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Question No : 1 of 27 Marks: 1 (Budgeted Time 1 Min)

When Olympia Carpets develops new carpets that are highly stain resistant and durable, it must educate consumers about the product's benefits. This activity calls for which one of the following marketing mix variables?

Answer (Please select your correct option)

- Price
- Promotion
- Distribution
- Product

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Question No : 2 of 27 Marks: 1 (Budgeted Time 1 Min)

Which one of the following statements by a company chairman **BEST** reflects the marketing concept?

Answer (Please select your correct option)

- (•) We have organized our business to satisfy the customer needs
- ( ) We believe that marketing department must organize to sell what we produce
- ( ) We try to produce only high quality, technically efficient products
- ( ) We try to encourage company growth in the market

Correct Answer Solved By Hadi
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03228043306

Made By: Waqar Siddhu

Question No : 3 of 27 Marks: 1 (Budgeted Time 1 Min)

The digital age will fundamentally change customers' thinking of convenience, speed, price, product information and service. This new consumer thinking will affect which one of the following businesses?

Answer (Please select your correct option)

- Established businesses
- Starting up businesses
- A few businesses
- Every business

Correct Answer Solved By Hadi
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03228043306

Made By: Waqar Siddhu

Question No : 4 of 27 Marks: 1 (Budgeted Time 1 Min)

Advertising agencies are an example of which of the following marketing intermediaries?

Answer (Please select your correct option)

- Insurance company
- Financial intermediary
- Marketing services agency
- Physical distribution firm

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 5 of 27 Marks: 1 (Budgeted Time 1 Min)

Which one of the following factor is **NOT** used for measuring the social class?

Answer (Please select your correct option)

- Education
- Income
- Number of children in family
- Occupation

Correct Answer Solved By Hadi
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Question No : 6 of 27 Marks: 1 (Budgeted Time 1 Min)

A marketer has brought same products in the market for all segments without considering the needs and wants of the customers. Which one of the following strategy is being practiced by the marketer?

Answer (Please select your correct option)

- Undifferentiated marketing strategy
- Differentiated marketing strategy
- Concentrated marketing strategy
- Custom marketing strategy

Correct Answer Solved By Hadi
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Question No : 7 of 27 Marks: 1 (Budgeted Time 1 Min)

Observers have noted a shift from "me-society" to "we-society" Which one of the following view reflects this statement?

Answer (Please select your correct option)

- People's views of organizations
- People's views of societies
- People's views of themselves
- People's views of others

Correct Answer Solved By Hadi
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03228043306

Made By: Waqar Siddhu

Question No : 8 of 27 Marks: 1 (Budgeted Time 1 Min)

Business markets can be segmented on the basis of all of the following variables **EXCEPT:**

Answer (Please select your correct option)

- (•) Personal characteristics
- ( ) Operating variables
- ( ) Selling approaches
- ( ) Situational factors

Correct Answer Solved By Hadi
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Question No : 9 of 27 Marks: 1 (Budgeted Time 1 Min)

McDonald runs an advertisement featuring children, seniors, citizens and minority groups. What does this ad show?

Answer (Please select your correct option)

- Company is product oriented
- Company considers only environmental factors
- Company has several target markets

Correct Answer Solved By Hadi
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03228043306

- Company is market oriented

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Question No : 10 of 27 Marks: 1 (Budgeted Time 1 Min)

XYZ Company purchased Hear Music and began making compilation music CDs to play and sell in its stores. It has also tested new restaurant concepts; XYZ Company is considering which of the following strategies?

Answer (Please select your correct option)

- Product development
- Market development
- Diversification
- Market penetration

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Question No : 11 of 27 Marks: 1 (Budgeted Time 1 Min)

An American fast food started its business in Pakistan but failed to make a profit. After performing a marketing research the managers found out that there food was not spicy enough. The managers failed to consider which of the following factor?

Answer (Please select your correct option)

- (●) Cultural differences
- ( ) Lifestyle differences
- ( ) Beliefs and attitudes
- ( ) Social class

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Question No : 12 of 27 Marks: 1 (Budgeted Time 1 Min)

Ahmed is interested in buying a new laptop. Since a laptop is costly he looked at various brands of laptops, surveyed various websites to get the relevant information about each type of laptop. This is an example of:

Answer (Please select your correct option)

- Complex Buying Behavior
- Variety Seeking Buying Behavior
- Dissonance Reducing Buying Behavior
- Habitual Buying Behavior

Correct Answer Solved By Hadi
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Question No : 13 of 27 Marks: 1 (Budgeted Time 1 Min)

Companies can segment international markets using one or more of a combination of variables. The chief factors that can be used are:

Answer (Please select your correct option)

- Geographic location.
- Economic factors.
- Political factors.
- All of the given options

Correct
Answer Solved
By Hadi
usmanraj20

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Question No : 14 of 27 Marks: 1 (Budgeted Time 1 Min)

The two dimensions of product quality are:

Answer (Please select your correct option)

- (●) Level and consistency
- ( ) Precision and accuracy
- ( ) Level and precision
- ( ) Consistency and precision

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Question No : 15 of 27 Marks: 1 (Budgeted Time 1 Min)

Chimney Sweeps is a company that employs people to clean fireplaces and chimneys in homes and apartments. The company offers _____ to its customer.

Answer (Please select your correct option)

- service

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- product
- advice
- idea

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Question No : 16 of 27 Marks: 1 (Budgeted Time 1 Min)

KFC not only serves Coca-Cola in its restaurants but also receives marketing support. In this scenario, Coca-Cola is a:

Answer (Please select your correct option)

- Reseller
- Financial Intermediary
- Marketing Intermediary
- Physical Distribution Firm

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Question No : 17 of 27 Marks: 1 (Budgeted Time 1 Min)

Why is the legislation of the business considered important?

