

VIRTUAL UNIVERSITY OF PAKISTAN

A Good Education is a Foundation For a Better Future

CORRECT ANSWER SOLVED BY HADI
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(Final Term Past Paper)

MADE AND SOLVED BY TEAM HADI

WARNING: Team HADI is not responsible for any mistake or wrong answer. All students reading and using this document may check and confirm the answers at their own.



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Best of luck!



Question No : 1 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following options represents this statement "What place do you want your product to hold in the consumer's mind"?

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Answer (Please select your correct option)

☐ Product

☒ Positioning

☐ Promotion

☐ Place

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Question No : 2 of 60

Marks: 1 (Budgeted Time 1 Min)

Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor reflects which one of the following concepts?

Answer (Please select your correct option)

- ☐ Sales promotion
- ☐ Direct marketing
- ☒ Advertising
- ☐ Personal selling

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Question No : 3 of 60

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

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Question No : 4 of 60

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)

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

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Question No : 5 of 60

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

☐ Product

☒ Political

☐ Price

☐ Promotion

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Question No : 6 of 60

Marks: 1 (Budgeted Time 1 Min)

Most manufactured materials and parts are sold directly to which of the following categories?

Answer (Please select your correct option)

- ☐ Consumers
- ☒ Industrial users
- ☐ Co-branders
- ☐ Wholesalers

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Question No : 7 of 60

Marks: 1 (Budgeted Time 1 Min)

When establishing prices, a marketer's first step is to:

Answer (Please select your correct option)

☒ Develop pricing objectives

☐ Select a pricing policies

☐ Evaluate competitors' prices

☐ Determine a pricing methods

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Question No : 8 of 60

Marks: 1 (Budgeted Time 1 Min)

Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the buyer-based approach, which means:

Answer (Please select your correct option)

☒ Value-based pricing

☐ Sealed-bid pricing

☐ Cost-plus pricing

☐ Low-price image

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Question No : 9 of 60

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

☐ Sales targets

☐ Bad publicity

☐ Stock levels

☒ Competitor reactions

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Question No : 10 of 60

Marks: 1 (Budgeted Time 1 Min)

Which might be the effect of a successful price increase on profits?

Answer (Please select your correct option)

- ☐ Profit can decrease
- ☐ No change observed in profits
- ☐ Infinite change in profits
- ☒ Profit can increase

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Most, but not all, marketing channels have marketing intermediaries. A marketing intermediary sometimes called a middleman, who perform which of the following function?

Answer (Please select your correct option)

- ☐ Always sells products to wholesalers
- ☒ Links producers to the ultimate users of the products
- ☐ Always sells products to retailers
- ☐ Does not take title to products

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Question No : 13 of 60

Marks: 1 (Budgeted Time 1 Min)

The advertiser has to choose the pattern of the ads. Which of the following options refer to the “scheduling ads evenly within a given period” and “scheduling ads unevenly over a given time period” respectively?

Answer (Please select your correct option)

- ☐ Pulsing, Hard hitting
- ☐ Sequencing, Routing
- ☐ Continuity, Hard hitting
- ☒ Continuity, Pulsing

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Question No : 14 of 60

Marks: 1 (Budgeted Time 1 Min)

"Looking for new customers" refers to which one of the following concept?

Answer (Please select your correct option)

- ☐ Soliciting
- ☐ Presenting
- ☒ Prospecting
- ☐ Qualifying

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Question No : 15 of 60

Marks: 1 (Budgeted Time 1 Min)

When a firm sets out to analyze, plan, implement, and control sales force activities through sales force management. What does it set and design?

Answer (Please select your correct option)

- ☐ Sales territories
- ☒ Sales force strategies
- ☐ Team selling efforts
- ☐ Promotional objectives

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Question No : 16 of 60

Marks: 1 (Budgeted Time 1 Min)

A growing trend for many companies is to use a group of people from sales, marketing, engineering, finance, technical support and even upper management to service large, complex accounts. It refers to which one of the following approaches?

Answer (Please select your correct option)

☐ Department selling

☐ Multiple selling

☒ Team selling

☐ Simultaneous selling

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Which one of the following strategies is for company growth by starting up or acquiring businesses outside the company's current products and markets?

Answer (Please select your correct option)

☐ Product Development

☐ Market Development

☐ Market Penetration

☒ Diversification

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Which one of the following is NOT a part of basic competitive strategies?

Answer (Please select your correct option)

- ☐ Overall cost-leadership
- ☐ Differentiation
- ☒ Sales force reinforcement
- ☐ Focus

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Question No : 19 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is NOT a part of competitive positions?

Answer (Please select your correct option)

☐ Market leader

☐ Market challenger

☐ Market follower

☒ Market controller

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Question No : 20 of 60

Marks: 1 (Budgeted Time 1 Min)

Competitor's price increase is more likely to be followed due to:

Answer (Please select your correct option)

- ☐ Increased advertising
- ☐ Price wars
- ☐ Falling sales
- ☒ General rising costs

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Question No : 21 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is the final stage in developing an advertising campaign?

