MGT301 Searching file

Provide by Orange Monkey

1. **When railroad companies thought that user wanted trains rather than transportation and overlooked the growing challenge of other mode of transportation they were for the being the selling concept**

   False
2. **When backed by buying power, needs become demands.**

   False
3. **Smart marketers look on the attributes of the products and services they sell. They create brand experience for consumers.**

   True
4. **The selling concept holds the consumer will not buy enough of the firms products unless it undertakes a large-scale selling and promotion effort**

   True

5. **Costumer value is defined as the customer's evaluation of the percieved difference between all the benefits and all the costs fo a marketing offer relative to those of competing offers.**

   A) True (Theme 1 page 8) (100% Sure)

6. **The selling concept holds that consumers will not buy enough of the firms products unless it undertakes a large-scale selling and promotion effort.**

   A) True (Theme 1 page 5) (100% Sure)

7. **Customer Relationship Management (CRM) is nothing more than a customer data management activity.**

   A) False

8. **When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.**

   A) False (Confirm) (Correct Product Concept) (100% Sure)

9. **The significant trends in the natural environment include shortage of raw material and increased pollution**

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True

10. **Environment concerns have been on the decline in the past decade, more government legislation and the green movement may be the cause of this trend.**

False

11. **The marketing mix of tangible products includes all, EXCEPT**

Process / physical evidence

12. **Marketers of products, services and ideas only practice marketing, whereas buyers do not.**

False

13. **Which of the following actors/forces are the persons or companies that provide resources required by the firm and its opponents to make goods**

Suppliers

14. **A firm that operates in more than one country in known as:**

Global firm

15. **With relevance 4Ps versus 4Cs the product matches with which of the following option?**

Customer solution

16. **The strategic planning process consists all, Except**

Formulating marketing strategy

17. **Which of the following options refers to providing the resources needed to produce goods and services?**

Company

18. **The process of creating value is the forms of goods, services and ideas that improves consumer life is called**

Societal marketing

19. **Your accounting department and measure revenues and costs to help the marketing department know how well it is achieving its objective**

True

20. ABC organization wants to lunch a new baby cereal in the market**. For this purpose it wants to get it information about the selection of different products by parents. This**

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process of getting information falls under which of the following marketing function?

Information about he ways to do business

21. Toyota Motors wants to launch a new model of care for the elite class. For this purpose it hires a marketing manager who will be responsible for the advertisement and sales of that new model of new car. With respect to the planning perspective in which category the planning of marketing managers falls?

Strategic planning

22. When firms take aggressive action to affect the publics in their marketing environment, they are taking and environmental management perspective

True

23. Tanveer jafer works for a firm that is a distribution channel member that helps the company find customers or make sales to them. Tanveer works for a reseller

True

24. Today's marketers must be good at building relationship in order to connect effectively with customers, other in the company, and external partners

True

25. Significant reasons for business laws to be enacted include protecting the interests of society, protecting consumers, and protecting companies from each other

True

26. Customer-perceived value depends on the product's perceived performance relative to a buyer's expectation

false

27. Commercial accounting is done through a system known as

False

28. The verbal portion of an advertisement, including headlines, body, and signature reflects which one of the following concepts? Select correct option:

Storyboard

29. Connecting with employees in the company refers to which of the following options? Select

Intranet

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30. Which one of the following affects both demographic and psychological factors?

Price elasticity

31. The name of a vast public web of computer networks that connect users of all types all around the world to each other?

Internet

32. According to Mintzberg, when a manager searches the organization and its environment for opportunities and initiates projects to bring about change, the manager is acting in which role?

Entrepreneur

33. Which one of the following concept states that consumers will favor products that offer the most quality, performance and features? Select correct option:

Product concept

34. Collecting, analyzing and interpretation of data refer to which of the following concepts?

Marketing research

35. In SWOT analysis, strength and weaknesses are part of which of the following environment?

Internal

36. A manufacturer spends a large amount of money on research and development leading to the introduction of a product that is likely to present the firm with a breakthrough opportunity. The manufacturer prices the product with the goal of achieving a 20 percent return on its investment. Which of the following types of pricing objectives is the company using? Select correct option:

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Target return

37. Which of the following is an intensive growth strategy of increasing sales in present markets with present products?

Market penetration

38. Which one of the following concept is the latest in a marketing philosophy?

Societal marketing

39. Publics including workers, managers, volunteers and the board of directors show which of the following publics?

Internal Publics

40. A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

Marketing mix

41. In the BCG approach, stars are high-share, high-growth businesses or products. They need heavy investment to finance rapid growth. When their growth slows down, they turn into which of the following?

Dogs

42. Value pricing" means setting a fair price for a marketing mix that gives the target market superior customer value.

True

43. Which one of the following promotion tools includes press releases and special events?

Publicity

44. Companies should set up systems that _____ customer to complain. Select correct option:

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Encourage

45. Buyer decision process consists of five stages. Which of the following is NOT one of these stages?

Information search

46. Publics--carry news, features, and editorial opinions refer to which of the following publics?

Media publics

47. All of the following are the customer markets EXCEPT which of the following?

Government markets

48. The standards that state the amount each salesperson should sell and how sales should be divided among the company's products. It refers to which one of the following concepts?

Sales quotas

49. There are major steps in media selection. Which is NOT one of these steps?

Deciding on format elements

50. Society and culture shape the basic form of human needs refers to which one of the following option?

Wants

51. What is our business? Who's our customer? What do our customers value? What should our business be? All these simple-sounding questions define which of the following concepts?

Mission statement

52. Finance, research and development, purchasing and manufacturing are all activities of which element of the micro environment?

The company

53. All of the following are the stages in the adoption process EXCEPT: Select correct option:

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Laggards

54. Connecting with employees in the company refers to which of the following options?

Intranet

55. A _____ is a retail establishment that combines supermarket and discount store shopping in one location.

Hypermarket

56. Which one of the following is NOT a part of industry structure analysis? Select correct option:

Competitor page 49

57. Characteristics such as age, gender and marital status are known as _____

Biographical characteristics

58. In the Boston Consulting Group approach, which one of the following is a measure of company strength in the market?

BCG matrix

59. Which one of the following is the function of direct distribution channel? Select correct option:

The flow of products from producers to customers

60. A firm that operates in more than one country known as: Select correct option:

Global firm

61. Which of the following is not one of the four primary management functions?

Staffing

62. Which one of the following SBUs is low-growth, high share businesses which generate a lot of cash that the firm uses to pay its bills and support other SBUs that need investment.

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Cash cows

63. Following are the elements of the marketing mix EXCEPT:

Target market

64. Which one of the following is the function of direct distribution channel?

The flow of products from producers to customers

65. Connecting with employees in the company refers to which of the following options?

Intranet

66. To reduce inventory management costs, many companies use a system where they carry only small inventories of parts or merchandise, often only enough for a few days of operation refers to which of the following concepts? Select correct option:

Just-in-time logistics

67. What can be offered to a market to satisfy a need or want?

Product page10

68. Distribution of product to get it in the market refers to which of the following activities?

Place or distribution activities

69. Which of the following statements about the determinants of personality is true?

Personality appears to be a result of external factors

70. Which of the following group is focused by producer to sell their products?

Intermediaries

71. Which one of the following is the major direct-marketing communications tool in today's business world?

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Television marketing

72. Which one of the following factor relates to family that influences consumer behavior?

Social

73. Which of the following is NOT a sales promotion? Select correct option:

Premiums

74. Which one of the following is the way in which consumers perceive an actual or potential product?

Product concept

75. Which one of the following option is true for Marketing? Select correct option:

Demand management

76. The verbal portion of an advertisement, including headlines, body, and signature reflects which one of the following concepts?

Storyboard

77. What are the companies doing from the following options as a result of an explosion of more focused media that better match today's targeting strategies?

Less broadcasting and more narrowcasting

78. People often buy the kind of clothing. What does it show? Select correct option:

Lifestyle

79. A sales representative from a software company shows an accounting firm that a new software package can perform bookkeeping tasks that the firm's present package cannot. The accounting firm is most likely in which stage of the organizational buying decision process?

Problem recognition

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80. Which one of the following categories refers to a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges?

Product line

81. Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market?

Informative advertising

82. Which one of the following is NOT a part of market potential? Select correct option?

Inflation

83. Mobilink divides buyers into groups based on their knowledge, attitudes, uses or responses to a product. It is obviously using which type of segmentation?:

Behavioral

84. The first step in the marketing control process is BEST described as one where the marketer performs which of the following activities?

Sets specific goals page39

85. Which one of the following is an example of a convenience consumer product?

Petrol

86. Which one of the following is a part of marketing functions? Select correct option:

- **Standardizing and grading**
- **Financing & Risk taking**
- **Securing Marketing Information**
- ***All of the above***

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87. Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?

Personal selling and direct marketing

88. Winning a new customer is usually more costly than retaining an existing customer. How much time it is costly?

5-10 times

89. Belief that "violence is wrong" is an evaluative statement. Such an opinion constitutes which of the following component of an attitude. Select correct option:

Cognitive

90. A person on the University Book Shop's survey asks respondents to tell the shop, in their own words, what they like least about textbook shopping. What is a type of this question?

An open-ended

91. In contrast to vending machines which dispense only products, there are other systems that dispense information and take orders without direct human aid. This system refers to which one of the following options?

The internet

92. Which one of the following is the first step of marketing research process? Select correct option:

Define problem

93. Which one of the following option is true for the core marketing concept? Select correct option:

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- **Needs**
- **Wants**
- **Demands**
- **All of the given options**

94. What type of new product strategy, Pizza Hut is using when it allows Marriott to offer its new specialty pizzas in the hotel chain's room service menu?

Market development

95. A firm has decided to localize its products and services to meet local market demands. Which one of the following approaches is a good approach for this segmentation?

Geographic

96. LG is going to introduce a new mobile set in the market. How the consumers will be aware of this product?

By Promotion

97. To reduce time demands on their outside sales forces, many companies have increased the size of their inside sales forces, which include technical support people and sales assistants. Which one of the following can also be another part of the sales force?

Telemarketers

98. Marketing manager wants to improve the packaging of new products after reading customer responses to its customer opinion poll. Which one of the following is NOT a function of packaging?

It determines product quality page98

99. A cash discount of "2/10, net 30," means that:

Payment is due within 30 days; the buyer can deduct 2 percent if the bill is paid within 10 days.

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100. Products that are used directly in the production of a final product but are not easily identifiable are categorized as which one of the following?

Component parts

101. If you wish to emphasize the importance of making decisions consistent with fundamental liberties and privileges, the focus of your teaching will also be on which of the following?

Rights

102. Which of the following management is responsible for setting the company's mission, objectives, broad strategies and policies?

Top management

103. Mr. A is a marketing manager for a large consumer foods company. He is studying distribution, promotion and price of the company's product. Mr. A is studying which of the following concepts?

Marketing strategy

108. Which one of the following sets refers to the key building blocks for developing and managing customer relationship?

d. Customer value and customer satisfaction

109. "Provide more quality products and services without variation in the quality" refers to which of the following marketing functions?

a. Standardizing and grading

110. What does this statement show "Increasing demand as well as changing or even reducing demand"?

De marketing

111. When Nokia introduced its new mobile set in the market in response to consumer demand, it was following which one of the following philosophies?