Answer (Please select your correct option)

- To protect consumers
- To protect companies from each other
- To protect the interest of the society
- All of the given options

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Question No : 18 of 27 Marks: 1 (Budgeted Time 1 Min)

All of Ali's friends try to follow his style, dressing and the way he speaks. He is treated as one of the most reliable person as well. In his group, Ali is regarded as:

Answer (Please select your correct option)

- Influencer
- Opinion leader
- Charismatic
- All of the given options

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Question No : 19 of 27 Marks: 1 (Budgeted Time 1 Min)

Schools, hospitals, nursing homes, prisons are examples of:

Answer (Please select your correct option)

- Institutional Markets
- Government Markets
- Consumer Markets
- None of the given options

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Question No : 20 of 27 Marks: 1 (Budgeted Time 1 Min)

Modern University of Technology purchases printing papers on the regular basis without any modification in the purchase order. It is showing which of the following buying situation?

Answer (Please select your correct option)

- Modified rebuy
- Straight rebuy
- Modified straight rebuy
- Consumer buy

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Question No : 21 of 27 Marks: 1 (Budgeted Time 1 Min)

FMCG (Fast moving consumer goods) company generally practices:

Answer (Please select your correct option)

- All of the given options
- Mass marketing
- Segment marketing
- Niche marketing

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Question No : 22 of 27 Marks: 1 (Budgeted Time 1 Min)

A review of the sales, costs and profit projections for a new product to find out whether they satisfy the company's objectives refers to which one of the following concepts?

Answer (Please select your correct option)

- Business feasibility
- Feasibility study
- Business analysis
- Product acceptance

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Question No : 1 of 27 Marks: 1 (Budgeted Time 1 Min)

Through which process individuals and groups obtain what they need and want by creating and exchanging products and value with others?

Answer (Please select your correct option)

- Production process
- Marketing process
- Managerial process
- Accounting process

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Question No : 2 of 27 Marks: 1 (Budgeted Time 1 Min)

Which one of the following phrases reflects the marketing concept?

Answer (Please select your correct option)

- [x] The supplier is a king in the market

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- [ ] Marketing should be viewed as hunting not gardening
- [ ] This is what I make, won't you please buy it?
- [ ] This is what I want, won't you please make it?

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Question No : 3 of 27 Marks: 1 (Budgeted Time 1 Min)

The objective of which of the following research is to gather preliminary information that will help define the problem and suggest hypotheses?

Answer (Please select your correct option)

- Descriptive
- Exploratory
- Causal
- Corrective

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Question No : 4 of 27 Marks: 1 (Budgeted Time 1 Min)

Person's pattern of living as expressed in his or her psychographics represents which one of the following concept?

Answer (Please select your correct option)

- Personality
- Culture
- Lifestyle

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- Motive

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Question No : 5 of 27 Marks: 1 (Budgeted Time 1 Min)

Customer service is another element of product strategy. The first step is to survey customers periodically to assess the value of current services and to obtain ideas for new ones. From this careful monitoring, marketer has learned that buyers are very upset by repairs that are not done correctly the first time. What is the name of these types of services?

Answer (Please select your correct option)

- Brand equity services
- Product support services
- Social marketing services
- Unsought product services

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Question No : 6 of 27 Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Marketing management
- Customer relationship management
- Knowledge management
- Total quality management

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Question No : 7 of 27 Marks: 1 (Budgeted Time 1 Min)

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 type of study conducted to answer this question?

Answer (Please select your correct option)

- Exploratory
- Descriptive
- Causal
- Qualitative

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Question No : 8 of 27 Marks: 1 (Budgeted Time 1 Min)

Business markets can be segmented on the basis of all of the following variables **EXCEPT:**

Answer (Please select your correct option)

- ● Personal characteristics
- ○ Operating variables
- ○ Selling approaches
- ○ Situational factors

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Question No : 9 of 27 Marks: 1 (Budgeted Time 1 Min)

Companies are refraining to use poisonous gases in the manufacturing of their products to prevent damage to the environment. The companies are trying to follow:

Answer (Please select your correct option)

- Production Concept
- Product Concept
- Marketing Concept
- Societal Marketing Concept

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Question No : 10 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following is not one of the 4 types of SBUs described by the Boston Consulting Group approach?

Answer (Please select your correct option)

- Cash Lion
- Cash Cow
- Star
- Dog

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Question No : 11 of 27 Marks: 1 (Budgeted Time 1 Min)

The marketing mix consists of the four Ps: product, price, place, and promotion. In this modern marketing era, these tools might be more appropriately named the four Cs: Customer solution, Customer cost, Communication and _____.

Answer (Please select your correct option)

- Customer control
- Convenience
- Consideration
- Customer relationship

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Question No : 12 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following statements regarding the natural environment is FALSE?

Answer (Please select your correct option)

- Weather has become less intense in the previous few years
- Increased pollution is a major concern for marketers today
- Global warming is a major issue for marketers to deal with today
- The threat of governmental intervention in natural resource management is a major issue for marketers

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Question No : 13 of 27 Marks: 1 (Budgeted Time 1 Min)

Manufacturers of surf excel are successful in making their product occupy a desirable place in the hearts of its customers. Now surf excel is considered as a powerful all purpose family detergent. The marketers have successfully _____ its product.

Answer (Please select your correct option)

- Differentiated
- Targated
- Positioned
- Segmented

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Question No : 14 of 27 Marks: 1 (Budgeted Time 1 Min)

When does the product growth stage occur?

Answer (Please select your correct option)

- After the product satisfies the market
- After the product passes concept testing
- Before the product starts making profits
- None of the given

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Question No : 15 of 27 Marks: 1 (Budgeted Time 1 Min)

KFC not only serves Coca-Cola in its restaurants but also receives marketing support. In this scenario, Coca-Cola is a:

Answer (Please select your correct option)

- Reseller
- Financial Intermediary
- Marketing Intermediary
- Physical Distribution Firm

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Question No : 16 of 27 Marks: 1 (Budgeted Time 1 Min)

Why is the legislation of the business considered important?

