COMPOSED BY SADIA ALI SADI(MBA)

WWW.VUSTUDENT.NING

PAPER NO :2

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

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

► Implementation stage

P # 16
Implementation
Personnel requirements, assigning responsibilities, give incentives, training on selling methods, financial requirements, management information systems requirements, month-by-month agenda, pert or critical path analysis, monitoring results and benchmarks, adjustment mechanism, contingencies (What if's) need to be worked out

► Marketing strategies
► Executive summary
► Financial summary

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

COMPOSED BY SADIA ALI SADI(MBA)
WWW.VUSTUDENT.NING

PAPER NO :2

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

- ► Decorative packaging
- ► Transport packaging
- ► Secondary packaging
- ► Primary packaging

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

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

- ► Premium brand
- ► Economy brand

P#36
An Economy brand is a brand targeted to a high price elasticity market segment.

- ► Fighting brand
- ► Costly brand

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

All of the following are true about price EXCEPT:

- ► Price is independent of the other elements of the marketing mix

Page # 39

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

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

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

- ► Skimming price
- ► Penetration price
- ► Psychological price
- ► Premium price

P#39
Premium Pricing (also called prestige pricing) is the strategy of pricing at, or near, the high end of the possible price range.
People will buy a premium priced product because:
1. They believe the high price is an indication of good quality;
2. They believe it to be a sign of self worth - "They are worth it" – It authenticates their success and status - It is a signal to others that they are a member of an exclusive group; and
3. They require flawless performance in this application - The cost of product malfunction is too high to buy anything but the best - example: heart pacemaker

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

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

- ► 1913s
- ► 1940s
- ► 1960s

P#61
The 1960s saw advertising transform into a modern, more scientific approach in which creativity was allowed to shine, producing unexpected messages that made advertisements interesting to read.

- ► 1930s

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

When was mass media introduced?

- ► 1950s
- ► 1940s
- ► 1930s
- ► 1920s

P#65
Mass media is a term used to denote, as a class, that section of the media specifically conceived and designed to reach a very large audience (typically at least as large as the whole population of a nation state).
It was coined in the 1920s with the advent of nationwide radio networks and of mass-circulation newspapers and magazines.

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

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

- ► First degree discrimination
- ► Forth degree discrimination
- ► Third degree discrimination
- ► Second degree discrimination

P#50
In second degree price discrimination, price varies according to quantity sold. Larger quantities are available at a lower unit price. This is particularly widespread in sales to industrial customers, where bulk buyers enjoy higher discounts.

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

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

- ► Direct mail
- ► Public relations
- ► Sales promotion

PAPER NO :2

Objectives of Sales Promotion
• Wide assortment of tools.
• Attracts consumer attention.
• Offers strong incentives to buy.
• Invites and rewards quick consumer response.
• Effects are short-lived.

► Advertising

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

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

► Cents-off deal
► Price deal
► Loyalty rewards program
► Price-pack deal

P#60
Price-pack deal
The packaging offers a consumer a certain percentage more of the product for the same price (for example, 25 percent extra).

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

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

► Personal interaction between two or more people

Objectives of Sales Promotion
• Wide assortment of tools.
• Attracts consumer attention.
• Offers strong incentives to buy.
• Invites and rewards quick consumer response.
• Effects are short-lived.

► Invites and rewards quick consumer response
► Offers strong incentives to buy
► Attracts consumer attention

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

What does BATNA stands for?

► The best alternative to a negotiated agreement
► The best available to a negotiated agreement

P#77
To ensure smooth negotiation, one should also prepare alternatives proposals and establish BATNA (the Best Alternative To a Negotiated Agreement).

► The best alternating to a new agreement
► The best available to a new agreement

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

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

► Using communication mix variables
► Using marketing mix variables

P # 80
Developing marketing strategies for each of your products using the marketing mix variables of price, product, distribution, and promotion

► Using product mix variables
► Using promotion mix variables

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

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

► Marketing logistics
► Supply chain management
► Distribution channel

P#87
Frequently there may be a chain of intermediaries; each passing the product down the chain to the next organization, before it finally reaches the consumer or end-user. This process is known as the 'distribution chain' or, rather more exotically, as the 'channel'.
Each of the elements in these chains will have their own specific needs; which the producer must take into account, along with those of the all-important end-user.
Or
http://highered.mcgraw-hill.com/sites/007296216x/student_view0/chaptml
MCQ # 01

► Inventory management

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

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

► Strategic level
► Tactical level
► Operational level

PAGE # 91, 92
Operational Activities
• Daily production and distribution planning, including all nodes in the supply chain.

