salesperson delivers creative message and invents creative ideas his experience of going to the market.

► **Creative selling**

► Ordinary selling

► Missionary selling

► Non of the given options

Question No: 9

_____ is a personal selling task in which consulting the customers and get their orders booked for specified time period.

► **Booking of orders**

► Processing of orders

► Creative selling

► Missionary selling

Question No: 10

_____ is an advertising strategy that tries to keep a product's name in consumer's mind.

► **Reminder advertising**

► Persuasive advertising

► Comparative advertising

► Non of the given options

"MGT211 Quiz No. 4"(2)

Multiple Choice Question

17 February 2021

Question No: 1

Low literacy rate mainly reduces the effectiveness of which of the following medium?

► **Print**

► Radio

► Television

► Out door media

Question No: 2 (rep)

_____ is a personal selling task in which consulting the customers and get their order booked foe specified time period.

► **Booking of orders**

► Processing of orders

► Creative selling

► Missionary selling

Question No: 3 (rep)

Using different media at the same time for the promotion of goods is called?

► **Media mix**

► product mix

► Distribution mix

► pricing mix

Question No: 4

Which type of sales promotion is used when a manufacturer places one small bottle of shampoo in a clear bag and hangs it form the door of each house in a neighborhood?

► **A sample**

► A deal

► A premium

► An introductory offer

Question No: 5

An advertising strategy that directly compares two or more products is called _____.

► **Comparative advertising**

► Reminder advertising

► Persuasive advertising

► Verbal advertising

Question No: 6

Resources such as labor materials and energy are know as ___ in the transformation process.

► **Inputs**

► Outputs

► Intangibles

► Factors of production

Question No: 7

When organization convert raw material into finished goods: it is called

► **Production**

► Planning

► Coordination

► Promotion

Question No: 8

_____ is a personal selling situation in which products are sold for buyer' personal or household use.

► **Retail selling**

► Industrial

► Pharmaceutical product selling

► Non of the given options

Question No: 9

_____ is the two-way flow of communication between a buyer and seller, often in a face encounter, designed to influence a person's or group's purchase decision.

► **Personal selling**

► Sales management

► Sales promotion

► Transformational Selling

Question No: 10 (rep)

In which of the following personal selling tasks salesman provides voluntary service to the buyer.

► **Missionary selling**

► Ordinary selling

► Creative selling

► None of the given options

"MGT211 Quiz No. 4"(3)

Multiple Choice Question

17 February 2021

Question No: 1 (rep)

_____ is a personal selling task in which consulting the customers and get their orders booked for specified tine period.

► **Booking of orders**

► Processing of orders

► Creative selling

► Missionary selling

Question No: 2

Which medium is less expensive and has wide outreach?

► **Radio**

► Television

► Print

► Out door media

Question No: 3

An unpaid form of promotion through mass media is called

► Publicity

► Public relation

► Personal selling

► Sales promotion

Question No: 4

At the time of midnight. Amir visits 2KM away hospital photocopy shop due to unavailability of the facility in University. It is called

► Time utility

► Form utility

► Place utility

► Ownership utility

Question No: 5

Publicity is a(n) form of promotion through mas media.

► Unpaid

► Paid

► unreliable

► None of the given options

Question No: 6

In which or the following personal selling tasks salesman provides voluntary service to the buyer.

► Missionary selling

► Ordinary selling

► Creative selling

► None of the given options

Question No: 7

Which type of product promotion is identified as being direct, face-to-face communication by salespeople with existing and potential customers to promote a company's products?

► **Personal selling**

► Sales promotion

► Public relations

► Advertising

Question No: 8

_____ is personal selling task in which salespeople receive order and see to their handling and delivery.

► **Processing of orders**

► Booking or orders

► Complete orders

► Missionary selling of products

Question No: 9

Process by which a company analyzes a competitor's products to identify desirable improvements is:

► **Competitive product analysis**

► Value-Added Analysis

► Statistical Process Counter

► Quality/Cost Studies

Question No: 10

At which stage of the personal selling process would you obtain a purchase commitment form the prospect?

► **Close**

► Approach

► Presentation

► Follow-up

► Approach

Another file

Raw, unsummarized, and unanalyzed facts.
Data

Data that are organized in a meaningful fashion
Information

Quality
Timeliness
Completeness
Relevance
What four factors determine the usefulness of information to a manager?

Updated information that reflects current conditions
What is real-time information?

The set of methods or techniques for acquiring, organizing, storing, manipulating, and transmitting information
What is information technology (IT)?

A form of information technology (IT) that managers use to generate the specific detailed info they need to perform effectively
What is management information system? (MIS)

The person or group wishing to share info
Sender?

The info that the sender wants to share
Message?

Translating a message into understandable symbols or langauge
Encoding?

Anything that hampers ANY stage of the communication process
Noise?

Person or group for which the message is intended for
Receiver?

The pathway that the message is sent through
Medium?

Interpreting and trying to make sense of a message

Decoding?

The encoding of messages into words, either written or spoken
Verbal communication?