Answer (Please select your correct option)

- To protect consumers
- To protect companies from each other
- To protect the interest of the society
- All of the given options

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Question No : 17 of 27 Marks: 1 (Budgeted Time 1 Min)

Who comprises the consumer market?

Answer (Please select your correct option)

- The government institutions that buy or acquire goods and services
- The private companies that buy or acquire goods and services
- The individuals who buy or acquire goods and services
- The manufacturers who buy or acquire raw material

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Question No : 18 of 27 Marks: 1 (Budgeted Time 1 Min)

The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refer to which one of the following characteristics?

Answer (Please select your correct option)

- (●) Personal characteristics

Correct Answer Solved By Hadi
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- ( ) Psychological characteristics
- ( ) Behavioral characteristics
- ( ) Demographical characteristics

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Question No : 19 of 27 Marks: 1 (Budgeted Time 1 Min)

The propensity of the people to screen out most of the information to which they are exposed is called:

Answer (Please select your correct option)

- Selective Attention
- Selective Retention
- Selective Distortion
- None of the given option

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Question No : 20 of 27 Marks: 1 (Budgeted Time 1 Min)

After concept testing, a firm would engage in which stage for developing and marketing a new product?

Answer (Please select your correct option)

- (•) Marketing strategy development

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- ( ) Business analysis
- ( ) Product development
- ( ) Test marketing

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Question No : 21 of 27 Marks: 1 (Budgeted Time 1 Min)

A period of rapid market acceptance and increasing profits refers to which of the following stages of the product life cycle?

Answer (Please select your correct option)

- Decline
- Growth
- Maturity
- Introduction

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Question No : 22 of 27 Marks: 1 (Budgeted Time 1 Min)

An insurance company observes a sudden increase in the number of farmers seeking flood insurance in Pakistan due to recent floods in India. Which one of the following term represents the increase in demand due to recent flood?

Answer (Please select your correct option)

- Market opportunity
- Marketing strategy
- Marketing concept
- Marketing threat

Made By: Waqar Siddhu

Question No : 1 of 27 Marks: 1 (Budgeted Time 1 Min)

Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it down?

Answer (Please select your correct option)

- Selling concept
- Product concept
- Production concept

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- Marketing concept

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Question No : 2 of 27 Marks: 1 (Budgeted Time 1 Min)

Experimental research is best suited for gathering which of the following information?

Answer (Please select your correct option)

- Unknown
- Causal
- Complicated
- Interactive

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Question No : 3 of 27 Marks: 1 (Budgeted Time 1 Min)

An organization with several product lines has which one of the following mix that consists of all the product lines and items which a particular seller offers for sale?

Answer (Please select your correct option)

- Product mix

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- Brand mix
- Consumer mix
- Packaging mix

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Question No : 4 of 27 Marks: 1 (Budgeted Time 1 Min)

The consumer decides to make use of the product on a regular basis. Which one of the following concepts **BEST** describe it?

Answer (Please select your correct option)

- Awareness
- Interest
- Trial
- Adoption

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Question No : 5 of 27 Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Analyzing marketing opportunities
- Selecting target market
- Designing the business portfolio
- Develop marketing mix

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Question No : 6 of 27 Marks: 1 (Budgeted Time 1 Min)

Which one of the following is a chief goal of the implementation function in marketing process?

Answer (Please select your correct option)

- Develops marketing plans
- Turns plans into actions
- Takes corrective actions
- Develops strategic plans

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Question No : 7 of 27 Marks: 1 (Budgeted Time 1 Min)

A movie was greatly promoted as having a lot of actions and special effects. When the people went to see the movie it was not according to the expectations of the people. In this case the people were:

Answer (Please select your correct option)

- Satisfied
- Dissatisfied
- Overjoyed
- All of the given options

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Question No : 8 of 27 Marks: 1 (Budgeted Time 1 Min)

Cigarette manufacturers are printing warning labels on the cigarette packs, indicating that smoking is injurious to health. Cigarette manufacturers are practicing:

Answer (Please select your correct option)

- Societal Marketing
- Health Marketing
- Safety Marketing

Correct Answer Solved By Hadi
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- Niche Marketing

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Question No : 9 of 27 Marks: 1 (Budgeted Time 1 Min)

XYZ Company has been manufacturing Pedestal fans for past 20 years. Now XYZ Company is interested in making Micro wave ovens. The company is considering which one of the following strategies?

Answer (Please select your correct option)

- Diversification
- Market Penetration
- Market Development
- Product Development

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Question No : 10 of 27 Marks: 1 (Budgeted Time 1 Min)

Marketing management functions in ascending order are:

Answer (Please select your correct option)

- Control – implementation – market planning
- Market planning – control – implementation
- Implementation – control – market planning
- Marketing planning – implementation - control

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Question No : 11 of 27 Marks: 1 (Budgeted Time 1 Min)

Neighborhood residents and community organizations comprise part of a firm's:

Answer (Please select your correct option)

- (•) Local Publics

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- ( ) General Publics
- ( ) Governmental Publics
- ( ) Financial Publics

Made By: Waqar Siddhu

Question No : 12 of 27 Marks: 1 (Budgeted Time 1 Min)

Miss. X is a working mother. In the house she has to purchase clothes for the baby, buy groceries and in the company she is a brand manager. Thus the various functions that Miss. X performs at the house and in the company are considered as:

Answer (Please select your correct option)

- Role and Status
- Social Class
- Groups
- None of the given options

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Question No : 13 of 27 Marks: 1 (Budgeted Time 1 Min)

Within the organization, buying activity consists of the following two major parts:

Answer (Please select your correct option)

- Buying center and buying decision process
- Buying center and consumer decision process
- Selling center and buying decision process
- Selling center and consumer decision process

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Question No : 14 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT one of the bases of segmentation?