Answer (Please select your correct option)

☐ Creating the advertising platform

☐ Developing the media plan

☐ Creating the advertising message

☒ Evaluating the effectiveness of advertising

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Question No : 22 of 60

Marks: 1 (Budgeted Time 1 Min)

To attract customers into stores, ABC Company advertises its milk at less than cost, hoping that customers will purchase other groceries as well. It reflects which one of the following pricing strategy?

Answer (Please select your correct option)

☐ Special-event pricing

☐ Experience-curve pricing

☐ Superficial discounting

☒ Price-leader pricing

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Question No : 23 of 60

Marks: 1 (Budgeted Time 1 Min)

When a customer is in the prepurchase stage:

Answer (Please select your correct option)

☐ Personal selling is slightly more effective than advertising

☒ Sales promotions in the form of samples can be very useful

☐ He or she will be unaffected by public relations activities

☐ The importance of personal selling is at its highest

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Question No : 24 of 60

Marks: 1 (Budgeted Time 1 Min)

Customer → Value → Price → Cost → Product
This is related to which of the following pricing?

Answer (Please select your correct option)

- ☐ Going-rate pricing
- ☐ Cost based pricing
- ☒ Value based pricing
- ☐ Competition-based Pricing

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Question No : 25 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is TRUE if you change the price in B.E analysis?

Answer (Please select your correct option)

- ☐ It will not change the B.E point
- ☐ It will not change the sales
- ☒ It will shift the B.E point
- ☐ It will change the total fixed cost

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Question No : 26 of 60

Marks: 1 (Budgeted Time 1 Min)

Nestle Foods ran an ad promoting its new Nestlé's fruit juice cocktail in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. In terms of the communication process, the ad itself is:

Answer (Please select your correct option)

☐ Feedback

☒ A channel of communication

☐ A receiver

☐ The message

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Question No : 27 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following direct marketing medium leads in terms of expenditures, sales and employment?

Answer (Please select your correct option)

☐ Direct mail and catalogs

☒ Telephone

☐ Television

☐ Advertising

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Question No : 28 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following type of mass media is probably more effective, if an advertiser wants flexibility, timeliness, good local market coverage, broad acceptability, and high believability?

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Answer (Please select your correct option)

☐ Newspapers

☒ Television

☐ Direct mail

☐ Radio

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Question No : 29 of 60

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is departs from advertising?

Answer (Please select your correct option)

- ☐ Personal selling
- ☒ Public relation
- ☐ Billboards
- ☐ Transit Advertising

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Question No : 30 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is one of the challenges faced by market leader?

Answer (Please select your correct option)

☒ Expanding the total market

☐ Indirect attack

☐ Dividing the total market

☐ Increasing sales force

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Question No : 31 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is included in the competitive positions?

Answer (Please select your correct option)

- ☐ Market positional
- ☒ Market controller
- ☐ Market challenger
- ☐ Market observer

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Question No : 32 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is an administrative trade restriction that imposes a complete ban on imports of a specified product?

Answer (Please select your correct option)

☒ Import quota

☐ Tariff

☐ Embargo

☐ Dumping

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Question No : 33 of 60

Marks: 1 (Budgeted Time 1 Min)

"Altering the product to meet local conditions or the wants of the foreign market" is related to which of the following?

Answer (Please select your correct option)

- ☐ Product invention
- ☒ Product adaptation
- ☐ Communication adaptation
- ☐ Straight product expansion

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Question No : 34 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following critics come under the marketing's impact on society as a whole EXCEPT:

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Answer (Please select your correct option)

- ☐ False wants and too much materialism
- ☐ Producing too few social goods
- ☐ Cultural pollution
- ☒ Shoddy and unsafe products

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Question No : 35 of 60

Marks: 1 (Budgeted Time 1 Min)

All of the following are the key principles for public policy towards marketing **EXCEPT**:

Answer (Please select your correct option)

- ☐ Consumer and producer freedom
- ☐ Innovation
- ☐ Consumer education
- ☒ Product development

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Question No : 36 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the advantage of personal selling?

Answer (Please select your correct option)

- ☐ Expensive per contact
- ☐ Labor intensive
- ☐ Many sales calls may be needed to generate a single sale
- ☒ It can be focused on prospective customers

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Question No : 37 of 60

Marks: 1 (Budgeted Time 1 Min)

Labor intensive is the disadvantage of which of the following?