The encoding of message by means of facial expressions, body language, and style of dress
Nonverbal communication?

The amount of info that a communication medium can carry
What is information richness

Who sends what? Sender sends in transmission, receiver sends in feedback
Transmission v. Feedback stages?

Face to Face communication
Which communication medium has the highest info richness?

The manager is engaging in face to face communication by informal convos
What is management by wandering around?

Superabundance of info that increase likelihood that important info is overlooked and non-important info is looked at
Information overload?

A website in which someone posts info to which readers respond
Blog?

A website that enables people to communicate with those who have similar connections
What is a social networking site?

The way demand for a product changes in a predictable pattern
What is the product life cycle?

Embryonic, Growth, Maturity, Decline
Four stages of the product life cycle?

Interlinked computers that exchange info
Network?

Changes in meaning that occur as info passes through a series of senders and receivers
What is info distortion?

A management information system designed to handle large volumes of routine, recurring transactions
What is a transaction-processing system?

A management information system that gathers, organizes, and summarizes data in a form that managers can use in their nonroutine, coordinating and controlling tasks
What is an operations information system?

An interactive computer-based management info system that managers use for nonroutine tasks
What is a decision support system?

Behavior that is performed by a machine that if performed by a human it would be called "intelligent"
What is artificial intelligence?

A management system that utilizes human knowledge embedded in software to solve problems that typically require human expertise
What is an expert system?

Multimodule application software that is supposed to move products from their first stage to their final stage
What is enterprise resource planning systems?

Trade between two companies using tech and the internet
E-commerce?

Business-to-buisness commerce that takes place between companies using tech to link and coordinate the value chains of different companies
b2b?

Internet platform to trade
b2b Marketplace?

Company and individual trade online
B2c?

1. Which of the following is the disadvantage of modified schedules and alternative workplace?
A. Freedom in professional and personal life
B. More Job satisfaction
C. Complicated coordination
D. Suitable for self starter who require little direct supervision

2. Among different managerial styles, which of the following allows most rapid decision making?
A. Autocratic styles
B. Democratic styles
C. Free rein style
D. None of the given option

3. _____ is the process of motivating others to work to meet specific objectives.
A. Leadership
B. Motivation
C. Free rein style
D. Democratic style

4. Which of the following represents the set of procedures involving both managers and subordinates in setting goals and evaluating progress?
A. Participative Management and Empowerment
B. Management by Objectives (MBO)
C. Reinforcement/Behavior Modification Theory
D. None of the given option

5. The internal environment consists of the insides forces that influence marketing strategy and decision making is/are as follows:
A. Organization Policies
B. Product Policies
C. Management Structure
D. All of the given option

6. A specific communication task to be accomplished with a specific target audience during a specific period of time is called as:
A. Marketing Mix
B. Advertising objective
C. Market segmentation
D. Marketing process

7. Dividing a market into distance groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or marketing mixes.
A. Market segmentation
B. Marketing Mix
C. Marketing Penetration
D. Marketing control

8. The actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationship with target customers are called as:
A. Marketing Environment
B. Market segmentation
C. Marketing Mix
D. Marketing Penetration

9. The set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target market.
A. Market segmentation
B. Marketing Mix
C. Marketing Penetration
D. Marketing Environment

10. Motor cycle and car are very different from one another, but both fulfill the need for transport is an example of:
A. Substitute product competition

Remember OWn Prayer

1) Which of the following business type has longest life time?
   1. Sole proprietorship
   2. Partnership
   3. **Joint stock company**
   4. All of the given options

2) Election of the Board of Directors is done by Shareholders.
   1. Through special resolution
   2. **In annual general meeting**
   3. In Special meeting
   4. In statuary meeting

3) Which of the following business type, has to pay double taxes to the government?
   1. Sole proprietorship
   2. Partnership
   3. **Joint stock company**

4. Cooperative Societies

4) _____includes the rules and regulations, necessary to manage theinternal affairs of the company.

1. Memorandum of Association
2. **Article of Association**
3. Prospectus
4. All of the given option

Remember OWn Prayer

5) General information like Appointment, election and powers of directors, votingrights and transfer of shares mention in_____.

1. Charter of Company
2. Article of Association
3. **Prospectus**
4. None of the given option

6) To call the extraordinary meeting, how many days' notice is required? **1. 21days**

2. 15 days
3. 07 days
4. 30 days

7) According to Section 305 of Companies Ordinance, a company may wound up **bycourt** under which of the following circumstances:

1. Statutory Declaration
2. **Fails to submit statutory report**
3. Expiry of Period
4. Appointment of Liquidators

8) Which of the following is the source of acquiring of redeemable capital?

1. Modarba Certificate
2. Debentures
3. **Participation Term Certificates**
4. All of the given option

9) Normally some part of Capital is kept for the payment of debts at the time ofwinding up, is called as:

1. **Reserve capital**
2. Un-Issued Capital
3. Un-Called up Capital
4. All of the given option

10) The following person cannot make a petition to the court to get an order forwinding up of a company.