Answer (Please select your correct option)

- Geographic
- Demographic
- Income
- Physiological

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Question No : 15 of 27 Marks: 1 (Budgeted Time 1 Min)

Tissue papers, ball points, salt, pepper and soft drinks are all products which are grouped under:

Answer (Please select your correct option)

- Convenience Products
- Shopping Products
- Specialty Products
- Unsought Products

Made By: Waqar Siddhu

Question No : 16 of 27 Marks: 1 (Budgeted Time 1 Min)

A company may review sales histories and conduct surveys of market opinion in the _____ stage.

Answer (Please select your correct option)

- Business analysis

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- Idea generation
- Idea screening
- Marketing strategy development

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Question No : 17 of 27 Marks: 1 (Budgeted Time 1 Min)

The managers of a firm provide all the facilities and assistance that a customer demands. As a result of their efforts, the customers are satisfied and the firm enjoys huge profits. The efforts of the manager are considered as part of:

Answer (Please select your correct option)

- (●) Customer Relationship Management

Correct Answer Solved By Hadi
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- ( ) Total Quality Management
- ( ) Supply Chain Management
- ( ) Customer Acknowledgement

Made By: Waqar Siddhu

Question No : 18 of 27 Marks: 1 (Budgeted Time 1 Min)

The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refer to which one of the following characteristics?

Answer (Please select your correct option)

- (●) Personal characteristics

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- ( ) Psychological characteristics
- ( ) Behavioral characteristics
- ( ) Demographical characteristics

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Question No : 19 of 27 Marks: 1 (Budgeted Time 1 Min)

A new product is a good, service, or idea that is perceived by some potential customers as new. The marketers investigate that how the customers learn about new product and make a decision to buy. Which of the following option reflects this statement?

Answer (Please select your correct option)

- New product recognition
- Adoption process
- Variety-seeking buying behavior
- Quality assessment

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Question No : 20 of 27 Marks: 1 (Budgeted Time 1 Min)

The firms that buy goods and services in order to produce products and services are called:

Answer (Please select your correct option)

- (●) Business markets

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- ( ) Consumer markets
- ( ) International markets
- ( ) None of the given options

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Question No : 21 of 27 Marks: 1 (Budgeted Time 1 Min)

Launching a product in a small part of the market is called:

Answer (Please select your correct option)

- Test marketing
- Product testing
- Marketing analysis
- All of the given options

Correct Answer Solved By Hadi
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Question No : 22 of 27 Marks: 1 (Budgeted Time 1 Min)

Konica is planning to launch a Cool Cam camera for teenagers. Choosing teenagers as customers reflects which one of the following terms?

Answer (Please select your correct option)

- Market strategy
- Market orientation
- Target market
- Focus group

Made By: Waqar Siddhu

Question No : 1 of 27 Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Customer lifetime value
- Customer perceived value
- Customer relationship management
- Societal marketing

Correct Answer Solved By Hadi
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03228043306

Made By: Waqar Siddhu

Question No : 2 of 27 Marks: 1 (Budgeted Time 1 Min)

The first step in the marketing control process is **BEST** described when the marketer performs which of the following activities?

Answer (Please select your correct option)

- Evaluates performance
- Measures performance
- Sets specific goals

Correct Answer Solved By Hadi
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03228043306

- Takes corrective action

Made By: Waqar Siddhu

Question No : 3 of 27 Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Product mix
- Interactive marketing
- Product line filling
- Co-branding

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 4 of 27 Marks: 1 (Budgeted Time 1 Min)

The purpose of idea generation is to create a _____ of ideas. The purpose of succeeding stages is to _____ that number.

Answer (Please select your correct option)

- Small number; reduce
- Small number; increase
- Large number; increase
- Large number; reduce

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 5 of 27 Marks: 1 (Budgeted Time 1 Min)

Developing and maintaining a strategic fit between the organization's goals and capabilities, and its changing marketing opportunities represent which one of the following concepts?

Answer (Please select your correct option)

- Marketing objectives
- Strategy planning
- Marketing activities
- Corporate strategies

Correct Answer Solved By Hadi
usmanraj20@gmail.com
03228043306

Made By: Waqar Siddhu

Question No : 6 of 27 Marks: 1 (Budgeted Time 1 Min)

Three main strategies for intensive growth are market penetration, product development and _____.

Answer (Please select your correct option)

- Product improvement
- Market saturation
- Market growth
- Market development

Correct Answer Solved By Hadi
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03228043306

Made By: Waqar Siddhu

Question No : 7 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT a step in the strategic planning process?

Answer (Please select your correct option)

- Defining the company mission
- Planning marketing and other functional strategies
- Setting company objectives and goals
- Setting pricing policies

Correct Answer Solved By Hadi
usmanraj20@gmail.com
03228043306

Made By: Waqar Siddhu

Question No : 8 of 27 Marks: 1 (Budgeted Time 1 Min)

Reference group, family and status all play a major role in shaping the buying behavior of individuals. All these factors are grouped into which of the following?

Answer (Please select your correct option)

- Cultural
- Social
- Personal
- Business

Made By: Waqar Siddhu

Question No : 9 of 27 Marks: 1 (Budgeted Time 1 Min)

A company XYZ is going to introduce a new type of electrical cable which is resistant to fire, the management has to decide the various segments to market the cable. The factor(s) involved in evaluating various market segments is(are):

Answer (Please select your correct option)

- Segment size and growth
- Segment structural attractiveness
- Company objectives and resources
- All of the given options

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 10 of 27 Marks: 1 (Budgeted Time 1 Min)

Dell Computers formed an alliance with Intel Processors creating marketing synergy. Thus two companies form an alliance to work together, creating a new marketing opportunity. This is an example of:

Answer (Please select your correct option)

- National Brand
- Private Brand
- License brand
- Co-branding

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 11 of 27 Marks: 1 (Budgeted Time 1 Min)

A threat is an unfavorable situation and seen as key impediments to the firm's current and desired position. Which one of the following statements can be treated as threat to a firm?