Answer (Please select your correct option)

☐ Advertisement

☒ Personal selling

☐ Direct marketing

☐ Sales promotion

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Question No : 38 of 60

Marks: 1 (Budgeted Time 1 Min)

Amazon.com a famous book selling website sells directly to the customers. The distribution channel used by Amazon is:

Answer (Please select your correct option)

☒ Direct Marketing Channel

☐ Indirect Marketing Channel

☐ Both Direct and indirect Marketing Channel

☐ None of the above

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Question No : 39 of 60

Marks: 1 (Budgeted Time 1 Min)

According to Peter Drucker goal of all organizations is to gain and retain customers. This is accomplished through:

Answer (Please select your correct option)

☒ Marketing and Innovation

☐ Finance and Marketing

☐ Human resource and Marketing

☐ Finance and Human Resource

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Question No : 40 of 60

Marks: 1 (Budgeted Time 1 Min)

What are the skills that a marketer should possess to successfully achieve the goals of an organization?

Answer (Please select your correct option)

- ☐ Neither creativity nor critical thinking skills
- ☒ Both creativity and critical thinking skills
- ☐ Critical thinking skills but not creativity
- ☐ Creativity but not critical thinking

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Question No : 41 of 60

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

not sure

☐ 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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Mr.Y introduced a new line of sports equipment. Now he wants to know the attitude and the satisfaction level of the customer. For this purpose he should perform:

Answer (Please select your correct option)

- ☐ Exploratory Research
- ☐ Descriptive Research
- ☐ Casual Research
- ☐ Managerial Research

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Question No : 43 of 60

Marks: 1 (Budgeted Time 1 Min)

The ability of a product to perform its functions, including overall durability, reliability, precision, ease of operation and repair and other valued attributes, is related to _____

Answer (Please select your correct option)

- ☐ Product quality
- ☐ Product design
- ☐ Product toughness

☒ None of the given option

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Question No : 44 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following element is important in choosing advertising media?

Answer (Please select your correct option)

- ☐ Timing
- ☐ Cost
- ☐ Target Group
- ☒ All of the given options

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Question No : 45 of 60

Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT a stage of product life cycle?

Answer (Please select your correct option)

☐ Maturity

☐ Growth

☐ Decline

☒ Market Penetration

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Question No : 46 of 60

Marks: 1 (Budgeted Time 1 Min)

To persuade people to purchase non essential goods and services is a best example of:

Answer (Please select your correct option)

- ☐ Production Concept
- ☐ Product Concept
- ☒ Selling Concept
- ☐ Marketing Concept

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Question No : 47 of 60

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 : 48 of 60

Marks: 1 (Budgeted Time 1 Min)

When a company decides to go after a large share of one or a few smaller segments instead of going after a small share of a large market, the company is practicing:

Answer (Please select your correct option)

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

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Question No : 49 of 60

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

☐ Introduction

☐ Growth

☐ Maturity

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Question No : 50 of 60

Marks: 1 (Budgeted Time 1 Min)

Marketing strategy of a firm is its _____ factor.

Answer (Please select your correct option)

☒ Internal

☐ External

☐ Neutral

☐ None of the given

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Question No : 51 of 60

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

☒ Informative

☐ Persuasive

☐ Reminder

☐ Cooperative

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Question No : 52 of 60

Marks: 1 (Budgeted Time 1 Min)

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

Answer (Please select your correct option)

- ☐ Persuasive advertising
- ☒ Informative advertising
- ☐ Comparative advertising
- ☐ Institutional advertising

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Question No : 53 of 60

Marks: 3 (Budgeted Time 6 Min)

Identify and briefly explain different ways to enter in the international market?

Answer (Please [click here](#) to Add Answer)



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Question No : 54 of 60

Marks: 3 (Budgeted Time 6 Min)

Explain the concept of "Selling agents".

Answer (Please [click here](#) to Add Answer)



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Question No : 55 of 60

Marks: 3 (Budgeted Time 6 Min)

Mention any three forms of Direct Marketing.

Answer (Please [click here](#) to Add Answer)

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Question No : 56 of 60

Marks: 5 (Budgeted Time 10 Min)

Your company is going to launch a new product in the market. As a marketing manager, you have selected the advertising media i.e. Newspaper. Do you think that this media is the **BEST** for your company' product? Justify your argument.

Answer (Please [click here](#) to Add Answer)



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Question No : 57 of 60

Marks: 5 (Budgeted Time 10 Min)

What types of different questions will come in your mind if your competitor has cut its price?

Answer (Please [click here](#) to Add Answer)



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Mass Marketing has become a concept of the past. Why it so happened and what is the new concept of marketing communications?

Answer (Please [click here](#) to Add Answer)



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Question No : 59 of 60

Marks: 5 (Budgeted Time 10 Min)

What is social responsibility and how can we categorize a firm to be socially responsible? Explain from different angles.

Answer (Please [click here](#) to Add Answer)



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Question No : 60 of 60

Marks: 5 (Budgeted Time 10 Min)

After successful completion of MBA program, you are planning to open a super store in your locality. Before opening a super store, you must have the answers of many critical questions that will define and devise your marketing strategy. In your opinion what should be those critical questions that could determine your success?

Answer (Please [click here](#) to Add Answer)



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