• Production scheduling for each manufacturing facility in the supply chain (minute by minute).
• Demand planning and forecasting, coordinating the demand forecast of all customers and sharing the forecast with all suppliers.
• Sourcing planning, including current inventory and forecast demand, in collaboration with all suppliers.
• Inbound operations, including transportation from suppliers and receiving inventory.
• Production operations, including the consumption of materials and flow of finished goods.
• Outbound operations, including all fulfillment activities and transportation to customers.

► Functional level

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

What does GSCF stand for?

► Global Supply Chain Forum

P#91
Another model is the SCM Model proposed by the Global Supply Chain Forum (GSCF).

► Global Supply Chain Federation
► Global Supply Chain Finance
► Greater Salina Community Foundation

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

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

► SCOR

P#91
SCOR is a supply chain management model promoted by the Supply-Chain Council.

- ► GSCF
- ► SCM
- ► CRM

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

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

- ► Web selling
- ► B2 B selling
- ► Advertising
- ► Real estate

P#73
5. Agency-based
• Consignment
• Multi-level marketing
• Sales agents (real estate, manufacturing)

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

What is the input of consumer behavior?

- ► Response
- ► Stimuli

P#98
The 'inputs' (stimuli) that the consumer receives from his or her environment are:

- ► Actions
- ► Reactions

COMPOSED BY SADIA ALI SADI(MBA)
WWW.VUSTUDENT.NING
PAPER NO :2

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

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

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

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

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

- ► Sought goods
- ► Unique goods
- ► Unsought goods

P#8

This concept emphasizes on aggressive selling and high promotional back up. Selling, concept is practical on what we call as *'unsought goods'* such as insurance, encyclopedia etc.

- ► Preferred goods

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

Retailers are the part of:

- ► Broad environment
- ► Weak environment
- ► Task environment

P#11

3) The task environment

COMPOSED BY SADIA ALI SADI(MBA)
WWW.VUSTUDENT.NING

PAPER NO :2

4) The broad environment
Task environment involves immediate actors, such as suppliers, distributors, dealers and consumers etc, involved in production, distribution and promotion.
Broad environment consists of; demographic, natural, economic, technological, political-legal and sociocultural environment.

- ► Competitive environment

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

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

- ► Situation analysis
- ► Product/market background
- ► Marketing strategies
- ► Market analysis

P#15

b) Current Situation - Market Analysis
Indeed, market situation must be taken into account in all details and carefully studied. Market definition,
Market size, Market Segmentation, Industry Structure and strategic groupings, Competition and market share, Competitors' Strengths and Weaknesses and Market Trends must be carefully studied and analyzed.
This will give us the exact position of our product vis-à-vis market, to enable us to plan future our future course of action.

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

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

- ► Bags of potato chips

► Paper clips
► Microwave ovens

P#88
2. Selective distribution - This is the normal pattern (in both consumer and industrial markets) where `suitable' resellers stock the product.
Or
http://highered.mcgrawhill.com/sites/007296216x/student_view0/chapter10/multiple_choice_quiz.html
MCQ # 17

► Nail clippers

Question No: 25 (Marks: 1) - Please choose one
Fixed costs _____ as the number of units produced increases.

► Decrease
► Increase
► Divide in half
► Remain the same

Question No: 26 (Marks: 1) - Please choose one
_____ are the sum of the _____ and _____ for any given level of production.

► Fixed costs; variable; total costs
► Fixed costs; total; variable costs
► Variable costs; fixed; total costs
► Total costs; fixed; variable costs

P#47
Fixed cost and variable cost, combined, equal total cost
Or
Total cost = fixed costs+ unit variable cost

COMPOSED BY SADIA ALI SADI(MBA)
WWW.VUSTUDENT.NING
PAPER NO :2

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

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

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

► Black box
► Lock box
► Juke box

A jukebox is a partially automated music-playing device, usually acoin-operated machine, that will play a patron's selection from self-contained media. The classic jukebox has buttons with letters and numbers on them that, when entered in combination, are used to play a specific selection.

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

► Pandora box

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

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

►Mind Share

P#65

When people think of examples of a type or category of product, they think of a limited list (referred to as an evoked set). Any product included in an evoked set has mind share. For example, if you are considering purchasing a college education, you have several thousand colleges to choose from. However your evoked set, those that you will consider, will probably be limited to about ten. Of these ten, the colleges that you are most familiar with will have the greatest proportion of your mind share.