Answer (Please select your correct option)

- Firm's inability to penetrate market
- The entrance of new competitors in the market
- Differentiated products or services
- Cost advantages due to economy of scale

Correct Answer Solved By Hadi
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03228043306

Made By: Waqar Siddhu

Question No : 12 of 27 Marks: 1 (Budgeted Time 1 Min)

Toyota Xli has fulfilled all the expectations that were advertised during the launch of the product. Thus the customers buying Toyota Xli must be:

Answer (Please select your correct option)

- [x] Satisfied

Correct Answer Solved By Hadi
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03228043306

- [ ] Surprised
- [ ] Disappointed
- [ ] Dissatisfied

Made By: Waqar Siddhu

Question No : 13 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following models was given by Mr. Michael Porter?

Answer (Please select your correct option)

- GE model
- The BCG model
- Five forces model
- Ansoffs matrix

Made By: Waqar Siddhu

Question No : 14 of 27 Marks: 1 (Budgeted Time 1 Min)

When competition is intense among manufacturers, the buyers have more options to switch the product. This situation is represented in Porter's model as:

Answer (Please select your correct option)

- Threat of new entrants
- Bargaining power of buyers
- Bargaining power of suppliers
- Rivalry among competing firms

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 15 of 27 Marks: 1 (Budgeted Time 1 Min)

Environmental groups are included in which of the following publics?

Answer (Please select your correct option)

- Citizen-action publics
- Media publics
- Government publics
- Local publics

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 16 of 27 Marks: 1 (Budgeted Time 1 Min)

Which one of the following is the **MOST** useful source of speedy and comprehensive information about company's performance?

Answer (Please select your correct option)

- Suppliers reports
- Media reports
- Company reports
- Industry reports

Made By: Waqar Siddhu

Question No : 17 of 27 Marks: 1 (Budgeted Time 1 Min)

All of Ali's friends try to follow his style, dressing and the way he speaks. He is treated as one of the most reliable person as well. In his group, Ali is regarded as:

Answer (Please select your correct option)

- Influencer
- Opinion leader
- Charismatic
- All of the given options

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 18 of 27 Marks: 1 (Budgeted Time 1 Min)

A new product is a good, service, or idea that is perceived by some potential customers as new. The marketers investigate that how the customers learn about new product and make a decision to buy. Which of the following option reflects this statement?

Answer (Please select your correct option)

- New product recognition
- Adoption process
- Variety-seeking buying behavior
- Quality assessment

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 19 of 27 Marks: 1 (Budgeted Time 1 Min)

The propensity of the people to screen out most of the information to which they are exposed is called:

Answer (Please select your correct option)

- Selective Attention

Correct Answer Solved By Hadi
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- Selective Retention
- Selective Distortion
- None of the given option

Made By: Waqar Siddhu

Question No : 20 of 27 Marks: 1 (Budgeted Time 1 Min)

Modern University of Technology purchases printing papers on the regular basis without any modification in the purchase order. It is showing which of the following buying situation?

Answer (Please select your correct option)

- Modified rebuy
- Straight rebuy

Correct Answer Solved By Hadi
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- Modified straight rebuy
- Consumer buy

Made By: Waqar Siddhu

Question No : 21 of 27 Marks: 1 (Budgeted Time 1 Min)

Brand created and owned by a reseller of a product or service is called:

Answer (Please select your correct option)

- National Brand

Correct Answer Solved By Hadi
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- Private Brand
- License Brand
- Co-branding

Made By: Waqar Siddhu

Question No : 22 of 27 Marks: 1 (Budgeted Time 1 Min)

Launching a product in a small part of the market is called:

Answer (Please select your correct option)

- Test marketing
- Product testing
- Marketing analysis
- All of the given options

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 1 of 27 **Marks: 1 (Budgeted Time 1 Min)**

When Olympia Carpets develops new carpets that are highly stain resistant and durable, it must educate consumers about the product's benefits. This activity calls for which one of the following marketing mix variables?

Answer (Please select your correct option)

- Price
- Promotion
- Distribution
- Product

correct

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 2 of 27 Marks: 1 (Budgeted Time 1 Min)

Advertising agencies are an example of which of the following marketing intermediaries?

Answer (Please select your correct option)

- Insurance company
- Financial intermediary
- Marketing services agency

correct

- Physical distribution firm

Made By: Waqar Siddhu

Question No : 3 of 27 Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Observations

correct

Correct Answer Solved By Hadi
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- Focus groups
- Personal interviews
- Questionnaires

Made By: Waqar Siddhu

Question No : 4 of 27 Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Product mix
- Interactive marketing
- Product line filling

correct

- Co-branding

Made By: Waqar Siddhu

Question No : 5 of 27 Marks: 1 (Budgeted Time 1 Min)

Mr. ABC has just brainstormed a large number of ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing stage to select the good ideas and drop the poor ones. What is another name of idea reducing stage

Answer (Please select your correct option)

- Idea generation
- Idea screening
- Product concept
- Concept development

correct

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 6 of 27 Marks: 1 (Budgeted Time 1 Min)

Companies are refraining to use poisonous gases in the manufacturing of their products to prevent damage to the environment. The companies are trying to follow:

Answer (Please select your correct option)

- Production Concept
- Product Concept
- Marketing Concept
- Societal Marketing Concept

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 7 of 27 Marks: 1 (Budgeted Time 1 Min)

Cigarette manufacturers are printing warning labels on the cigarette packs, indicating that smoking is injurious to health. Cigarette manufacturers are practicing:

Answer (Please select your correct option)

- (●) Societal Marketing

Correct Answer Solved By Hadi
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- ( ) Health Marketing
- ( ) Safety Marketing
- ( ) Niche Marketing

Made By: Waqar Siddhu

Question No : 8 of 27 Marks: 1 (Budgeted Time 1 Min)

The Planning which is concerned with translating the general goals and plans developed by strategic managers into objectives that are more specific is called:

Answer (Please select your correct option)

- Strategic Planning
- Tactical Planning

correct

- Operational Planning
- Mission Planning

Made By: Waqar Siddhu

Question No : 9 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following is not one of the 4 types of SBUs described by the Boston Consulting Group approach?