Remember OWn Prayer

1. **Petition by debtor**
2. Petition by creditor
3. Petition by contributory
4. All of the above

1) Which of the following is the disadvantage of modified schedules and alternative workplace?

   a. Freedom in professional and personal life
   b. More Job satisfaction
   c. **Complicated coordination**
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Remember OWn Prayer

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d. None of the given option

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Remember OWn Prayer

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a. Market segmentation

b. **Marketing Mix**

c. Marketing Penetration

d. Marketing Environment

10) Motor cycle and car are very different from one another, but both fulfill theneed for transport is an example of:

a. Substitute product competition

b. Brand competition

c. International competition:

d. Market competition

11) Physical distribution is a channel to make availability of_____from producer to consumer.

a. Finished goods

b. Work in process

c. Raw material

d. All of the given option

12) Advertising strategies often depend on the product life cycle stage. Example incase of introductory stage, which of the following advertising strategy is used:

a. Persuasive advertising

b. Comparative advertising

c. **Informative advertising**

d. Reminder advertising

e. None of the given options

Remember OWn Prayer

13) A_____is a promotional approach that encourages consumer demand,which then exerts pressure on wholesalers and retailers to carry a product.

a. **Pull strategy**
b. Push strategy
c. Persuasive advertising
d. Sales Promotion

14) _____includes rental or mortgage payments, insurance, and wages.Other cost includes material handling and inventory control.

a. **Warehousing cost**
b. Transportation cost
c. Distribution cost
d. Manufacturing cost

15) Personal selling task in which salespeople try to persuade buyers to purchaseproducts by providing information about their benefits is:

a. Order Processing
b. **Creative Selling**
c. Missionary Selling
d. None of the given option

16) Consumer promotion aimed at the_____and Trade promotion aimed at wholesalers and retailers.

a. Final consumer
b. Retailer
c. Wholesalers
d. All of the given options

17) In which of the following, Companies rent booths to display and demonstrateproducts to customers who have a special interest or are ready to buy.

a. **Trade Shows**
b. Contests
c. Cross-promotion
d. Special-event sponsorship

18) _____is the planning, organizing, directing, and controlling of allthe activities needed to get high-quality goods and services into the marketplace.

Remember OWn Prayer

a. **Total quality management (TQM)**
b. Promotion strategy
c. Sales promotion
d. Management by objective (MBO)

19) A promotional tool in which information about a company or product is transmitted by general mass media, which is free, but you have little or nocontrol of the content and delivery.

a. Public relation
b. Trade Promotion
c. **Publicity**
d. Consumer Promotion

20) Advertising strategy that tries to keep a product's name in the consumer'smind.

a. Persuasive advertising
b. Comparative advertising
c. Informative advertising
d. **Reminder advertising**

---------- is the lifeblood of every business.

goods wealth

capital

buying

--------is connected with the production and preparation of goods and services.

business
systemsocial
process

industry

---------- is the second component of business.

Remember OWn Prayer

commerce

industry primary

industry

secondary

industry

Commerce can be----------

trade aids to trade

trade and aids to trade

home trade

A good business person must have the knowledge about skills.

personal

technical

leadership

decisionmaking

---------- separates the organization from its environment.

external environment

multiple environment

economic environment

organizational boundaries

Remember OWn Prayer

Measure of-by which we compare that how much a system can produce with the resources

needed to produce it purchasing selling

GDP per capital capital

Minimum members of public limited company should be

5

7

9

10

Cooperative society is set up to protect economically the ---------- sections of the society.

Middle

Poor

Stable

Wealthy

Due to the absence of the performance of cooperative society is very poor.

Discipline

Experience

Capital

Profit incentive

---------- are the objectives that a business hopes and plan to achieve

Plans

Goals

Miss ion

SW OT analysis

Remember OWn Prayer

In Private limited company minimum members can be 2 and maximum members should not exceed------

-

50

20

10

40

A p ublic company must have basic legal document.

2

3

5

6

Remember OWn Prayer

A n otice of annual general meeting should be sent to the shareholders at least ----------days before the
date of meeting.

15

30

21

51

Company must hold an annual general meeting of its shareholders ---------- in a year.

once

twice

thrice four

times

---------- skills are necessary to compete in a global environment.

Technical skills

Global management skills

Time management skills

Human relation skills

Skills used in understanding and getting along with people is ----------

Decision making skills

Technical skills

Human relation skills

Conceptual skills

---------- are responsible for the development. pricing, promotion and distribution of goods and services

Operation managers

Marketing managers

Information managers

Financial managers

Remember OWn Prayer

Commerce can be----------
trade aids to trade

trade and aids to trade

home trade

Measure of by which we compare that how much a system can produce with the resources

needed to produce it purchasing selling

GDP per capital capital

Minimum members of public limited company should be

Remember OWn Prayer

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Cooperative society is set up to protect economically the ---------- sections of the society.

Middle

Poor

Stable

[redacted]

Remember OWn Prayer