►Dominant mind share
►Market share
►Relative market share

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

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

►Bulk breaking

Bulk breaking: wholesalers achieve savings for their customers through buying in large volume and breaking the bulk into smaller units

http://www.slideshare.net/diarta/chapter-16-managing-retailing-wholesaling-logistics

►Selling and promoting
►Financing
►Transportation

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

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

►Full-Service Wholesaler

Full Service wholesalers:
As the name suggest, full service wholesalers offer a complete range of wholesaling services to their clients.

http://ezinearticles.com/?Full-Service-Wholesalers-Vs-Limited-Function-

Wholesalers&id=3094091

►Limited-Service Wholesaler
►Merchant Wholesaler
►Exclusive distributor

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

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

►Window shopping

P#40
Shopping is buying things, sometimes as a recreational activity. Cheap versions of the latter are window shopping (just looking, not buying) and browsing.

►Online shopping
►Actual shopping
►Virtual shopping

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

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

►Understanding
►Procurement

P#100

There are a range of alternative models, but that of AIUAPR, which most directly links to the steps in the marketing/promotional process is often seen as the most generally useful;
• Awareness - before anything else can happen the potential customers must become aware that the product or service exists.
• Interest - but it is not sufficient to grab their attention. The message must interest them and persuade them that the product or service is relevant to their needs.
• Understanding - once an interest is established, the prospective customer must be able to appreciate how well the offering may meet his or her needs.
• Attitudes - but the message must go even further; to persuade the reader to adopt a sufficiently positive attitude towards the product or service that he or she will purchase it.
• Purchase - all the above stages might happen in a few minutes while the reader is considering the advertisement; in the comfort of his or her favorite armchair.
• Repeat purchase - but in most cases this first purchase is best viewed as just a trial purchase.

►Repeat purchase
►Understanding

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

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

►Anchoring

P#101
Anchoring - Decisions are unduly influenced by initial information that shapes our view of subsequent information.

►Group decision
►Conservatism and inertia

►Faulty generalizations

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

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

►Physiological needs
►Self-actualization
►Love/belonging needs
►Safety needs

P#104
Safety Needs
When the physiological needs are met, the need for safety will emerge. Safety and security rank above all other desires. These include:
• Security of employment
• Security of revenues
• Physical security - safety from violence, delinquency, aggressions
• Moral and physiological security
• Familial security
• Security of health

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

Which of the following is NOT a safety need?
►Security of revenues and resources
►Moral and physiological security
►The need to regulate body temperature

P#104
Safety Needs
When the physiological needs are met, the need for safety will emerge. Safety and security rank above all other desires. These include:
• Security of employment
• Security of revenues and resources

• Physical security - safety from violence, delinquency, aggressions
• Moral and physiological security
• Familial security
• Security of health

►Security of employment

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

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

►Qualitative marketing research
►Quantitative marketing research
►Experimental techniques

P#109
• Experimental Techniques - the researcher creates a quasi-artificial environment to try to control spurious factors, and then manipulates at least one of the variables - examples include purchase laboratories and test markets.

►Observational techniques

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

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

►Critical path analysis

P#16
6. Implementation

Personnel requirements, assigning responsibilities, give incentives, training on selling methods, financial requirements, management information systems requirements, month-by-month agenda, pert or critical path analysis, monitoring results and benchmarks, adjustment mechanism, contingencies (What if's) need to be worked out

►Physical distribution
►Competitor indexing
►Brand equity

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

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

► Prospector strategy
► Analyzer strategy
► Innovator strategy
► Reactor strategy

P#18
Reactor
A reactor has no proactive strategy. They react to events as they occur. They respond only when they are forced to by macro environmental pressures. This is the least effective of the four strategies. It is without direction or focus.

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

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

► Store image is unimportant if price is low
► Brand is most important variable
► Product is exclusive

► Product location needs to be convenient

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

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

► Co-brand
► Private brand

P#36
When large Retailers buy products in bulk from manufacturers and put their own brand name on them, this is called Private Branding, store brand, or private label.

► Manufacturer's brand
► Licensed brand

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

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

► Meeting competitors' prices
► Target return on sales
► Sales maximization
► Revenue maximization

Page # 42, 43

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

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

► Trade discounts

► Quality discounts
► Cash discount

P#44
Cash discounts for prompt payment - These are intended to speed payment and thereby provide liquidity to the firm. They are sometimes used as a promotional device.
► Off price discounts

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

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

► Fixed costs

http://www.acq.osd.mil/dpap/cpf/docs/contract_pricing_finance_guide/vol_ch2.pdf
Fixed costs do NOT change no matter what the volume, as long as production remains within the relevant range of available cost information. Any change in total cost is the result of a change in total variable cost.