Answer (Please select your correct option)

- Cash Lion

correct

Correct Answer Solved By Hadi
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- Cash Cow
- Star
- Dog

Made By: Waqar Siddhu

Question No : 10 of 27 Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Budget
- Production

correct

- Objective
- Control

Made By: Waqar Siddhu

Question No : 11 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following environment is made up of institutions and other forces affecting society's basic values, perceptions, preferences and behaviors?

Answer (Please select your correct option)

- Cultural environment

correct

Correct Answer Solved By Hadi
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- Fictitious environment
- Natural environment
- Political environment

Made By: Waqar Siddhu

Question No : 12 of 27 Marks: 1 (Budgeted Time 1 Min)

Mr. X wants to conduct a marketing research. He has limited resources and he needs to collect large amounts of information. Mr. X should adopt which of the following contact method?

Answer (Please select your correct option)

- (•) Mail questionnaire
- ( ) Telephone interviewing
- ( ) Personal interviewing
- ( ) Computer interviewing

Made By: Waqar Siddhu

Question No : 13 of 27 Marks: 1 (Budgeted Time 1 Min)

An American fast food started its business in Pakistan but failed to make a profit. After performing a marketing research the managers found out that there food was not spicy enough. The managers failed to consider which of the following factor?

Answer (Please select your correct option)

- (●) Cultural differences

Correct Answer Solved By Hadi
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- ( ) Lifestyle differences
- ( ) Beliefs and attitudes
- ( ) Social class

Made By: Waqar Siddhu

Question No : 14 of 27 Marks: 1 (Budgeted Time 1 Min)

The _____ is/are the most important consumer buying organization in society.

Answer (Please select your correct option)

- Family

correct

- Reference Group
- Friends
- Teachers

Made By: Waqar Siddhu

Question No : 15 of 27 Marks: 1 (Budgeted Time 1 Min)

All of the following are characteristics which make up the actual product EXCEPT:

Answer (Please select your correct option)

- Quality level
- Brand Name
- Features
- After-sales services

correct

Correct Answer Solved By Hadi
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03228043306

Made By: Waqar Siddhu

Question No : 16 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following is not an example of a convenience product?

Answer (Please select your correct option)

- Clothing
- Magazines

correct not shoure

- Tooth paste
- Soft drinks

Made By: Waqar Siddhu

Question No : 17 of 27 Marks: 1 (Budgeted Time 1 Min)

It is usually said that about 50% of total product costs are marketing costs. Let's suppose a chocolate bar costs Rs.50. If all the other factors are kept constant, what will be marketing cost of that bar?

Answer (Please select your correct option)

- Rs.40
- Rs.30
- Rs.25
- Rs.15

Correct Answer Solved By Hadi
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03228043306

Made By: Waqar Siddhu

Question No : 18 of 27 Marks: 1 (Budgeted Time 1 Min)

The ultimate aim of customer relationship management is to produce _____.

Answer (Please select your correct option)

- Sales Volume
- Customer Equity
- Market Share
- Profits

correct

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 19 of 27 Marks: 1 (Budgeted Time 1 Min)

The major marketing research tool for gaining insights into consumer thoughts and feelings is:

Answer (Please select your correct option)

- (●) Focus group interviewing
- ( ) Telephone interviewing
- ( ) Online interviewing
- ( ) All of the given options

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 20 of 27 Marks: 1 (Budgeted Time 1 Min)

All of Ali's friends try to follow his style, dressing and the way he speaks. He is treated as one of the most reliable person as well. In his group, Ali is regarded as:

Answer (Please select your correct option)

- Influencer
- Opinion leader
- Charismatic
- All of the given options

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 21 of 27 Marks: 1 (Budgeted Time 1 Min)

In which of the following product life cycle stages, sales are zero and the company's investment costs mount?

Answer (Please select your correct option)

- Product development

correct

Correct Answer Solved By Hadi
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- Introduction
- Growth
- Maturity

Made By: Waqar Siddhu

Question No : 22 of 27 Marks: 1 (Budgeted Time 1 Min)

In the decline stage of the life cycle, there are many options available to companies with respect to the future of their products. If a company decides to reduce various product costs and hope that sales hold up, they have decided to _____ the product.

Answer (Please select your correct option)

- Reinvent
- Modify
- Harvest
- Drop

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 1 of 27 Marks: 1 (Budgeted Time 1 Min)

It is important to note that research objectives must be translated into which of the following?

Answer (Please select your correct option)

- Marketing goals
- Information needs
- Dollar amounts
- Results that justify the means

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 2 of 27 Marks: 1 (Budgeted Time 1 Min)

If ABC Ltd knows that its market share in Pakistan has dropped 13 percent in the first quarter of the year but does not know what might have contributed to this decline, it is in which stage of the marketing research process?

Answer (Please select your correct option)

- Hypothesis development
- Symptom identification
- Problem identification
- Data interpretation

Made By: Waqar Siddhu

Question No : 3 of 27 Marks: 1 (Budgeted Time 1 Min)

People are expected to perform activities according to the persons around them. These activities reflect which one of the following concept?

Answer (Please select your correct option)

- Motive
- Role
- Lifestyle
- Tradition

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 4 of 27 Marks: 1 (Budgeted Time 1 Min)

When a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes refers to which of the following steps?

Answer (Please select your correct option)

- (•) Line extensions
- ( ) Product mix
- ( ) Service variability
- ( ) Service intangibility

Made By: Waqar Siddhu

Question No : 5 of 27 Marks: 1 (Budgeted Time 1 Min)

McDonald runs an advertisement featuring children, seniors, citizens and minority groups. What does this ad show?