Marketing concept

112. Which one of the following models can be used to analyze the environment both for new and existing business?

Five forces model

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113. Most portfolio analysis methods evaluate SBUs on which of following two dimensions?

Market growth rate; relative market share

114. In SWOT analysis, strength and weaknesses are part of which of the following environment?

Internal

115. All of the following activities are the part of marketing process EXCEPT:

Developing the business portfolio

116. Which of the following is an intensive growth strategy of increasing sales in current markets with current products?

Market penetration

117. Niche marketing is opposite to which one of the following concepts?

Mass marketing

118. Which one of the following is NOT a part of marketing control process?

Take risk for profits

119. All of the following are examples of customer market EXCEPT:

Government markets

120. Publics-carry news, features and editorial opinion refers to which of the following publics?

Media publics

121. Study of human populations in terms of size, density, location, age, sex, race, occupation and other statistics refers to which of the following studies?

Demography

123. What is another name of Echo boomers?

Baby boomlets

124. An SBU can be a company division, a product line with a division, or sometimes a single product or brand

True

125. Revlon has clearly defined its "mission" of selling lifestyle and self-expression. As the firm prepares to launch its strategic plan, the mission needs to be turned into a detailed set of objectives that guide the whole company

True

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126. Marketers all agree that questionnaires are the most common research instrument.

True

127. ABC interior design wants to collect research data through mechanical observation. The three typical methods are video cameras, checkout scanners, and internet cookies

False

128. Guided by marketing strategy, the company designs a marketing mix made up of factors under its control-product, price, place, and promotion

True

129. The first step in strategic planning is to define the company mission

True

130. After conducting formal marketing research for your department , you make an oral presentation with notes to management. You are following normal marketing research steps

False

131. Marketing research is considered to systematically design, collect and report data directly relevant to a specific marketing situation facing the organization

True

132. A company with limited resources might decade to serve all segments of a market

False

133. The difference between human needs and wants is that needs are states of felt deprivation

True

134. Human needs are shaped by culture and individual personality

False

135. The owner of the 21 store chain of bicycles, explained to the store managers at a recent sales meeting that marketers, more than any other group in the company, must be the trend trackers and opportunity seekers

True

136. As an employee of bankers enterprises, you market wild and crazy games for teens to play at parties. You work in the business market.

False

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137. A university hires a professor for giving lectures to MBA students. The university is primarily the marketer of which of the following?

A service

138. Though which of the following connectivity mediums one can communicate with others through social networks, forums, chats, emails?

Internet

139. Nestle company is dealing in large number of products like milk, mieral water, juices, dairy creams and ghee. These products are called.

Product portfolio

140. XYZ firm is involved in providing advice on risk assessment and priority setting, this firms is basically providing which of the following options to its customers?

Product , service , Support, all option

141. Which part of BCG matrix shows low-share business units in high-growth markets and requires a lot of cash to hold their share?

Dogs

142. A network of networks that consists of millions of smaller domestic, academic, business and government networks, which together carry various information and services it represent which of the following network?

Internet

143. Consumer will favor product that are highly available and affordable. The concept is relevant to which of the following options

Selling concept

144. A demand of a product comes from

All options

145. Dealing with uncertainty about future customer purchases refers to which of the following marketing functions?

Securing marketing info

146. Today's marketers must be good at building relationships in order to connect effectively with customers, others in the company, and external partners

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True

147. The societal marketing concept call on marketers to balance consumer wants and desires, company profits, and society's interest.

True

148. Customer value is defined as the customer's evaluation of the perceived difference between all the benefits and all the costs of a marketing offer relative to those of competing offers.

True

149. Demarketing is a marketing philosophy focused upon product differentiation and positioning

True

150. Your accounting department must measure revenues and costs to help the marketing department know how well it is achieving its objectives.

True

151. . When sellers focus on existing needs and lose sight of the underlying customer wants, they suffer from marketing myopia.

True

152. Most firms follow the production concept when they face overcapacity.

False

153. The significant trends in the natural environment include shortages of raw materials and increased pollution

True

154. When firms take aggressive action to affect the public and forces in their marketing environment, they are taking an environmental management perspective.

True

155. At times it becomes necessary to reduce demand for some products and services. When the government tries to reduce the smoking of tobacco products, it adds more tax to the products and is practicing demarketing.

True

156. Marketing management is interested in serving all customers in every way to remain competitive in today's market

True

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Selling is managing profitable customer relationships.

True
False (Lesson no 44 Page no 220 Old Handouts)

11. An exchange is the core concept of marketing, whereas a transaction is marketing's unit of measurement.

True (Lesson no 2 Page no 11 Old Handouts)
False

13. Marketing management is interested in serving all customers in every way to remain competitive in today's markets.

True
False (Not sure)

16. The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.
True (Lesson no 4 Page no 20 Old Handouts)
False

19. When seller focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.
True
False (Lesson no 2 Page no 11 Old Handouts)

21. When backed by buying power, wants become demands.
True (Lesson no 2 Page no 11 Old Handouts and Lesson no 44 Page no 222 Old Handouts)

False

1. **Mr. Mohsen is currently involved in marketing research. He is using flexible as well as difficult questions which allow further explanation. Identify this form of research which Mohsen is using?**

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1. Personal interviewing
2. Online interviewing
3. Telephone interviewing
4. Mall intercepts

2. Consumer behavior is very much affected by the social factors. Social factors include:

1. Culture
2. Subculture
3. Social Class
4. Groups

3. How many steps are involved in marketing research process?

1. Three
2. Four
3. Two
4. Five

4. Which one of the following sets represents 4 C's of the marketing mix?

1. Customer Solution, Cost, Convenience, Communication
2. Customer, Cost, Convenience, Comfort
3. Convenience, Communication, Coverage, Cost
4. Cost, Coverage, Communication, Consultancy

5. Strategic control involves looking at whether a company's basic strategies are well matched to its opportunities.

1. True
2. False

6. Demand marketing is concerned with?

1. Increasing demand
2. Decreasing demand
3. Finding demand
4. All of the given

7. Most firms follow the production concept when they face overcapacity.

1. False

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8. **Making more sales to current customers without changing a firm's products is market penetration.**

    1. True
    2. False

9. **Bunny bread is mostly used in breakfast times in different areas of Lahore. Manufacture of Bunny bread has made this for all type of customers ranging from housewives to children and teens to old people. Bunny bread is using which of the following market coverage strategy?**

    1. Differentiated
    2. Undifferentiated
    3. Concentrated
    4. None of the given

10. **The aim of De-marketing is:**

    1. To reduce demand temporarily
    2. To reduce demand permanently
    3. To shift demand
    4. All of the given options

11. **Ali is very efficient in computer technology and reads all the latest information on electronics. He also has a very charming and charismatic personality, so when he recommends certain equipment, other people tend to follow his advice. Ali is a/an _____.**

    1. Group member
    2. Opinion Leader
    3. Group Moderator
    4. All of the given

12. **The creative people must find the best style, tone, words, and format for executing the message. Which of the following is the style that shows one or more typical people using the product in a normal setting?**

    1. Lifestyle
    2. Slice of life
    3. Personality symbol
    4. Real-world depiction

13. **Which type of wholesaler not only provides transportation and delivers products to retailers, but also provides the service of placing products on retailers' shelves?**

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1. Truck wholesaler
2. Cash-and-carry wholesaler
3. Rack jobber
4. Rack jobber

14. The buying center is a fixed and formally identified unit within the buying organization.

1. True
2. False

15. Females are now more indulged in working in offices then the earlier. This shifts in demographic represents which one of the following?

1. Increasing diversity of population
2. Changing family and living patterns
3. Emergence of a new market
4. Income and education increases

16. What does the meaning of the physical arrangement of the illustration, headline, subheadline, body copy and the signature?

1. Copy
2. Art design
3. Layout
4. Storyboard

17. All of the following are the sources where consumer can obtain information EXCEPT:

1. Personal
2. Commercial
3. Attitude
4. Public

18. Which of the following is the marketing unit of measurement?

1. Value
2. Transaction
3. Profit
4. Satisfaction

19. Which of the following environment consists of the factors that affect consumer purchasing power and spending patterns?

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1. Demographic environment
2. Cultural environment
3. Economic environment
4. Consumer environment

20. ABC Company is identifying and developing new markets for its current product. ABC Company is exploring possibilities for which of the following strategies?

1. Product development
2. Market penetration
3. Diversification
4. Market development

21. The marketing research process includes all, EXCEPT:

1. Defining the problem
2. Developing the research plan
3. Making critical decisions
4. Reporting the findings

22. Marketing Research composed of the following steps: defining the problems and research objectives, implementing the research plan, interpreting and reporting the findings. Which of the following step is missing?

1. Developing the research budget
2. Choosing the research agency
3. Choosing the research method
4. Developing the research plan

23. Large number of manufacturers and greater number of product variety increases

1. Bargaining power of buyers
2. Bargaining power of suppliers
3. Rivalry among the competitors
4. Threat of substitute

24. Who is our target market and what's our value proposition are two important questions underlying marketing strategy.

1. True
2. False

25. Customer Relationship Management (CRM) is nothing more than a customer data management activity.

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1. True
2. False

26. Collection of raw facts refers to which of the following options?

1. Information
2. Data
3. Results
4. Reports

27. A researcher on the University Book Shop's survey asks respondents to tell what they like least about textbook shopping. What type of question it is?

1. An open-ended
2. A dichotomous
3. A multiple choice
4. A close ended

28. When railroad companies thought that users wanted trains rather than transportation and overlooked the growing challenge of other modes of transportation they were following the selling concept.

1. True
2. False

29. When sellers focus on existing needs and lose sight of underlying customer wants, they suffer from marketing myopia.

1. True
2. False

30. The simplest definition of modern marketing is managing profitable customer relationships.

1. True
2. False

31. Which of the following is NOT a part of the macro-environment?

1. Demographic forces
2. Natural forces
3. Competitors' forces
4. Political forces

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32. What is our business? Who's our customer? What do our customers value? What should our business be? All these simple-sounding questions define which of the following concepts?

1. Objectives and goals
2. Mission statement
3. Business portfolio
4. Operational strategies

33. The societal marketing concept calls on marketers to balance consumer wants and desires, company profits, and society's interest.

1. True
2. False

34. Nokia is about to launch a new product but uncertain about the success and failure of the product is called?

1. Securing market information
2. Risk taking
3. Competition
4. Financing

35. The customer focused marketing is described as:

1. Identify your profitable customers
2. Build relationships with customers
3. Provide sustainable advantage over competitors
4. All of the given options

36. "How are you telling consumers in your target group about your product" This question belongs to which marketing concept?

1. Product
2. Price
3. Place
4. Promotion

37. Human needs are shaped by culture and individual personality.

1. True
2. False

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38. Alternative evaluation is how the consumer processes information to arrive at brand choices. Consumers do not use a simple and single evaluation process in all buying situations.

1. True
2. False

39. Those factors that determine the size and means of payment exchanged for goods and services are part of which one of the following mix?