► Variable costs
► Total costs
► Unit costs

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

Promotion can be economically important because:

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

Page 57
Promotion comprises four subcategories:

•Advertising
•Personal selling
•Sales promotion
•Publicity and public relations

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

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

► Distribution strategy
► Product strategy
► Pushing strategy
► Pulling strategy

Advertising and consumer promotions are the most commonly used elements of a pull strategy

http://books.google.com.pk/books?id=tDPeWx6XYlQC&pg=PA182&lpg=PA182&dq=Advertising+and+sales+promotion+are+the+most+commonly+used+elements+of+promotion+in+a+Pulling+strategy&source=bl&ots=M4pazitcwh&sig=ygT2R6Pu14uGrI7wdT_PxuVIVOY&hl=en&ei=pCdiTdWaBZSp8QOXh-HxCA&sa=X&oi=book_result&ct=result&resnum=4&ved=0CC0Q6AEwAw#v=onepage&q&f=false

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

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

► Retail image

[PPT]
Chapter 14
http://www.google.com.pk/#sclient=psy&hl=en&q=Which+of+the+following+refers+to+the+consumer

%E2%80%99s+perception+of+a+store+and+the+shopping+experience.+++++++++%E2%96%BA+Retail+image+++++++++%E2%96%BA+Store+classification+++++++++%E2%96%BA+Full+service+retailer+++++++++%E2%96%BA+Wheel+of+retailing&aq=f&aqi=&aql=&oq=&gs_rfai=&pbx=1&fp=1&cad=b

► Store classification
► Full service retailer
► Wheel of retailing

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

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

► Culture
► Family
► Society
► Individual needs and wants

Personal influence on the customer behavior includes individual needs and motives, perceptions, attitudes, learned experiences and self concept

http://books.google.com.pk/books?id=LPYgF-y7IVIC&lpg=PT791&ots=8xyolodwE4&dq=The%20personal%20determinants%20of%20consumer%20behavior%20include%20which%20of%20the%20following&pg=PT791#v=onepage&q&f=false

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

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

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

making.

Information search and decision making Consumers engage in both internal and external information search.
http://www.consumerpsychologist.com/images/cb/Search.png

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

Question No: 49 (Marks: 3)

Suppose you are going to buy an item which is offered for Rs.5000. Consider these situations.

There is 10% discount.

There is 10% surcharge

- Calculate price you are going to pay for the item in each case.

Price after discount:
As discount is 10% so the new price will be 90% of the actual price that is
5000 x 90 /100 =4500

Price after surcharge:
As surcharge is 10% so new price will be 110% of actual price that is
5000 x 110 /100 = 5500

Question No: 50 (Marks: 3)

Differentiate between sales price and transfer price.

Transfer price means to set the location, to analyze, place and alteration of charges made between two parties or companies for any business. Transfer prices among mechanisms may be used to reflect distribution of resources among such components or for other purposes. Transfer prices are important for both taxpayers and tax managements because they determine in large part the income and expenses and taxable profits.

Sale price is that price at which something is obtainable for sale we can also say it the fair market value. According to the business dictionary sale price is also the reduce price of something during sale of something.

Question No: 51 (Marks: 5)

Considering a situation in which you are going to negotiate with a party, what are the necessary skills you think you should have for successful and effective negotiation? Explain what the benefits of an effective negotiation are?

Negotiation means two persons or two parties trying to solve some problem, Negotiations can occur in profit organization, non profit organization and Govt. offices.

There are many techniques used in negotiations like by skilled negotiator. The analysis of the negotiation or problem organization style should have the following points consideration:

Presenting demands
Ability to speak first
Calculation Deadlines
Take it or leave it
Rejecting an offer
Limited authority
Getting it in your hands

The effective negotiating resulting in a best solution and by negotiation we solved very big problems in any organization.

Question No: 52 (Marks: 5)

What are the important questions a marketer should consider while selecting a distribution channel for any market segment?

Before selecting a distribution channel for any market segment following questions must be answered in order to have an effective distribution channel.

- Who is the operating authority of the channel?
- Should distribution be exclusive, selective or extensive?
- Should the product be sold through a retailer?
- Should the product be distributed through wholesale?
- Should multi-level marketing channels be used?
- How long should the channel be?
- Where should the product or service be available?
- When should the product or service be available?
- Should channel relationships be informal or contractual?
- Should electronic methods of distribution be used?
- Are there physical distribution and logistical issues to deal with?

Question No: 53 (Marks: 5)

When we are going to buy something from the market, it happens to our self that we buy things irrationally. How would you comment on this situation by keeping in view the model of Herbit Simon?

Buyers normally engage in irrational buying behavior because perfectly rational buying cannot be achieved for the reason that there are number of factors that limit rational buying.
As Simon said if a complete analysis is to be done, a decision will be immensely complex.
Peoples' information processing ability is very limited.
The assumption of a perfectly rational economic actor is unrealistic.
Often we are influenced by emotional and non-rational considerations when we try to be rational we are at best only partially successful.
Moreover, perfectly rational decisions also pose a time constraint.