Answer (Please select your correct option)

- Company is product oriented
- Company considers only environmental factors
- Company has several target markets

Correct Answer Solved By Hadi
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03228043306

- Company is market oriented

Made By: Waqar Siddhu

Question No : 6 of 27 Marks: 1 (Budgeted Time 1 Min)

Which one of the following statements is an example of a problem that may arise in the implementation of the marketing concept?

Answer (Please select your correct option)

- The marketer cannot satisfy all the marketing segments
- Consumers do not understand what the marketing concept is
- Dealers do not support the marketing concept
- A product may fit the needs of too many segments

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 7 of 27 Marks: 1 (Budgeted Time 1 Min)

XYZ Company purchased Hear Music and began making compilation music CDs to play and sell in its stores. It has also tested new restaurant concepts; XYZ Company is considering which of the following strategies?

Answer (Please select your correct option)

- Product development
- Market development
- Diversification
- Market penetration

Made By: Waqar Siddhu

Question No : 8 of 27 Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Budget
- Production
- Objective
- Control

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 9 of 27 Marks: 1 (Budgeted Time 1 Min)

The steps comprising the marketing control process in ascending order are:

Answer (Please select your correct option)

- Measure performance – evaluate performance – corrective action – set goals
- Corrective action – set goals - measure performance – evaluate performance
- Set goals - Measure performance – evaluate performance - corrective action
- Set goals - Measure performance – corrective action – evaluate performance

Made By: Waqar Siddhu

Question No : 10 of 27 Marks: 1 (Budgeted Time 1 Min)

The marketing mix consists of the four Ps: product, price, place, and promotion. In this modern marketing era, these tools might be more appropriately named the four Cs: Customer solution, Customer cost, Communication and _____.

Answer (Please select your correct option)

- Customer control
- Convenience
- Consideration
- Customer relationship

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 11 of 27 Marks: 1 (Budgeted Time 1 Min)

Mr. X wants to conduct a marketing research. He has limited resources and he needs to collect large amounts of information. Mr. X should adopt which of the following contact method?

Answer (Please select your correct option)

- [x] Mail questionnaire
- [ ] Telephone interviewing
- [ ] Personal interviewing
- [ ] Computer interviewing

Made By: Waqar Siddhu

Question No : 12 of 27 Marks: 1 (Budgeted Time 1 Min)

Within the organization, buying activity consists of the following two major parts:

Answer (Please select your correct option)

- [x] Buying center and buying decision process

Correct Answer Solved By Hadi
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- [ ] Buying center and consumer decision process
- [ ] Selling center and buying decision process
- [ ] Selling center and consumer decision process

Made By: Waqar Siddhu

Question No : 13 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following is not an example of a convenience product?

Answer (Please select your correct option)

- Clothing
- Magazines
- Tooth paste
- Soft drinks

Made By: Waqar Siddhu

Question No : 14 of 27 Marks: 1 (Budgeted Time 1 Min)

Mr. A started his business by manufacturing small cheaper cars. As his business blossomed he decided to manufacture expensive luxury cars to add prestige to his current products. Mr. A was stretching his product line:

Answer (Please select your correct option)

- Downwards
- Both ways
- None of the given options
- Upwards

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 15 of 27 Marks: 1 (Budgeted Time 1 Min)

The 4 P's of marketing are product, price, place and promotion. Marketers also consider other P's which are:

Answer (Please select your correct option)

- People and Processes
- People and Positioning
- Positioning and Packaging
- All of the given options

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 16 of 27 Marks: 1 (Budgeted Time 1 Min)

Toyota Xli has fulfilled all the expectations that were advertised during the launch of the product. Thus the customers buying Toyota Xli must be:

Answer (Please select your correct option)

- [x] Satisfied

Correct Answer Solved By Hadi
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- [ ] Surprised
- [ ] Disappointed
- [ ] Dissatisfied

Made By: Waqar Siddhu

Question No : 17 of 27 Marks: 1 (Budgeted Time 1 Min)

The marketing concept expresses the company's commitment to:

Answer (Please select your correct option)

- Organizational goals
- An integrated company effort
- Consumer sovereignty
- All of the given options

Made By: Waqar Siddhu

Question No : 18 of 27 Marks: 1 (Budgeted Time 1 Min)

Why is the legislation of the business considered important?

Answer (Please select your correct option)

- To protect consumers
- To protect companies from each other
- To protect the interest of the society
- All of the given options

Made By: Waqar Siddhu

Question No : 19 of 27 Marks: 1 (Budgeted Time 1 Min)

The firms that buy goods and services in order to produce products and services are called:

Answer (Please select your correct option)

- Business markets
- Consumer markets
- International markets
- None of the given options

Made By: Waqar Siddhu

Question No : 20 of 27 Marks: 1 (Budgeted Time 1 Min)

After concept testing, a firm would engage in which stage for developing and marketing a new product?

Answer (Please select your correct option)

- Marketing strategy development
- Business analysis
- Product development
- Test marketing

Made By: Waqar Siddhu

Question No : 21 of 27 Marks: 1 (Budgeted Time 1 Min)

The company received many ideas for the development of a new product. The company inspected every idea and retained good ideas and dropped the poor ones. In new product development, this stage is commonly known as:

Answer (Please select your correct option)

- Idea generation
- Idea screening
- Concept development and testing
- Business analysis

Made By: Waqar Siddhu

Question No : 22 of 27 Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Growth
- Introduction
- Decline
- Maturity

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 1 of 27 Marks: 1 (Budgeted Time 1 Min)

Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it down?

Answer (Please select your correct option)

- Selling concept
- Product concept
- Production concept
- Marketing concept

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 2 of 27 Marks: 1 (Budgeted Time 1 Min)

Some banks have increased their market share by offering accounts especially for children in another city. This example illustrates which of the following growth strategies?

Answer (Please select your correct option)

- Market penetration [redacted]
- Market development
- Horizontal diversification
- Conglomerate diversification

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 3 of 27 Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

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

Made By: Waqar Siddhu

Question No : 4 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following is the most basic cause of a person's wants and behavior?

