

MBA-II / SEM-III/ 2019 PATTERN / MARKETING MANAGEMENT

Subject: 312MKT – Business to Business Marketing

MCQ / Question Bank

Sr. No.	Question	Ans.
1	Wholesalers and retailers buying behaviour is classified as A. business buyer behaviour B. derived demand C. business buying process D. cognitive dissonance	A
2	Demand of business buyers is derived from A. final consumer demand B. raw materials suppliers C. production controller D. logistic managers	A
3	In business buying process, group who has formal authority of supplier selection is classified as A. user B. influencer C. decider and gatekeeper D. buyer	D
4	Stage in buying behaviour which follows reviews of supplier proposals by business buyer is A. supplier selection B. proposal solicitation C. supplier search D. order-routine specification	A
5	Business markets usually includes fewer but A. large scale production firms B. small scale retailers C. small scale production firms D. small scale wholesalers	A
6	Organization's buying behaviours of raw materials for production purposes is called A. business buyer behaviour B. derived demand C. business buying process D. cognitive dissonance	A
7	To avoid complex buying situation, buying of packaged solution from single A. new task B. modified rebuy	D

	<p>C. straight rebuy D. solutions selling</p>	
8	<p>In business buying process, participants involved are A. user B. influencer C. decider and gatekeeper D. buyer</p>	D
9	<p>In business buying process, group who manage and control information flow is classified as A. user B. gatekeeper C. influencer D. decider</p>	B
10	<p>Stage in buying behaviour which follows supplier's selection and discuss final specification of raw materials is classified A. supplier selection B. proposal solicitation C. order-routine specification D. supplier search</p>	C
11	<p>In business buying process, one who uses product is called A. influencer B. user C. decider and gatekeeper D. buyer</p>	B
12	<p>In business buying process, group having informal or formal power of approving suppliers is classified as A. user B. influencer C. decider and gatekeeper D. buyer</p>	C
13	<p>Trading of raw material through online sources between buyers and sellers is classified as A. e-procurement B. de-procurement C. online selling D. direct marketing</p>	A
14	<p>Demand which is affected by price changes in short term is A. elastic demand B. inelastic demand C. realistic demand D. unrealistic demand</p>	A
15	<p>Stage which concludes supplier's performance assessment by business buyers is classified as A. supplier selection</p>	C

	<p>B. proposal solicitation C. performance review D. order-routine specification</p>	
16	<p>Demand which is not affected by price changes in short term is A. elastic demand B. inelastic demand C. realistic demand D. unrealistic demand</p>	B
17	<p>In business markets demand is more A. elastic B. inelastic C. realistic D. insignificant</p>	B
18	<p>Business buying situation in which buyer reorders same order again and again on routine basis is A. new task B. commercial customer C. straight rebuy D. solutions selling</p>	C
19	<p>All individuals and units involved in purchasing process are classified as A. buying centre B. influencers C. deciders D. gatekeepers</p>	A
20	<p>In business buying process, group who furnish information to evaluate alternatives is classified as A. user B. influencer C. decider and gatekeeper D. buyer</p>	B
21	<p>Business buying process starts with the A. problem recognition B. general need description C. product specification D. supplier search</p>	A
22	<p>Business buying situation in which buyer reorders same product is classified as A. new task B. modified rebuy C. straight rebuy D. solutions selling</p>	B
23	<p>Business buying situation in which order is placed for first time is A. new task B. modified rebuy C. straight rebuy</p>	A

	D. solutions selling	
24	Stage in which business buyer invites supplier to submit proposals is classified as A. supplier selection B. proposal solicitation C. supplier search D. order specification	B
25	Process which involves comparing alternative suppliers for buying raw materials needed in production is classified as A. business buyer behaviour B. derived demand C. business buying process D. cognitive dissonance	C
26	Tata Motors is supplying vehicle to Indian Army is an example of A. Governmental customer B. Commercial customer C. Institutional customer D. Individual customer	A
27	BATA is supplying shoes to JSPL is an example of A. Governmental customer B. Commercial customer C. Institutional customer D. Individual customer	B
28	Dell is supplying laptops to OPJU is an example of A. Governmental customer B. Commercial customer C. Institutional customer D. Individual customer	C
29	HDFC bank is buying office stationeries in adhoc basis A. Transactional exchange B. Value added exchange C. Collaborative exchange D. Product exchange	A
30	Sony is supplying camera to Oppo is A. Transactional exchange B. Value added exchange C. Collaborative exchange D. Product exchange	B
31	Reason of creating CRM strategy is A. Acquiring the right customer B. Maximizing profit C. Minimizing loss D. Developing personal relations with the customers	A
	How might you categorise the market for office photocopiers? A. B2C	

32	<p>B. B2B C. C2C D. C2B</p>	B
33	<p>What is the difference between the term 'customer' and the term 'consumer'?</p> <p>A. There is no difference B. The term consumer refers only to people who buy food and drink products C. Customers buy products but it is consumers who use them D. Customers make organisational rather than personal purchase</p>	C
34	<p>Which form of strategic orientation focuses on customers and competition</p> <p>A. customer orientation B. product orientation C. sales orientation D. marketing orientation</p>	D
35	<p>Why is marketing important in a demand-driven economy?</p> <p>A. Consumers have lots of choice B. There is competition for customers C. Supply often exceeds demand D. All of the above</p>	D
36	<p>What is 'marketing communications' an alternative term for?</p> <p>A. Promotion B. Email C. sales talk D. price lists</p>	A
37	<p>What is the term for a market in which products are sold to organisations that will use them to make other products? For example, flour may be sold to a bakery which uses it to bake cakes</p> <p>A. consumer market B. reseller market C. B2B market D. industrial market</p>	D
38	<p>Buyers and seller relationship is based on</p> <p>A. Market condition B. Buyer condition C. Seller condition D. All of the above</p>	A
39	<p>Give one example of induced strategic behaviour</p> <p>A. Announcing reward system B. Sales promotion C. Advertisement D. All of the above</p>	A
40	<p>A product champion is an organization member who creates, defines or adopts an idea for the innovation and is willing to assume</p> <p>A. Profit</p>	B

	<p>B. Significance risk C. Sales forecast D. All of the above</p>	
41	<p>Example of derivative project is A. Cost reduction B. Sales forecasting C. Trend analysis D. All of the above</p>	A
42	<p>Innovating low cost and new technology alternative to a particular product is called A. Autonomous technology B. Disruptive technology C. CRM technology D. Exclusive technology</p>	B
43	<p>Company must create the business model to get profit at discount price is called A. High end strategy B. Low end strategy C. Medium term strategy D. Very High end strategy</p>	B
44	<p>New product strategy involves A. Market synergy B. Market forecasting C. Market trend D. All of the above</p>	A
45	<p>Indian Railway and Jindal transaction is an example of A. Government customer B. Commercial customer C. Institutional customers D. Individual customer</p>	A
46	<p>Govt. follows which pricing strategy to procure product? A. Promotional pricing B. Loss leader pricing C. Negotiated pricing D. Location pricing</p>	C
47	<p>Delivering different messages to members of a business decision making unit is a key difference between B2C and B2B marketing which is reflected in web design through _____ A. content referencing the needs of companies of different sizes B. questions on a form enquiring about the status of the business in the purchase decision process C. different feature stories appealing to different members of the audience D. different navigation options appealing to different members of the audience</p>	D
	<p>_____ is an example of business-to-business services offered by Google which</p>	

48	gains advertising revenue through hosted videos A. YouTube Brand Channel B. Google Search application providing online website services for website owners C. Google Apps Business Application Suite D. Google AdWords pay per click sponsored link advertising	A
49	What of the following is production related procurement? A. Raw materials B. Information systems C. Office supplies D. Furniture	A
50	One of the most important constraints, which is lifted by internet and e-commerce in B2B marketing, is A. time & distance difference B. negotiations C. lack of direct communications D. payments	A