1. Price promotion mix
2. Price factor mix
3. Basic price mix
4. Production price mix

40. What is the reason(s) of acquiring information from the market?

1. All of the given

41. Similar to 4P's of marketing, the 4C's are:

1. Care, choice, community, challenge
2. Care, choice, community, collection
3. Care, company, community, challenge
4. Care, collaboration, command, challenge

42. The process of dividing a total market into small market groups to meet the desired needs of each customer in each group. It is refers to which of the following concepts?

1. Segmenting
2. Differentiating
3. Target marketing
4. Concentrating

43. The marketing environment is made up of _____ forces.

1. Three
2. Two
3. Four
4. Five

44. A local firm wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies?

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1. Making money is our business
2. The customer is always right
3. Keep prices low
4. Focus on competitors only

45. When you collect informationfrom your company's accounting and sales records stored in the computer. You are developing an internal database.

1. True
2. False

46. Consumers are spending more on products and services that will improve their lives rather than their image" reflects which aspect of the cultural environment?

1. People's view of others
2. People's view of themselves
3. People's view of organizations
4. People's view of nature

47. ABC Company, the sportswear designer and manufacturer, decided to open its own specialty shops to sell its merchandise, the firm was engaging in which of the following?

1. Vertical channel integration
2. **A conventional marketing channel**
3. Horizontal channel integration
4. Channel expansion

48. Marketing management is interested in serving all customers in every way to remain competitive in today's markets.

1. True
2. False

49. Consumer market can be segmenting in how many ways?

1. 1
2. 2
3. 3
4. 4

50. Demarketing is a marketing philosophy focused upon product differentiation and positioning.

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1. True
2. False

51. At times it becomes necessary to reduce demand for some products and services. When the government tries to reduce smoking of tobacco products, it adds more tax to the products and is practicing demarketing.

1. True
2. False

52. Product, price, place, and promotion make up the elements of a firm's marketing mix.

1. True
2. False

53. After carefully questioning your msjor suppliers and resellers, you ascertain they do not form important sources of intelligence information for marketing decision making.

1. True
2. False

54. The buying process starts from which one of the following stages in which the buyer recognizes a problem or need?

1. Need recognition
2. Information search
3. Evaluation of alternatives
4. Purchase decision

55. What does the term sales quota refer to?

1. Sales objectives
2. Time to make a sale
3. Sales methods
4. Number of customers

56. Ethical issues such as; irritation to consumers, unfairness deception or fraud, and invasion of privacy refer to which of the following?

1. Mass marketing
2. Direct marketing
3. Indirect marketing

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4. All of the given

57. To find the right product for your customers is relevant to which of the following concept?

1. Product concept

58. Which of the following advertising becomes more important to build selective demand as competition increases?

1. Persuasive advertising
2. Informative advertising
3. Patronage advertising
4. Reminder-oriented advertising

59. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

1. True
2. False

60. Dissonance-reducing buying behaviour occurs when consumers are highly involved with an expensive, infrequent, or risky purchase but see a lot of difference among brands.

1. True
2. False

61. Smart marketers look beyond the attributes of the products and services they sell. They create brand experiences for consumers.

1. True
2. False

62. In which of the following contact method where a group of six to ten people have been gathered for interviewing to know the reasons of success or failure of any brand or product?

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1. Personal Interviewing
2. Telephonic Interviewing
3. Computer Interviewing
4. Mail Questionnaires

63. Marketing strategy is the marketing logic by which a company hopes to achieve profitable customer relationships.

1. True
2. False

64. Mr. Amjad wants to start a textile business. In the initial phase he wants to get some useful data about competitors marketing strategies. Which of the following will give him a true competitor insight?

1. Business Publications
2. Press Releases
3. Competitor's Advertisements
4. All of the given

65. Hybrid cars and android technology in mobiles are examples of:

1. Technological products
2. Economical products
3. Ecological products
4. Natural products

66. Strategic market planning is the task of selecting an overall company strategy for long-run survival and growth.

1. True
2. False

67. A company decides on its promotion budget by using four common methods to set the total budget for advertising. What is NOT one of these methods?

1. The affordable method
2. The percentage-of-sales method
3. *The integrated method*
4. The competitive-parity method

68. Winning a new customer is usually more costly than retaining an existing customer. How much time it is costly?

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1. 5-10 times
2. 10-15 times
3. 15-20 times
4. 20-25 times

69. A sales representative from a software company approaches to accounting firm and offer a "new software package" that can perform bookkeeping tasks much better than the firm's existing package cannot. The accounting firm is most likely in which stage of the organizational buying decision process?

1. Problem recognition

70. What is the first step in the selling process?

1. Approaching the customer
2. Making the presentation
3. Overcoming objections
4. Prospecting and qualifying

71. In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

1. Base-point pricing
2. Freight absorption pricing
3. Transfer pricing
4. Zone pricing

72. The different ways to market product to customers include: direct mail, catalog, telemarketing and online marketing is part of?

1. Direct marketing channels
2. Selling
3. Promotion
4. Advertising

73. Which one of these is not the benefit of buyers in direct marketing?

1. Convenient

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2. Greater product access and selection
3. Customer relationship building
4. Buying is easy

74. Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

1. Publicity
2. Sales promotion
3. Personal selling
4. Public relations

75. Mr. Sajid is confused about using the marketing research process. He seems to be having problems in one of step which is often considered as the hardest step to take. You are required to identify this step?

1. Defining the problem
2. Defining the research objectives
3. Defining the problem and research objectives
4. Researching a research agency to help

76. "At Nike, we sell shoes" is a market-oriented business definition.

1. True
2. False

77. Customer-perceived value depends on the product's perceived performance relative to a buyer's expectations.

1. True
2. False

78. Which one of the following the "target audience" for an advertising campaign?

1. Information base on which to develop the campaign
2. Location and geographic distribution of persons
3. Group of people toward whom the advertisements are directed
4. Overall goal of the advertising campaign

79. In which of the following stage marketer provides quality product and services without variation in quality?

1. Storing
2. Selling

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3. Standardizing and grading
4. Risk Taking

80. Marketing plan is started from which one of the following component?

1. Executive summary
2. Marketing strategy
3. Action programs
4. Opportunity analysis

81. In international marketing research, a common problem which marketers may have to face is the availability of which one of the following?

1. Primary data
2. Research specialists
3. Secondary data
4. Intelligence limitations

82. It is one of the major responsibility of marketing manager to have complete marketing information before defining and understanding the consumer markets. Marketing information is very important because it is used to:

1. Satisfy company objectives
2. Make better marketing decisions
3. Make management's job easier
4. Please customers

83. Mission statements should be realistic and general in nature.

1. True
2. False

84. Delivering superior customer value and customer satisfaction are the two keys to building lasting customer relationships.

1. True
2. False

85. HSY, designer has a leading brand image in the minds of the customers. It is called as:

1. Promotion
2. Positioning
3. Advertising

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4. Awareness

86. A marketing research department provides product information, so that the customer might come up with some alternatives. Such situation describes which of the following consumer buying behavior stage?

1. Need recognition
2. Information search
3. Evaluation of alternatives
4. The purpose of decision

87. When your marketing manager discussed factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers, you knew that she was talking about the external marketing concept.

1. True
2. False

88. Which of the following set refers to the order of action in marketing control process?

1. Measure performance – evaluate performance – corrective action – set goals
2. Corrective action – set goals - measure performance – evaluate performance
3. Set goals - Measure performance – evaluate performance - corrective action
4. Set goals - Measure performance – corrective action – evaluate performance

89. Secondary data must be:

1. Relevant
2. Accurate
3. Current
4. All of the given

90. Last step of marketing research process is _____.

1. defining the problem and research objectives
2. developing the research plan
3. analyzing the information
4. presenting the findings

91. The marketing research step that comes after "identifying and defining the research problem" in the marketing research process is which one of the following?

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1. Interpretation
2. Implementation
3. Developing the research plan
4. Observation

92. Which one of the following is the function of a channel of distribution?

1. Directs the flow of products from producers to customers
2. Links producers to other marketing intermediaries
3. Takes title to products and resells them
4. Manages transportation and warehousing functions

93. Mr. A retains complete ownership of all members of its distribution channel. Mr. A channel would be best described as which of the following VMS?

1. Corporate
2. Contractual
3. Conventional
4. Administered

94. Which of the following advertising is used in which a company directly or indirectly compares its brand with one or more other brands?

1. Informative advertising
2. Reminder advertising
3. Comparative advertising
4. Institutional advertising

95. Your manager asked you to go through three of your competitors' garbage bins to gather marketing intelligence from their discarded paperwork. One of them caught you in the act and has summoned you to court. The judge will most likely rule this to be an illegal activity and fine you and your company.

1. True
2. False

96. Which of the following option refers to the actors and forces outside marketing that can affect marketing management ability?

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1. Marketing environment
2. Marketing planning
3. Marketing strategy
4. Marketing audit

97. Which one of the following information can easily be collected through experimental research?

1. Unknown
2. Causal
3. Complicated
4. Interactive

98. Which of the following is the set of actual and potential buyers of a product?

1. **A market**
2. An audience
3. A group
4. A segment

99. Derived demand refers to the business demand that ultimately comes from the demand for consumer goods.

1. True
2. False

100. Pepsi cola is a carbonated water drink which is used to quench thirst. Here Pepsi cola denotes which type of level of product?

1. Core product
2. Actual product
3. Augmented product
4. Industrial product

101. The principles of personal selling described as which one of the following orientation?

1. Relationship orientation
2. Service orientation
3. Customer orientation

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4. Transaction orientation

102. All of the following are included in the Porters five forces model of competition EXCEPT:

1. Bargaining Power of Competitors
2. Bargaining Power of Buyers
3. Threat of New Entrants
4. Bargaining Power of Suppliers

103. The difference between and wants is that needs are states of felt deprivation.

1. True
2. False

104. Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?

1. Personal selling and direct marketing
2. Public relation and publicity
3. E-commerce and E-business
4. Advertising and sales promotion

105. HTC decided to lower its prices due to recent economic recession. The firm is responding to which of the following option?

1. Political environment
2. Economic environment
3. Cultural environment
4. Demographic environment

106. Which form of data that already exist somewhere and can be obtained more quickly and easily even at lower cost?

1. Primary
2. Census
3. Secondary
4. Syndicated

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107. When the aim of the promotion, while introducing a new consumer product, is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?

1. Advertising
2. Sales promotion
3. Personal selling
4. Publicity

108. What would be the ingredients of a baby cereal to attract a large target market? It is the problem statement of which of the following research?

1. Exploratory Research
2. Descriptive Research
3. Causal Research
4. All of the given

109. Which one of the following research studies illustrates that "Sale is decreasing due to substitute product"?

1. Causal research
2. Observational research
3. Experimental research
4. Survey research

110. Data/Information that already exists and collected somewhere else and readily available from other sources as well is known as:

1. Primary data
2. Secondary data
3. Encrypted data
4. Bulk data

111. All of the Ahmad's friends try to copy his style, his dressing and the way he speaks. He is also considered as one of the most reliable person in the group. Ahmad is regarded as a/an:

1. Group member

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2. Opinion Leader
3. Group Moderator
4. All of the given

112. The selling concept holds that consumers will not buy enough of the firm's products unless it undertakes a large-scale selling and promotion effort.

1. True
2. False

113. In the process of buying routinely purchased items, buyers also plays the role of which of the following category?

1. Deciders
2. Gatekeepers
3. Influencers
4. Buyers

114. The late majorities are skeptical; they adopt an innovation only after their friends have tried it.

1. True
2. False

115. All of the following are the logistics functions EXCEPT?

1. Order processing
2. Warehousing
3. Inventory management
4. Retailing

116. _____ is defined as achieving goals depends on knowing the needs and wants of the target markets and delivering the desired satisfaction better than competitors do?

1. Marketing concept
2. Production concept
3. Marketing management
4. Societal marketing

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117. Marketing offers are limited to physical products.

1. True
2. False

118. At Air Online, "we provide online services." is a market-oriented business definition.

1. True
2. False

119. _____ is the public information about a company, good, or service appearing in the mass media as a news item.

1. Publication
2. Publishing
3. Publicity
4. All of the given

120. When the size, purchasing power and profiles of business market segments can be determined, they are said to possess the requirement of being what?

1. Measurable
2. Accessible
3. Substantial
4. Actionable

121. Suppose you are at the point of testing hypotheses about decreasing sales in a certain markets and their causes. You are involved in what type of research?

1. Exploratory
2. Descriptive
3. Causal
4. Focus group

122. Zara, the cosmetics brand focuses on quality products, performance and features. It holds which of the following concept?

1. Production concept
2. Product concept
3. Marketing concept
4. Total Quality Management

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123. Political force is one of the forces of marketing macro environment. How marketers view political forces?

1. Easily ignored
2. Easily influenced
3. Simple to recognize
4. Beyond their control

124. Virtual University of Pakistan is using the systematic design, collection, analysis, and reporting of data relevant to marketing its new undergraduate and graduate programs to minority students. What do you call this?

1. Promotion
2. Marketing research
3. Cost-benefit analysis
4. Identifying the target market

125. Which of the following method is simple to use and helps management think about the relationships among promotion spending, selling price, and profit per unit?

1. Percentage-of-sales
2. Affordable
3. Competitive-parity
4. Objective-and-task

126. Strategic market planning is the task of selecting an overall company strategy for long-run survival and growth.

1. True
2. False

127. Which of the following is used as research instrument for data collection?

1. Experiment
2. Observation
3. Questionnaire
4. Information

128. The societal marketing concept is divided into:

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1. Society, company, government
2. Society, company, consumers
3. Company, consumers, competitors
4. Society, company, competitors

129. The production concept and product concept are two philosophies that can both lead to marketing myopia.

1. True
2. False

Which one of the following is the major benefit of using event sponsorship?

- **Enhances personal selling efforts**
- **Provides an excellent back-drop for advertisements**
- **Provide large amounts of free media coverage**

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- **Neutralizes the effects of unfavorable public relations**

Which of the following sales management tool shows that which customers and prospects to see during the next 12 months and in which months as well as which activities to carry out?

Time-and-duty analysis

- **Sales force automation systems**
- **Annual call plan**
- **Sales quota plan**

An effective form of direct marketing today is using the 30-minute television advertising programs for a single product to get instant feedback from customers refers to which of the following concepts?

- **TV advertising**
- **Infomercials**
- **Home shopping TV**
- **Publicity**

3 Shortage of raw material is specific area of concern of which environmental factor?

1. **Political Environment**
2. **Cultural Environment**
3. **Natural Environmental**
4. **Technological Environmen**

Which of the following is a way in which a firm can respond to the price change by the competitor?

1. **Reduce price**
2. **Reduce the quality**

A _____ combines successive stages of production and distribution under single ownership.

1. **Administered vertical marketing system**
2. **Conventional marketing channel**
3. **Use of power brokers in a channel framework**
4. **Corporate vertical marketing system**

When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in which of the following systems?

1. **Value delivery network**
2. ***Channel of distribution***
3. **Supply chain**
4. **Demand chain**

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Which one of the following steps comes after identifying and defining problem in marketing research?

1. **Interpretation**
2. **Implementation**
3. **Developing the research plan**
4. **Observation**

General pricing approaches and pricing strategies are _____ things.

1. **One and the same things**
2. **Different things**

Which of the following is NOT an external factor while setting the price of a new product?

1. **Nature of Market and Demand**
2. **Competitor's Strategies and prices**
3. **Environmental factors**
4. **None of the above**

Which one of the following is a technique to stimulate the creation of ideas?

1. **Barnstorming**
2. **Briefing**
3. **Brainstorming**
4. **Banqueting**

The BCG growth-share matrix classifies which of the following four types of SBUs?

1. **Product; price; promotion; placement**
2. **Sales; market share; price; promotion**
3. **Stars; cash cows; question marks; dogs**
4. **Planning; organizing; leading; controlling**

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

1. **Marketing strategy**
2. **Marketing mix**
3. **Market offering**
4. **Marketing plan**

All of the following are the forces of company's micro environment EXCEPT:

1. **The company**
2. **The Supplier**
3. **Competitor**
4. **Demographic**

Items offered free or at minimal cost as a bonus for purchasing a product refers to which one of the following options?

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1. **Rebates**
2. **Premiums**
3. **Samples**
4. **Coupons**

In SWOT analysis, threats and opportunities are part of which of the following environment?

1. **Internal**
2. **Inside**
3. **External**
4. **Domestic**

Which one of the following is NOT a part of marketing channel firms (intermediaries)?

1. **Physical distribution firm**
2. **Marketing service agency**
3. **Financial intermediary**
4. **Stock exchange**

addWhen Kodak sets the general price range of its cameras low and its related film high, it is practicing which one of the following pricing?

1. **Market-penetration pricing**
2. **Market-skimming pricing**
3. **Product line pricing**
4. **Captive-product pricing**

The process of dividing a total market into market groups so that persons within each group have relatively similar product needs refers to which of the following concepts?

1. **Segmenting**
2. **Differentiating**
3. **Target marketing**
4. **Concentrating**

Connecting with employees in the company refers to which of the following options?

1. **Extranet**
2. **Internet**
3. **Intranet**
4. **World wide web**

Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer unique value and lasting relationships?

1. **Personal selling and direct marketing**
2. **Public relation and publicity**
3. **E-commerce and E-business**
4. **Advertising and sales promotion**

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Which of the following is NOT a form of direct marketing?

1. **Personal selling**
2. **Advertising**
3. **Telephone marketing**
4. **Direct-mail marketing**

Elimination can BEST be described as the process of deleting a product from the product mix when it:

1. **Is perceived as a failure by top management**
2. **Increases production costs and decreases profits**
3. **No longer responds to promotional efforts**
4. **No longer satisfies a sufficient number of customers**

A company decides on its promotion budget by using four common methods to set the total budget for advertising. What is NOT one of these methods?

1. **The affordable method**
2. **The percentage-of-sales method**
3. **The competitive-parity method**

Which of the following characteristics should not be included in mission statement?

1. **Be realistic**
2. **Be bro**
3. **Be specific**
4. **Be motivating**

When management at Honda Motorcycles makes decisions on which type of saddlebags, handle bars, and seats for its bikes, they become engaged in which one of the following pricing?

1. **Product line pricing**
2. **Optional-product pricing**
3. **Captive-product pricing**
4. **Value-based pricing**

People vary in their emphasis on serving themselves versus serving others reflects which of the following views?

1. **People's views of themselves**
2. **People's views of others**
3. **People's views of organizations**
4. **People's views of societies**

Study of human populations in terms of size, density, location, age, sex, race, occupation and other statistics refers to which of the following studies?

1. **Segmentation**
2. **Demography**
3. **Psychographic**

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4. **Geographic**

The Students Union is buying office equipment. For a supplier, the Students Union is an example of which one of the following markets?

1. **A producer market**
2. **A reseller market**
3. **An institutional market**
4. **A government market**

Which one of the following is NOT a part of marketing control process?

1. **Set goals for organization**
2. **Measure performance**
3. **Take risk for profit**
4. **Evaluate performance**

A manufacturer spends a large amount of money on research and development leading to the introduction of a product that is likely to present the firm with a breakthrough opportunity. The manufacturer prices the product with the goal of achieving a 20 percent return on its investment. Which of the following types of pricing objectives is the company using?

1. **Target return**
2. **Profit maximization**
3. **Nonprice competition**
4. **Meeting competition**

In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

1. **Base-point pricing**
2. **Freight absorption pricing**
3. **Transfer pricing**
4. **Zone pricing**

Which one of the following option is true for Marketing?

1. **Demand management**
2. **Customer relationship**
3. **Making a sale**
4. **Making a profit**

ABC Company developed its successful new line of ketchup by observing and listening to its which of the following groups?

1. **Employees**
2. **Sales force**
3. **Customers**
4. **Suppliers**

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Research of buying decisions by large companies to find out what they buy, where they buy, how much they buy refers to which one of the following buying decision?

1. **Market buying decision**
2. **Consumer buying decision**
3. **Group buying decision**

Large tools and machines used in a production process for a considerable length of time are classified as which one of the following?

1. **Office equipment**
2. **Accessory equipment**
3. **Raw material**
4. **Consumable supply**

the aim of the promotion, while introducing a new consumer product, is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?

1. **Advertising**
2. **Sales promotion**
3. **Personal selling**
4. **Publicity**

Orders can be submitted by which of the following ways:

1. **By mail or telephone**
2. **Through salespeopl**
3. **Via computer**
4. **All of the given options**

Which one of the following options represents the collection of businesses and products that make up a company?

1. **Strategic business unit**
2. **Mission statement**
3. **Strategic plan**
4. **Business portfolio**

The degree to which a market segment is sufficiently large or profitable refers to which of the following concepts?

1. **Substantiality**
2. **Accessible**
3. **Actionable**
4. **Measurable**

Three key issues associated with initiating price changes are, the circumstances, the tactics and:

1. **Sales targets**
2. **Bad publicity**

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3. **Stock levels**
4. **Competitor reactions**

A state of "felt deprivation" in human is called:

1. **Want**
2. **Demand**
3. **Value**
4. **Need**

Sales promotion includes a wide assortment of tools. Which one of the following is NOT one of these tools?

1. **Contests**
2. **Premiums**
3. **Telephone surveys**
4. **Coupons**

Which one of the following is a part of 4 C's?

1. **Consumer**
2. **Company**
3. **Convenience**
4. **Competitors**

Which method of research can be used to obtain information if people are unwilling or unable to provide?

1. **Observation**
2. **Focus groups**
3. **Personal interviews**
4. **Questionnaires**

Which one of the following category provides the resources needed by the company and competitors to produce goods and services?

1. **Suppliers**
2. **Customers**
3. **Competitors**
4. **Publics**

Which one of the following is the first step of marketing research process?

1. **Define problem**
2. **Data analysis**
3. **Interpretation**
4. **Implementation**

Which of the segmenting strategies carries higher-than-average risks in consumer markets?

1. **Multiple-segment**

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2. **Concentrated**
3. **Differentiated**
4. **Undifferentiated**

Which of the following is a pricing strategy used while the product is in running phase?

1. **Market-Skimming Prices**
2. **Product Line Pricing**

What is the purpose of intranets?

1. **Buying and selling processes**
2. **Business-to-business purchasing**
3. **Communication among employees**
4. **Maintaining customer relations**

Which one of the following can be estimated from historical data or from price/quantity data across sales districts?

1. **Price elasticity**
2. **Features/benefits**
3. **Price/quantity**
4. **Pricing patterns**

Which one of the following takes possession of truckloads of potatoes, arranges for storage, and transports them to auctions to be sold?

1. **Selling agent**
2. **Commission broker**
3. **Commission merchant**
4. **Selling broker**

What does the term sales quota refer to?

1. **Sales objectives**
2. **Time to make a sale**
3. **Sales methods**
4. **Number of customers**

Which of the following is "something of value" that might be offered to FINAL CONSUMERS as part of the "price equation"?

1. **Sufficient margin to allow for profit**
2. **Promotion aimed at customers**
3. **Price-level guarantees**
4. **Repair facilities**

Three common techniques sales managers use to boost sales force morale that include the organizational climate, sales quotas and which one of the following is the third technique?

1. **Positive incentives**
2. **Positive thinking**

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3. **Positive recognition**
4. **Positive feedback**

Which of the following planning is not the type of planning?

1. **Strategic Planning**
2. **Tactical Planning**
3. **Production Planning**
4. **Operational Planning**

Which one of the following is NOT an ethical pricing issue?

1. **Product dumping**
2. **Predatory pricing**
3. **Price fixing**
4. **Slow Skimming**

Large tools and machines used in a production process for a considerable length of time are classified as which one of the following?

1. **Office equipment**
2. **Accessory equipment**
3. **Raw material**
4. **Consumable supply**

Which of the following is NOT a part of the macro-environment?

1. **Demographic forces**
2. **Natural forces**
3. **Competitors' forces**
4. **Political forces**

The principles of personal selling described as which one of the following orientation?

1. **Relationship orientation**
2. **Service orientation**
3. **Customer orientation**
4. **Transaction orientation**

Which of the following may be ignored while making channel distribution decisions?

1. **Analyzing Consumer Service Needs**
2. **Setting Channel Objectives and Constraints**
3. **Identifying Major Alternatives**
4. **None of the above**

The search for new-product ideas should be _____ rather than haphazard.

1. **Consistent**
2. **Systematic**
3. **Continual**

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4. **Seldom**

The consumer can obtain information from any of several sources. Which is NOT one of these sources?

1. **Personal**
2. **Commercial**
3. **Attitude**
4. **Public**

A sales representative from a software company shows an accounting firm that a new software package can perform bookkeeping tasks that the firm's present package cannot. The accounting firm is most likely in which stage of the organizational buying decision process?

1. **Problem recognition**
2. **Product specification**
3. **Product selection**
4. **Product purchase**

Those factors that determine the size and means of payment exchanged for goods and services are part of which one of the following mix?

1. **Price promotion mix**
2. **Price factor mix**
3. **Basic price mix**
4. **Production price mix**

Which one of the following is an alternative to product line stretching that adds more items within the present range of the line?

1. **Product mix**
2. **Interactive marketing**
3. **Product line filling**
4. **Co-branding**

What are the companies doing from the following options as a result of an explosion of more focused media that better match today's targeting strategies?

1. **More narrowcasting and less broadcasting**
2. **Less broadcasting and more narrowcasting**
3. **Less narrowcasting and broadcasting**
4. **More narrowcasting and broadcasting**

After analysis and processing data, it is converted into which of the following forms?

1. **Facts**
2. **Postulates**
3. **Information**
4. **Results**

Following activities are the part of marketing process EXCEPT which of the following?

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1. **Analyzing marketing opportunities**
2. **Selecting target markets**
3. **Developing the business portfolio**
4. **Managing the marketing effort**

Political force is one of the forces of marketing macro environment. How marketers view political forces?

1. **Easily ignored**
2. **Easily influenced**
3. **Simple to recognize**
4. **Beyond their control**

Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?

1. **Belief**
2. **Culture**
3. **Personality**
4. **Self-awareness**

Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

1. **Pricing**
2. **Distribution**
3. **Product development**
4. **Promotion**

What does it reflect "The receiver's response to a message"?

1. **Feedback**
2. **Media**
3. **Noise**
4. **Decoding**

Nationally distributed consumer convenience products such as cigarettes are MOST likely distributed through which of the following channels?

1. **Producer, agents, wholesalers, retailers, consumers**
2. **Producer, wholesalers, consumers**
3. **Producer, wholesalers, retailers, consumers**
4. **Producer, industrial distributor, wholesalers, retailers, consumers**

Marketing stimuli consist of the four Ps. Which is NOT one of these Ps?

1. **Product**
2. **Political**
3. **Promotion**
4. **Place**

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Which of the following set refers to the order of action in marketing control process?

1. **Measure performance – evaluate performance – corrective action – set goals**
2. **Corrective action – set goals – measure performance – evaluate performance**
3. **Set goals – Measure performance – evaluate performance – corrective action**
4. **Set goals – Measure performance – corrective action – evaluate performance**

Polaroid is aiming its Cool Cam camera at teenagers. Which of the following options reflect Teenagers?

1. **Target audience**
2. **Segmentation**
3. **Target market**
4. **Focus group**

Which one of these is a department of advertising agency?

1. **Creative**
2. **Research**
3. **Media**
4. **All of above**

Which one of the following factors influences the consumer buying decision process?

1. **Person-specific**
2. **Social**
3. **Demographic**
4. **Situational**

People change the goods and services they buy over time because of two important factors. Which one of the following sets reflects these factors?

1. **Belief and attitude**
2. **Perception and personality**
3. **Age and life-cycle stage**
4. **Family and tradition**

Measure and evaluate performance is the part of which marketing function

1. **Marketing Analysis**
2. **Marketing Implementation**
3. **Marketing Planning**
4. **Marketing Control**

Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?

1. **Unsought products**
2. **Specialty products**
3. **Shopping products**
4. **Industrial products**

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Which of the following is NOT an internal factor while setting the price of a new product?

1. **Marketing Strategy**
2. **Objectives**
3. **Marketing Mix**
4. **None of the above**

Marketing information from which of the following databases can be accessed more quickly and cheaply

1. **External**
2. **Internal & External**
3. ***Internal***
4. **Representatives**

During the new product development process, the creation of a large pool of ideas for potential new products is the primary goal of which one of the following steps?

1. **Idea generation**
2. **Idea screening**
3. **Concept development**
4. **Prototype development**

Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering which of the following information?

1. **Personal**
2. **Attitude**
3. **Descriptive**
4. **Exploratory**

A sales representative from a software company shows an accounting firm that a new software package can perform bookkeeping tasks that the firm's present package cannot. The accounting firm is most likely in which stage of the organizational buying decision process?

1. **Problem recognition**
2. **Product specification**
3. **Product selection**
4. **Product purchase**

Low consumer involvement in purchase and little significant brand difference comes in which type of buying behavior.

1. **Complex buying behavior**
2. **Dissonance-reducing buying behavior**
3. **Habitual buying behavior**
4. **Variety-seeking buying behavior**

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In which one of the following stages of the product life cycle sales fall off and profits stop?

1. **Growth**
2. **Introduction**
3. **Decline**
4. **Maturity**

Which type of wholesaler not only provides transportation and delivers products to retailers, but also provides the service of placing products on retailers' shelves?

1. **Truck wholesaler**
2. **Cash-and-carry wholesaler**
3. **Rack jobber**
4. **Rack jobber**

Which one of the following is NOT base for marketing segmentation?

1. **Consumer markets**
2. **Industrial markets**
3. **Business markets**
4. **International markets**

Michael Porter developed which of the following model?

1. **GE Approach/Model**
2. **BCG Model**
3. **Five Forces Model**
4. **Value Chain model**

Mr. Kashan works on the prototype of a new action-orientated computer game module, he is engaging in which phase of the new product development process?

1. **Idea generation**
2. **Commercialization**
3. **Test marketing**
4. **Product development**

When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?

1. **Age and life cycle**
2. **Gender**
3. **Behavior**
4. **Geographic**

Which one of the following is the first step in the new product development?

1. **Idea screening**
2. **Concept development**
3. **Idea generation**

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4. **Concept testing**

Which one of the following is NOT a content of marketing plan?

1. **Objectives**
2. **Control**
3. **Budget**
4. **Production**

What is the initial stage in the development of an advertising campaign?

1. **Setting the budget for advertising**
2. **Identifying and analyzing the target audience**
3. **Defining the advertising objectives**
4. **Creating the advertising platform**

Which one of the following is NOT a part of industry structure analysis?

1. **Buyers**
2. **Sellers**
3. **Entry/exit barriers**
4. **Competitor**

If a company's customers are concentrated in a small geographic area and the company sells technical products, which promotion method will it most likely use?

1. **Advertising**
2. **Publicity**
3. **Personal selling**
4. **Sales promotion**

In creating research questionnaires, which of the following is good advice for research specialist to follow?

1. **Use care in the wording and ordering of questions**
2. **Questions do not have to be arranged in a logical order**
3. **Ask personal questions in the middle of the instrument**
4. **Avoid eye contact as it may confuse the respondents**

Which one of the following categories refers to a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges?

1. **Product line**
2. **Line extension**
3. **Private brand**
4. **Product bandwidth**

Which one of these is not included in product classification?

1. **Durable products**
2. **Nondurable products**

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3. **Actual products**
4. **Pure services**

Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

1. **Publicity**
2. **Sales promotion**
3. **Personal selling**
4. **Public relations**

Which one of the following is the function of a channel of distribution?

1. **Directs the flow of products from producers to customers**
2. **Links producers to other marketing intermediaries**
3. **Takes title to products and resells them**
4. **Manages transportation and warehousing functions**

When the aim of the promotion, while introducing a new consumer product, is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?

1. **Advertising**
2. **Sales promotion**
3. **Personal selling**
4. **Publicity**

In SWOT analysis, threats and opportunities are part of which of the following environment?

1. **Internal**
2. **Inside**
3. **External**
4. **Domestic**

Large number of manufacturers and greater number of product variety increases

1. **Bargaining power of buyers**
2. **Bargaining power of suppliers**
3. **Rivalry among the competitors**
4. **Threat of substitute**

A company can increase its business in four ways. Which is not one of these ways?

1. **It can add new product lines, thus widening its product mix.**
2. **It can lengthen its existing product lines.**
3. **It can add more versions of each product and thus deepen its product mix.**
4. **The company can discontinue some of its lines.**

The act of setting prices for customers located in different parts of the world is called _____.

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1. **Geographic Pricing**
2. **Value based Pricing**

The various stages of the personal selling process are illustrated below, which one of the following is NOT specific roles of the sales representative?

1. **Negotiating and closing the sale**
2. **Sales presentation**
3. **Prospecting**
4. **Devising product strategy**

Collecting, analyzing and interpretation of data refer to which of the following concepts?

1. **Marketing research**
2. **Marketing intelligence**
3. **Marketing information**
4. **Marketing knowledge**

Anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need refers to which one of the following concepts?

1. **Product**
2. **Price**
3. **Place**
4. **Promotion**

The process of dividing a total market into market groups so that persons within each group have relatively similar product needs refers to which of the following concepts?

1. **Segmenting**
2. **Differentiating**
3. **Target marketing**
4. **Concentrating**

Heavy promotion exists in which of following philosophies?

1. **Outside-in perspective**
2. **Inside-out perspective**
3. **Societal marketing concept**
4. **Production concept**

Which public take developments into account on larger scale?

1. **Financial publics**
2. **Media publics**
3. **Government publics**
4. **Citizen-action publics**

In relation to a product launch strategy, a company engaged in high levels of promotion at the same time as selling at a high price is following which one of the strategy?

1. **Slow penetration strategy**

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2. **Rapid penetration strategy**
3. **Rapid skimming strategy**
4. **Slow skimming strategy**

Why is the headline of a print advertisement such a critical component of the copy?

1. **It determines the final layout design.**
2. **It is often the only part of the advertisement that is read.**
3. **It takes up the most space.**
4. **It links the copy to the signature.**

Network television advertising is very expensive. The media planner looks both at the total cost of using a medium and at which of the following cost?

1. **Cost per exposure**
2. **Cost of premium offers**
3. **Cost of the magazine it is using**
4. **Opportunity cost**

Which one of the following stage introduces a new product into the market?

1. **Product Concept**
2. **Product Development**
3. **Test Marketing**
4. **Commercialization**

Which of the following tasks are included in marketing management?

1. **Marketing analysis**
2. **Marketing planning**
3. **Marketing implementation**
4. **All of the above**

Which one of the following options BEST represents the involvement of management and employees in the continuous improvement of the production of goods and services?

1. **Total Quality Management**
2. **Marketing Management**
3. **Customer Relationship Management**
4. **Knowledge Management**

A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

1. **Straight rebuy purchase**
2. **Delayed purchase**
3. **New-task purchase**
4. **Modified rebuy purchase**

Which of the following is a pricing strategy used at the launch of a product?

1. **Market-Skimming Prices**

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2. **Product Line Pricing**

In international pricing companies that market their products internationally must decide what prices to charge in the different countries in which they operate.

1. **True**
2. **False**

Which one of the following groups serves as opinion leaders to the rest of the market?

1. **Late majority**
2. **Early Adopter**
3. **Early Majority**
4. **Laggards**

Which one of the following is not the component of micro environment?

1. **Suppliers**
2. **Competitors**
3. ***Political***
4. **Intermediaries**

All of the following are the logistics functions EXCEPT?

1. **Order processing**
2. **Warehousing**
3. **Inventory management**
4. **Retailing**

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What would be this type of study conducted to answer this question?

1. **Exploratory**
2. **Descriptive**
3. **Casual**
4. **Qualitative**

A _____ is a retail establishment that combines supermarket and discount store shopping in one location.

1. **Superstore**
2. **Department store**
3. **Hypermarket**
4. **Mega market**

Choose the best description regarding marketing view point.

1. **Matching a product with its market**
2. **Promoting and selling products**
3. **Facilitating and satisfying exchange relationships**
4. **Distributing products at the right price to stores**

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Product develpers need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, "What is the buyer really buying?"

1. **Actual product**
2. **Augmented product**
3. **Core benefit**
4. **Co-branding**

High involvement in purchase and perceive a significant differences among brands comes in which type of buying behavior.

1. **Dissonance-reducing buying behavior**
2. **Complex buying behavior**
3. **Variety-seeking buying behavior**
4. **Habitual buying behavior**

Marketing management is really a:

1. **Supply Chain Management**
2. **Demand Management**
3. **Product Management**
4. **Knowledge Management**

A skimming price policy for a product is appropriate when demand for the product is elastic.

1. **True**
2. **False**

In the Boston Consulting Group approach, which one of the following is a measure of company strength in the market?

1. **Relative market share**
2. **BCG matrix**
3. **Business portfolio**
4. **Market growth rate**

Which one of the following affects both demographic and psychological factors?

1. **Quantity discounts**
2. **Price elasticity**
3. **Quality discounts**
4. **Mark-up pricing**

There are __ ways through which the organizations change their prices to meet the change in demand of a product.

1. **1**
2. **2**

Competitor price increases are more likely to be followed when they are due to:

1. **Falling sales**

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2. **General rising costs**
3. **Increased advertising**
4. **Price wars**

Which one of the following concept is the latest in a marketing philosophy?

1. **Societal marketing concept**
2. **Selling concept**
3. **Marketing concept**
4. **Production concept**

Whether the price raised or lowered, the action will affect on: Select correct option:

1. **Buyers**
2. **Competitors**
3. **Competitors**
4. **All of above**

Which of the following concept best describes the situation when the product's cost is too high and marketer looks for ways to bring it down?

1. **Selling concept**
2. **Product concept**
3. **Production concept**
4. **Marketing concept**

Which one of the following involves designing and producing the container or wrapper for a product?

1. **Packaging**
2. **Designing**
3. **Branding**
4. **Labeling**

ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

1. **Respondents who refuse to cooperate or give biased answers**
2. **Interviewers who make mistakes or take shortcuts**
3. **Interpreting and reporting the findings**
4. **Primary data that conflict with secondary data**

The total market approach to finding a target market will probably be UNSUCCESSFUL when:

1. **Product differentiation is used**
2. **The firm defines the total market as its target market**
3. **People within the market have heterogeneous needs**
4. **People within the market have homogeneous needs**

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The process of shaping and refining potential product ideas refers to which one of the following options?

1. **Prototype development**
2. **Concept development**
3. **Test marketing**
4. **Idea screening**

Which one of the following research instrument is used to collect large amount of information at the low cost?

1. **Mail questionnaires**
2. **Telephone interviewing**
3. **Personal interviewing**
4. **Computer interviewing**

"How are you telling consumers in your target group about your product" This question belongs to which marketing concept?

1. **Product**
2. **Price**
3. **Place**
4. **Promotion**

Which one of the following wholesaler provides a convenient and effective method of selling small items to customers in remote areas that other wholesalers might find unprofitable to serve?

1. **Mail-order wholesalers**
2. **Specialty-line wholesalers**
3. **Cash-and-carry wholesalers**
4. **Truck wholesalers**

Once a product prototype is developed, it is ready for. Which one of the following steps best describe this statement of the new product development?

1. **Commercialization**
2. **Idea screening**
3. **Concept development**
4. **Test marketing**

Through vehicle the coded message is transmitted from the source to the receiver. Which one of the following vehicle is used for this purpose?

1. **Decoder**
2. **Encoder**
3. **Relay channel**
4. **Media**

What does the meaning of the physical arrangement of the illustration, headline, subheadline, body copy and the signature?

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1. **Copy**
2. **Art design**
3. **Layout**
4. **Storyboard**

Which of the following is not the type of retailers?

1. **Self-service retailers**
2. **Limited service retailers**
3. **Half service retailers**
4. **Full service retailers**

Which one of the following option is true for Marketing?

1. **Demand management**
2. **Customer relationship**
3. **Making a sale**
4. **Making a profit**

Following are the elements of the marketing mix EXCEPT:

1. **Distribution**
2. **Product**
3. **Target market**
4. **Pricing**

One risk of ___ is that sales may come at the expense of other items.

1. **Line extension**
2. **Packaging**
3. **Social marketing**
4. **Internet marketing**

Building, keeping and growing profitable value-laden relationships with all customers of a company refers to which one of the following concept?

1. **Customer lifetime value**
2. **Customer perceived value**
3. **Customer relationship management**
4. **Societal marketing**

Following are the elements of the marketing mix EXCEPT:

1. **Distribution**
2. **Product**
3. **Target market**
4. **Pricing**

XYZ Company launched new CDs players and tested it in new restaurant. XYZ Company is considering which of the following strategies?

1. **Product development**

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2. **Market development**
3. **Diversification**
4. **Market penetration**

Niche marketing is opposite to which one of the following concepts?

1. **New Marketing exploration**
2. **Knowledge management**
3. **Mass marketing**
4. **Market intelligence**

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

1. **Group**
2. **Sample**
3. **Target group**
4. **Audience**

Marketing intermediary is one of the forces of marketing micro environment. What roles do they play?

1. **Identify individuals & households**
2. **Identify marketing service agencies**
3. **Promote, sell & distribute goods to final buyers**
4. **Minimize supply costs to attract customers**

Which of the following phase of marketing research process is considered MOST expensive and subject to error?

1. **Exploratory research**
2. **Hypothesis**
3. **Data collection**
4. **Data validation**

Which product life cycle stage features an emphasis on informative promotion, development of distribution channels and low sales?

1. **Market establishment**
2. **Market introduction**
3. **Market growth**
4. **Market maturity**

Drawing conclusion from research after analysis of collected data called:

1. **Gathering**
2. **Collection**
3. **Interpretation**
4. **Survey**

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Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?

1. **Belief**
2. **Culture**
3. **Personality**
4. **Self-awareness**

Which of the following environment consists of the factors that affect consumer purchasing power and spending patterns?

1. **Demographic environment**
2. **Cultural environment**
3. **Economic environment**
4. **Consumer environment**

Which of the following environment includes laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society?

1. **Natural environment**
2. **Political environment**
3. **Societal environment**
4. **Cultural environment**

Which of the following is not the type of retailers?

1. **Self-service retailers**
2. **Limited service retailers**

For a day care center, disposable diapers, juice boxes, cleaning supplies and electricity are examples of which one of the following costs?

1. **Fixed costs**
2. **Variable costs**
3. **Derived costs**
4. **Total costs**

If a retailer needed help with store design and training sales personnel, it would most likely use the services of which of the following wholesalers?

1. **Full-service wholesaler**
2. **Full-price wholesaler**
3. **Rack jobber**
4. **Cash-and-carry wholesaler**

Consumer products and services refers to which of the following products that having unique characteristics or brand identification?

1. **Shopping products**
2. **Unsought products**
3. **Specialty products**
4. **Industrial products**

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Yoghurt represents which type of product for most consumers?

1. **Convenience**
2. **Shopping**
3. **Specialty**
4. **Unsought**

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What would be this type of study conducted to answer this question?

1. **Exploratory**
2. **Descriptive**
3. **Casual**
4. **Qualitative**

High involvement in purchase and see little difference among brands comes in which type of buying behavior.

1. **Complex buying behavior**
2. **Habitual buying behavior**
3. **Dissonance-reducing buying behavior**
4. **Variety-seeking buying behavior**

When a company cannot supply all its customers' needs; what would be an effect on price?

1. **Price will increase**
2. **Price will remain same**
3. **Price will decrease**
4. **Price will decrease up to a curtails limit**

Which of the following traits should salespeople have?

1. **Honesty**
2. **Patience**
3. **Responsiveness**
4. **All of the given options**

Which of the following forces shows the marketing macro environment?

1. **Demographic, economic, natural, technological, political, and social**
2. **Demographic, natural, economic, political, social, and cultural**
3. ***Demographic, economic, natural, technological, political, and cultural***
4. **Demographic, economic, natural, social, political, and legal**

The type of salesperson that usually requires training in physical science or engineering refers to which one of the following salespersons?

1. **Trade salesperson**
2. **Missionary salesperson**

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3. **Technical salesperson**
4. **Sales assistants**

The Students Union is buying office equipment. For a supplier, the Students Union is an example of which one of the following markets?

1. **A producer market**
2. **A reseller market**
3. **An institutional market**
4. **A government market**

Supply's sales force of ABC Company continues to expand, the firm plans to add a fleet of company cars to its sales compensation package. For ABC Company, this would represent which one of the following purchases?

1. **New-task**
2. **Modified rebuy**
3. **Straight rebuy**
4. **Repetitive**

Which one of these is included in levels of marketing segmentations?

1. **Mass Marketing**
2. **Segment Marketing**
3. **Niche Marketing**
4. **All of given above**

What type of new product strategy, Pizza Hut is using when it allows Marriott to offer its new specialty pizzas in the hotel chain's room service menu?

1. **Market development**
2. **Product development**
3. **Market saturation**
4. **Market penetration**

Demographic segmentation divides the market into groups based on which of the following variables?

1. **Size, location, industry, customer**
2. **Size, company, industry, technology**
3. **Location, size, occupation, race**
4. **Customer, technology, company, industry**

Marketing manager wants to improve the packaging of new products after reading customer responses to its customer opinion poll. Which one of the following is NOT a function of packaging?

1. **It contains and protects the product**
2. **It contains the brand mark**
3. **It determines product quality**
4. **It may contain the brand symbol**

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Which of the following is the last step in marketing research process?

1. **Developing the research plan**
2. **Interpreting and reporting the findings**
3. **Defining the problem and research objectives**
4. **Implementing the research plan**

Observers have noted a shift from a "me-society" to a "we-society." Which of the following statement reflect this statement?

1. **People's views of themselves**
2. **People's views of others**
3. **People's views of organizations**
4. **People's views of society**

Items offered free or at minimal cost as a bonus for purchasing a product refers to which one of the following options?

1. **Rebates**
2. **Premiums**
3. **Samples**
4. **Coupons**

British Steel provides steel to various manufacturers in Britain. British Steel would most likely segment markets based on which one of the following variables:

1. **Demographic**
2. **Psychographic**
3. **Type of organization**
4. **Market density**

There are three decision involved in designing a sample. Which of the following is NOT a part of sample designing?

1. **Sampling unit**
2. **Sampling size**
3. **Sampling procedure**
4. **Sampling cost**

Which of the following planning is not the type of planning

1. **Strategic Planning**
2. **Tactical Planning**
3. **Production Planning**
4. **Operational Planning**

Which one of the following is the function of a channel of distribution?

1. **Directs the flow of products from producers to customers**
2. **Links producers to other marketing intermediaries**
3. **Takes title to products and resells them**

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4. **Manages transportation and warehousing functions**

Fast-food restaurants offer tasty and convenient food at affordable prices; they contribute to fatness that harms consumer health and causes health problems in the long run. This statement reflects which one of the following concepts?

1. **Marketing concept**
2. **Societal marketing concept**
3. **Product concept**
4. **Production concept**

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What would be this type of study conducted to answer this question?

1. **Exploratory**
2. **Descriptive**
3. **Casual**
4. **Qualitative**

All of the following are the stages involved in the consumer adoption process EXCEPT:

1. **Desire**
2. **Awareness**
3. **Interest**
4. **Trial**

To reduce inventory management costs, many companies use a system where they carry only small inventories of parts or merchandise, often only enough for a few days of operation refers to which of the following concepts?

1. **Just-in-time logistics**
2. **Limited inventory logistics**
3. **Economic order quantity**
4. **Supply chain management**

Low consumer involvement in purchase but significant perceived brand difference comes in which type of buying behavior.

1. **Complex buying behavior**
2. **Dissonance-reducing buying behavior**
3. **Habitual buying behavior**
4. **Variety-seeking buying behavior**

In SWOT analysis, strength and weaknesses are part of which of the following environment?

1. **Internal**
2. **Outdoor**
3. **External**
4. **Outside**

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Which one of the following options represents the collection of data for the purpose of applying appropriate actions at a subsequent time?

1. **Lifestyle**
2. **Learning**
3. **Perception**
4. **Attitude**

People often buy the kind of clothing. What does it show?

1. **Attitude**
2. **Status**
3. **Learning**
4. **Lifestyle**

In the BCG approach, stars are high-share, high-growth businesses or products. They need heavy investment to finance rapid growth. When their growth slows down, they turn into which of the following?

1. **Dogs**
2. **Question marks**
3. **Cash cows**
4. **SBU**

Which one of the following stage introduces a new product into the market?

1. **Product Concept**
2. **Product Development**
3. **Test Marketing**
4. **Commercialization**

In which of the following research the aim is to describe things such as the market potential for a product or the demographics and attitudes of customers who buy the product?

1. **Exploratory research**
2. **Descriptive research**
3. **Casual research**
4. **Observational research**

Mr. A retains complete ownership of all members of its distribution channel. Mr. A channel would be best described as which of the following VMS?

1. **Corporate**
2. **Contractual**
3. **Conventional**
4. **Administered**

If you are attempting to create primary demand toward your product, you will use which type of the following ads?

1. **Informative**

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2. **Persuasive**
3. **Reminder**
4. **Cooperative**

A _____ combines successive stages of production and distribution under single ownership.

1. **Administered vertical marketing system**
2. **Conventional marketing channel**
3. **Use of power brokers in a channel framework**
4. **Corporate vertical marketing system**

The fact that organizational customers purchase products to be used directly or indirectly in the production of goods and services to satisfy customers' needs. This situation shows which of the following demands?

1. **Joint**
2. **Derived**
3. **Inelastic**
4. **More fluctuating**

Which one of the following affects both demographic and psychological factors?

1. **Quantity discounts**
2. **Price elasticity**
3. **Quality discounts**
4. **Mark-up pricing**

The mental act, condition or habit of placing trust or confidence in another shows which of the following option?

1. **Motive**
2. **Belief**
3. **Behavior**
4. **Attitude**

Which one of the following research instruments is used to collect information quickly?

1. **Mail questionnaires**
2. **Telephone interviewing**
3. **Personal interviewing**
4. **Computer interviewing**

Which one of the following steps is NOT a part of marketing process?

1. **Analyzing marketing opportunities**
2. **Selecting target market**
3. **Designing the business portfolio**
4. **Develop marketing mix**

Which of the following SBUs are not the types of SBU

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Stars

1. **Cash Cows**
2. **Cats**
3. **Dogs**

1) Which of the following terms is used to describe the factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers?

A) the marketing environment

2) You are directed to study the actors close to the company that affect its ability to serve its customers–departments within the company, suppliers, marketing intermediaries, customer markets, competitors, and publics. What are you studying?

A) the macroenvironment

B) the microenvironment

3) You are directed to study the factors that are larger societal forces that affect your company–demographic, economic, natural, technological, political, and cultural. What are you studying?

A) the macroenvironment

4) Which of the following is NOT a type of factor in a company's macroenvironment?

D) competitor

5) All of the groups within a company are called the _____.

C) internal environment

6) Which type of organization helps companies to stock and move goods from their points of origin to their destination?

A) financial intermediary

B) physical distribution firm

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7) Banks, credit companies, insurance companies, and other businesses that help finance transactions or insure against the risks associated with the buying and selling of goods and services are referred to as _____.

A) financial intermediaries

8) A company's marketing environment includes various _____ that are made up of groups that have an actual or potential interest in, or impact on, an organization's ability to achieve its objectives.

D) publics

9) Which of the following is NOT an example of a public that is part of a company's marketing environment?

A) financial

E) marketing department

10) A radio station that carries news, features, and editorial opinions about your area is best classified as which type of public?

A) financial

B) media

11) Consumer organizations and environmental groups are examples of _____ publics.

D) citizen-action

E) media

12) Workers, managers, and members of the board of directors are all part of a company's _____.

A) general public

B) internal public

13) Percy Original caters to a market of individuals and households that buy goods and services

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for personal consumption. What type of market does Percy Original cater to?

D) consumer

E) marketing intermediary

14) Which type of market buys goods and services to produce public services or to transfer them to others who need them?

A) government

15) Members of which type of market buy goods and services for further processing or for use in the production process?

A) business

16) Rachel Patino works for a wholesale company called Distributors Unlimited. She is responsible for buying and selling goods at a profit to small retailers. What is her market?

A) business

B) reseller

17) Your marketing department is currently researching the size, density, location, age, and occupations of your target market. Which environment is being researched?

A) demographic

18) The three largest age groups in America are the baby boomers, Generation Xers, and _____.

A) seniors

B) Millennials

19) The most important demographic trend in the United States is the _____.

A) changing age structure of the population

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20) The youngest of the baby boomers are now in their _____.

C) mid-40s

21) Which of the following is the most commercially influential American demographic age group today?

B) baby boomers

22) Which of the following descriptions most accurately characterizes the baby boomers?

D) They hold 75% of the country's financial assets.

E) They were largely unaffected by the recent recession.

23) Which demographic group was once labeled "the MTV generation" but has become the most educated generation to date?

A) Generation X

24) Which of the following descriptions most accurately characterizes Gen Xers?

A) There are more Gen Xers than Millennials.

B) They were the first generation of latchkey kids.

25) Which demographic group is also referred to as the echo boomers?

A) Generation X

B) Millennials

26) Which demographic group includes large tween and teen markets?

A) Generation X

B) Millennials

27) Which of the following descriptions most accurately characterizes Millennials?

A) They are children of baby boomers.

28) Which demographic group is characterized by a total fluency and comfort with computer, digital, and Internet technology?

A) Generation X

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B) Millennials

E) baby boomers

29) Which of the following demographic groups has NOT seen a percentage increase in the past 50 years?

A) women staying at home with their children

30) The number of _____ households is now growing faster than the number of _____ households.

D) nontraditional; traditional

E) male-dominant; female-dominant

31) In 1950, women made up less than 40 percent of the workforce; now they make up _____.

E) 59 percent

32) Americans are very mobile. Over the past two decades, the U.S. population has shifted most heavily toward the _____ states.

A) Midwestern

B) Northwestern

C) Sunbelt

33) Which of the following geographical areas has NOT experienced a recent population increase?

D) the Northeast

E) the South

34) In the 1950's the American population began shifting from large cities to _____.

D) suburbs

E) coastal towns

35) As more and more Americans are moving to "micropolitan areas," marketers can most

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reasonably assume that _____.

B) micropolitan areas may offer the same advantages as metropolitan areas

36) An increasing number of American workers work out of their homes with technological conveniences such as PCs, high-speed Internet access, and fax machines. These workers are referred to as the _____ market.

A) LOHAS

B) SOHO

37) Which of the following most accurately reflects the popularity of telecommuting?

C) About 40% of American businesses currently offer telecommuting programs for their employees.

38) Over the past 50 years, which of the following groups of workers has become smaller?

A) managers

B) manufacturers

39) Because of increasing _____, Americans will demand higher quality products, books, magazines, travel, personal computers, and Internet services.

C) levels of education

40) Which of the following is an accurate statement about the diversity of the American population?

B) More than 12 percent of people living in the United States were born in another country.

41) Of the following, which is the fastest-growing group in the United States?

C) Hispanics

42) Because of an expected increase in ethnic populations, marketers are likely to place a greater

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emphasis on _____.

A) geographic segmentation

B) targeted advertising messages

43) Members of which of the following groups are more likely than the general population to have professional jobs, own a vacation home, own a notebook computer, and own individual stocks?

A) Gen Xers

B) gays and lesbians

44) Of the following diversity segments in the American population, which is currently the largest?

A) adults with disabilities

45) The _____ environment consists of factors that affect consumer purchasing power and spending patterns.

D) economic

.

46) A country with a(n) _____ economy consumes most of is own agricultural and industrial outputs and offers few market opportunities.

D) subsistence

47) A country with a(n) _____ economy has rich markets for many different kinds of goods.

A) industrial

48) Value marketing is the strategy of offering consumers _____.

D) reasonable quality at a fair price

49) Which of the following statements about income distribution in the United States is NOT

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true?

A) In recent decades, the rich have gotten richer.

B) In recent decades, the middle class has grown.

D) consumers at all levels of income distribution

51) Which of the following combinations of expenses use up most household income?

C) food, housing, transportation

52) Ernst Engel's laws generally have been supported by recent studies. He discovered that as family income rises, the percentage spent on _____ declines and the percentage spent on _____ remains about constant.

D) food; housing

53) The natural resources that are needed as inputs by marketers or that are affected by marketing activities are referred to as the _____.

A) raw material market

B) natural environment

54) Which of the following American government agencies is charged with setting and enforcing pollution standards?

A) the Environmental Protection Agency (EPA)

55) What movement has encouraged marketers to pursue environmentally sustainable strategies?

A) the EPA

B) the black market

C) the green movement

56) Which country leads the world in research and development spending?

E) the United States

57) Which of the following is a result of regulations set up by the Food and Drug Administration

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and the Consumer Product Safety Commission?

C) Research costs for companies have grown.

58) Marketers should be aware of laws, government agencies, and pressure groups that influence or limit various organizations and individuals in a given society. This is the _____ environment.

C) political

59) Even the most liberal advocates of free-market economies agree that the system works best with _____ regulation.

D) at least some

60) Legislation affecting business around the world will continue to _____.

A) become simplified

B) increase

61) The legislation created to limit the number of commercials aired during children's programming is called the _____.

D) Children's Television Act

62) Business legislation has been created for three basic reasons: to protect companies from each other, to protect consumers, and to _____.

A) protect the interests of society

63) The recent rash of business scandals and increased concerns about the environment have created fresh interest in the issues of _____ and _____.

A) ethics; promotion responsibility

B) ethics; social responsibility

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64) A company or association's _____ is designed to help guide responses to complex social responsibility issues.

A) code of ethics

65) The primary concern for consumers with the boom in Internet marketing is _____.

C) privacy

66) Cause-related marketing is _____.

C) a primary form of corporate giving

67) A society's basic values, perceptions, preferences, and behaviors are all part of its _____ environment.

B) cultural

68) A society's core beliefs and values have a high degree of _____.

A) persistence

69) A society's _____ are expressed in how people view themselves, organizations, society, nature, and the universe.

A) marketing responses

B) cultural values

70) Watching the cultural trends of how people view others, observers have noted an increased interest in _____.

A) socializing with co-workers

B) going out less and staying home more

71) Trends in people's views of organizations indicate that which of the following has increased in the past twenty years?

A) employees' loyalty to their employers

B) confidence in American political organizations

C) distrust in big American businesses

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72) Watching the cultural trends of how people view society, observers have noted that since September 11, 2001, marketers responded to the increased _____ of Americans with special products and promotions.

A) loyalty

B) patriotism

73) Which of the following is a potential downside to using patriotic themes in marketing programs?

A) Levels of patriotism fluctuate rapidly.

B) Patriotism has been on the decline in the past decade.

C) Such promotions can be viewed as attempts to gain from others' triumph or tragedy.

74) Cultural forecasters have noted a renewed American interest in _____.

A) dominating and taming nature

B) the fine arts

C) work as a source of satisfaction and self-definition

D) spirituality

75) Marketers can take a(n) _____ by taking aggressive action to affect the publics and forces in their marketing environments.

A) environmental perspective

B) proactive stance

76) When the marketing manager Suzie Kwan discusses factors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers, she is talking about the external marketing concept.

Answer: FALSE

77) Marketers, more than any other group in the company, must be aware of the microenvironment and macroenvironment, tracking trends and seeking opportunities.

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Answer: TRUE

78) The microenvironment consists of larger societal forces that affect a company, such as demographic, economic, political, and cultural forces.

Answer: FALSE

79) The macroenvironment consists of the factors close to the company that affect its ability to service its customers, such as suppliers, customer markets, competitors, and publics.

Answer: FALSE

80) Trudie Jones works for a distribution channel firm that helps several electronics companies find customers or make sales to them. Trudie works for a reseller.

Answer: TRUE

81) Marketing research firms, advertising agencies, media firms, and marketing consulting firms are all referred to as marketing services agencies.

Answer: TRUE

82) Today's marketers should view their intermediaries as channels through which they sell their products rather than as full-fledged partners.

Answer: FALSE

83) No single competitive marketing strategy is best for all companies.

Answer: TRUE

84) Consumer organizations such as environmental and minority groups that may question a company's marketing decisions are referred to as local publics.

Answer: False

85) As an employee of Bonkers Enterprises, Brianna Jones markets wild and crazy games for teens to play at parties. Brianna's customer market is a business market.

Answer: FALSE

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86) The reason of the demographic environment is of major interest to marketers because it involves people, and people make up markets.

Answer: TRUE

87) The single most important demographic trend in the United States that marketers should understand is the changing family structure.

Answer: FALSE

88) As baby boomers reach their peak earning and spending years, they represent markets for high-ticket items.

Answer: TRUE

89) Once thought of as slackers, Gen Xers are now displacing the lifestyles, culture, and materialistic values of the baby boomers.

Answer: TRUE

90) Millennials comprise the most commercially influential demographic group in American history.

Answer: FALSE

91) Millennials represent a larger demographic segment than the baby boomers or Gen Xers.

Answer: TRUE

92) Marketers must increasingly consider the needs of traditional households because this segment of the population is growing more rapidly than nontraditional households.

Answer: FALSE

93) Recent shifts in where people live have led to shifts in where people work.

Answer: TRUE

94) The American workforce today is better educated and more white-collar than it was a generation ago.

Answer: TRUE

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95) Major companies in several industries are now directly targeting gay and lesbian consumers.

Answer: TRUE

96) Diversity in America is increasing, and successful marketers are increasingly diversifying their marketing programs to appeal to different segments of the population.

Answer: TRUE

97) Most household income is used up in purchasing food, housing, and transportation.

Answer: TRUE

98) According to Engel's laws, consumers tend to spend a larger percentage of income on savings as income rises.

Answer: TRUE

99) Significant trends in the natural environment include shortages of raw materials, increased pollution, and decreased government intervention.

Answer: FALSE

100) Environmental concerns have been on the decline in the past decade; more government legislation and the green movement may be the cause of this trend.

Answer: FALSE

101) The introduction of new technologies is beneficial to all industries, as new markets and opportunities are created.

Answer: FALSE.

102) Cause-related marketing is a slowing trend as companies have abused the practice, using it more to increase sales than to support worthwhile causes.

Answer: FALSE

103) In the cultural environment, core values and beliefs and secondary values and beliefs differ in that core values and beliefs are more open to change.

Answer: FALSE

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104) When a company hires lobbyists to influence legislation affecting its industry, it is taking a reactive approach to the marketing environment.

Answer: FALSE

105) A company that experiences negative word of mouth on blogs or social networking sites should ignore rumors, as answering any complaints will only make them seem more legitimate.

Answer: FALSE

116) LandPort Transportation and Omega Warehousing move and store the products your company sells. The two businesses are examples of _____.

A) resellers

B) marketing services agencies

C) marketing intermediaries

D) physical distribution firms

117) Currently, Diego Calabresa is employed by a firm that conducts marketing research and creates ads for other companies that help them target and promote their products to the right markets. Who is Diego's employer?

A) a financial intermediary

B) a physical distribution firm

C) a marketing service agency

118) ING, an international insurance and financial services company, is the primary sponsor of the annual New York City Marathon, which is attended by over one million fans and watched by approximately 300 million viewers worldwide. The ING logo and name appear throughout the race course. ING most likely sponsors the event in order to appeal to which type of public?

D) general

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119) If baby boomers are predictors of where product and service demand will be, increased demands will most likely be evident in _____ in the coming years.

A) university enrollment

B) beer and wine

C) financial services

120) Noora DeLange is helping her company develop a marketing program for a new product line. The program involves emphasizing experience over acquisition and uses a marketing pitch that is less overt than the company's previous programs. The marketing program is most likely designed to appeal to which of the following demographic groups?

A) Gen Xers

121) Which of the following best explains why Gen Xers who are parents tend to put family before career?

A) Gen Xers were the first generation of latchkey kids.

122) Wholesome Soups, a maker of organic soups, is starting a new marketing campaign emphasizing the ease of preparing and eating Wholesome Soups on the go. Print, television, and Internet ads feature college-aged students enjoying Wholesome Soups in between classes and during study breaks. Wholesome Soups' new marketing campaign is most likely aimed at which of the following?

D) Millennials

123) In considering the changing American family, which of the following are marketers likely to consider the LEAST important?

A) The number of traditional households has increased.

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124) Which of the following demographic trends is likely the most responsible for the increasing number of people who telecommute?

A) the migration toward micropolitan and suburban areas

125) Chet Hoffman's chain of travel agencies has identified the lesbian, gay, bisexual, and transgender community as a growing market that spends an increasing percentage of its income on travel. Which of the following would be the least effective component of a marketing plan for Chet to take advantage of this opportunity?

A) develop a presence on LGBT-oriented social networking sites

B) position his agency as focused on specialized experiences

C) implement a mass marketing campaign

126) With an expected increase in ethnic diversity, marketers are likely to place a greater emphasis on _____.

A) geographic segmentation

B) differing advertising messages

127) Jack Weiss recently won a $10 million lottery. Jack's life will change a great deal, particularly how he spends money. According to Engel's laws, Jack is LEAST likely to change the percentage of his income that he spends on which of the following?

A) food

B) entertainment

C) housing

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128) A marketer of pesticides should be the least concerned about which of the following?

A) shortages of raw materials

B) increased pollution

C) increased government intervention

D) persistence of cultural values

129) The green movement will likely spark the least interest in which of the following?

A) recycling programs

B) environmentally sustainable strategies

C) social responsibility

D) Internet usage

130) Norma Bernanke is a marketer at a pharmaceutical company that has just developed a new medication to treat asthma. Which of the following components of the political environment should Norma be least concerned with as her company begins to develop a marketing plan for the new product?

E) the Nutrition Labeling and Education Act

131) Which of the following is an example of a core belief?

A) Marriage is important.

132) Consumers undertaking which of the following would be most likely to be identified as "cocooning" or "nesting"?

C) having a home entertainment center installed

133) Increased marketing of home amenities such as high-end barbeques, hot tubs, and home entertainment centers has most likely been spurred by Americans' changing views of _____.

A) social responsibility

B) others

134) Assume that you are a manager at a firm that has hired lobbyists to influence legislation

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affecting your firm's industry to its advantage. Your firm takes a(n) _____ approach to the marketing environment.

A) reactive

B) proactive

135) Which of the following forces would marketers be most likely able to influence?

E) media publics



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