Answer (Please select your correct option)

- Culture

Correct Answer Solved By Hadi
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- Brand personality
- Cognitive dissonance
- New product

Made By: Waqar Siddhu

Question No : 5 of 27 Marks: 1 (Budgeted Time 1 Min)

Marketers are interested in the roles and influence of the husband, wife and children on the purchase of different products and services. Which one of the following segment is being studied by the marketer?

Answer (Please select your correct option)

- Family

Correct Answer Solved By Hadi
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- Social class
- Opinion leader
- Reference group

Made By: Waqar Siddhu

Question No : 6 of 27 Marks: 1 (Budgeted Time 1 Min)

Which one of the following factor indicates "the name, term, sign, symbol, design or a combination of these that differentiate the product of one seller or group of sellers from the other sellers"?

Answer (Please select your correct option)

- Brand
- Package
- Label
- Style

Made By: Waqar Siddhu

Question No : 7 of 27 Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- Strategic business unit
- Mission statement
- Strategic plan
- Business portfolio

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 8 of 27 Marks: 1 (Budgeted Time 1 Min)

Developing and maintaining a strategic fit between the organization's goals and capabilities, and its changing marketing opportunities represent which one of the following concepts?

Answer (Please select your correct option)

- Marketing objectives
- Strategy planning
- Marketing activities
- Corporate strategies

Made By: Waqar Siddhu

Question No : 9 of 27 Marks: 1 (Budgeted Time 1 Min)

Mr. ABC has just brainstormed a large number of ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing stage to select the good ideas and drop the poor ones. What is another name of idea reducing stage

Answer (Please select your correct option)

- Idea generation
- Idea screening
- Product concept
- Concept development

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 10 of 27 Marks: 1 (Budgeted Time 1 Min)

Which one of the following statements is an example of a problem that may arise in the implementation of the marketing concept?

Answer (Please select your correct option)

- The marketer cannot satisfy all the marketing segments
- Consumers do not understand what the marketing concept is
- Dealers do not support the marketing concept

Correct Answer Solved By Hadi
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- A product may fit the needs of too many segments

Made By: Waqar Siddhu

Question No : 11 of 27 Marks: 1 (Budgeted Time 1 Min)

XYZ Company purchased Hear Music and began making compilation music CDs to play and sell in its stores. It has also tested new restaurant concepts; XYZ Company is considering which of the following strategies?

Answer (Please select your correct option)

- Product development
- Market development
- Diversification
- Market penetration

Made By: Waqar Siddhu

Question No : 12 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT one of the characteristics of the American family?

Answer (Please select your correct option)

- Having more children

Correct Answer Solved By Hadi
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- Marrying later
- More working women
- Number of non family households is increasing

Made By: Waqar Siddhu

Question No : 13 of 27 Marks: 1 (Budgeted Time 1 Min)

Ali is well-versed 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(n) _____.

Answer (Please select your correct option)

- Opinion leader
- Important
- Charismatic
- All of the given options

Made By: Waqar Siddhu

Question No : 14 of 27 Marks: 1 (Budgeted Time 1 Min)

All of the following are characteristics which make up the actual product EXCEPT:

Answer (Please select your correct option)

- Quality level
- Brand Name
- Features
- After-sales services

Correct Answer Solved By Hadi
usmanraj20@gmail.com
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Made By: Waqar Siddhu

Question No : 15 of 27 Marks: 1 (Budgeted Time 1 Min)

When does the product growth stage occur?

Answer (Please select your correct option)

- After the product satisfies the market
- After the product passes concept testing
- Before the product starts making profits
- None of the given

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Question No : 16 of 27 Marks: 1 (Budgeted Time 1 Min)

It is usually said that about 50% of total product costs are marketing costs. Let's suppose a chocolate bar costs Rs.50. If all the other factors are kept constant, what will be marketing cost of that bar?

Answer (Please select your correct option)

- Rs.40
- Rs.30
- Rs.25
- Rs.15

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 17 of 27 Marks: 1 (Budgeted Time 1 Min)

The managers of a firm provide all the facilities and assistance that a customer demands. As a result of their efforts, the customers are satisfied and the firm enjoys huge profits. The efforts of the manager are considered as part of:

Answer (Please select your correct option)

- Customer Relationship Management
- Total Quality Management
- Supply Chain Management
- Customer Acknowledgement

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Question No : 18 of 27 Marks: 1 (Budgeted Time 1 Min)

Toyota Xli has fulfilled all the expectations that were advertised during the launch of the product. Thus the customers buying Toyota Xli must be:

Answer (Please select your correct option)

- Satisfied

Correct Answer Solved By Hadi
usmanraj20@gmail.com
03228043306

- Surprised
- Disappointed
- Dissatisfied

Made By: Waqar Siddhu

Question No : 19 of 27 Marks: 1 (Budgeted Time 1 Min)

A marketer wants to penetrate in a market comprising of blue collar workers. For this purpose, the marketer should design clothes which are:

Answer (Please select your correct option)

- Rugged
- Casual
- Funky
- Trendy

Made By: Waqar Siddhu

Question No : 20 of 27 Marks: 1 (Budgeted Time 1 Min)

From the following options, the most complex type of business buying situation is:

Answer (Please select your correct option)

- Modified rebuy
- System selling
- Straight rebuy
- New task

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 21 of 27 Marks: 1 (Budgeted Time 1 Min)

Which of the following options refers to "New Products"?

Answer (Please select your correct option)

- Product modifications
- Product improvements
- New brands that a firm develops
- All of the given options

Made By: Waqar Siddhu

Question No : 22 of 27 Marks: 1 (Budgeted Time 1 Min)

In the decline stage of the life cycle, there are many options available to companies with respect to the future of their products. If a company decides to reduce various product costs and hope that sales hold up, they have decided to _____ the product.

Answer (Please select your correct option)

- Reinvent
- Modify
- Harvest
- Drop

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu