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

Subject: 403MKT – Marketing 4.0

MCQ / Question Bank

UNIT – I Introduction to Marketing 4.0

Sr. No.	Question	Ans.
1	**In Marketing 4.0 – Power Shifts to the Connected Customers from Exclusive to** A. Exhaustive B. Inclusive C. Selective D. Normal	B
2	**_____ brought connectivity and transparency to our lives and has been largely responsible for these power shifts of today's Marketing 4.0 world** A. WiFi B. The internet C. Transportation D. Virtual Reality	B
3	**In Marketing 4.0 – Power Shifts to the Connected Customers from Vertical to _____** A. Global B. Diagonal C. Horizontal D. International	C
4	**In Marketing 4.0 – Power Shifts to the Connected Customers from Individual to _____** A. Social B. Group C. Collective D. Rational	A
5	**The flow of innovation from companies to the market is known as _____** A. Horizontal B. Parallel C. Upward D. Vertical	D
6	**In the recent period, with industry 4.0 and marketing 4.0 revolution, we are also seeing how a vertical power structure has been diluted by a more _____force** A. Transitional B. Powerful C. Horizontal	C

	D. Central	
7	**In the era of Marketing 4.0, the power shift also influences people and the power lies not with individuals but with _____** **A.** Social Groups **B.** Government **C.** Media **D.** Corporate	**A**
8	**Economic powers are no longer concentrated but are more evenly distributed. This suggests economic shift is from _____** A. Inclusive to Exclusive B. Exclusive to Inclusive C. Selective to Collective D. Collective to Selective	**B**
9	**_____is a marketing approach that combines online and offline interaction between companies and customers** **A.** Marketing 2.0 **B.** Marketing 4.0 **C.** Marketing 1.0 **D.** Marketing 3.0	**B**
10	**Marketing 4.0 deals with a major shift from _____** **A.** Traditional to digital where Online Meets Offline, Style meets Substance **B.** Product-driven to customer – centric approach of marketing **C.** 7P's of marketing to 4 P's of integrated marketing **D.** product-driven marketing to customer-centric marketing to ultimately human-centric marketing	**A**
11	**Today,_____are the new segments** **A.** Customers **B.** Competitors **C.** Communities **D.** Companies	**C**
12	**Today, most customers believe more in the _____than in marketing communications** **A.** Z-Factor **B.** F-Factor **C.** X-Factor **D.** D-Factor	**B**
13	**Similar to Facebook, customers will have the decision to either "confirm" or "ignore" the friend requests. This demonstrates the_____relationship between brands and customers** **A.** Transactional **B.** Legal **C.** Horizontal **D.** Vertical	**C**
	What is the best way to promote a business with social media?	

14	(i) Choose the Right Platforms (ii) Provide Value & Don't Over-Promote (iii) Encourage Engagement (iv) Assume everyone as your audience **A.** (i) & (iii) **B.** (i), (ii) & (iii) **C.** (i), (ii), (iii) & (iv) **D.** (iii) & (iv)	B
15	**Which of the following is NOT one of the best ways to promote a business with social media?** **A.** Deleting negative comments **B.** Using relevant hashtags **C.** Working with a plan **D.** Choosing the right tone	A
16	**The product-driven marketing is known as** **A.** Marketing 3.0 **B.** Marketing 1.0 **C.** Marketing 4.0 **D.** Marketing 2.0	B
17	**Guiding customers throughout their journey from awareness to advocacy is** **A.** Marketing 2.0 **B.** Marketing 1.0 **C.** Marketing 3.0 **D.** Marketing 4.0	D
18	**The old political, economic, socio-cultural & religious standards of civilization are being replaced by** **A.** Vertical & exclusive set of social standards **B.** Horizontal & inclusive set of social standards **C.** Lateral & selective set of social standards **D.** Parallel & collective set of social standards	B
19	**At the macro level, the world is moving from hegemony to** **A.** Unilateral power structure **B.** Centralised power structure **C.** Multilateral power structure **D.** Accumulative power structure	C
20	**Marketing 3.0 is all about the shift from** **A.** Customer-centric marketing to human-centric marketing **B.** Product-centric marketing to customer-centric marketing **C.** Product centric marketing to human-centric marketing **D.** Human-centric marketing to customer-centric marketing	A
21	**Marketing 4.0 is a marketing approach that _____ online & offline interaction between companies & customers** **A.** Combines **B.** Differentiates **C.** Classifies	A

	D. Breaks	
22	**Factors to be considered while accessing the growth & impact of IT in business firms** **A.** Internet growth & technology convergence **B.** Transformation of business enterprise **C.** Country's GDP **D.** (a) &(b)	D
23	**A combination of information technology innovations & a changing domestic & global business makes the role of _____in business even more important for managers than a few years ago** **A.** Digitalization **B.** IT **C.** Social media **D.** Digital marketing	B
24	**Realtors are started to reduce commission on home sales because of competition from internet real estate sites. This is a classic example of -** **A.** Transformation of business environment **B.** Digitalization of business environment **C.** Degradation of business environment **D.** None of above	A
25	**_____ is about balancing machine –to-machine (M2M) and human-to-human (H2H)** **A.** Marketing 3.0 **B.** Marketing 1.0 **C.** Marketing 4.0 **D.** Marketing 2.0	C
26	**The 4 C's are co-creation, currency, _____, & conversation** **A.** Customer **B.** Communal activation **C.** Conversion **D.** Community	B
27	**The 5 A's are -** **A.** Ask, advise, acknowledge, assist & arrange **B.** Ask, advise, assume, assist & arrange **C.** Ask, advise, alter, assist & arrange **D.** Ask, advise, assess, assist & arrange	D
28	**The term, 'reverse innovation' was coined by Prof. Vijay Govindarajan & Chris trimble at _____ university** **A.** Stanford **B.** Dartmouth **C.** Harvard **D.** Oxford	B

29	In marketing terms, attitude can be best defined as a _____ **A.** Rude behavior of a sales person **B.** Rude behavior of a consumer **C.** Mental state of a consumer **D.** Ego of marketing executive	C
30	The life course theory (LCT) is a multidisciplinary approach to understanding the _____health of individuals. **A.** Mental **B.** Physical **C.** Social **D.** All of above	D
31	_____ significantly reduces the cost of interaction among companies, employees, channel partners, customers & other relevant parties **A.** Communication **B.** Connectivity **C.** Co-ordination **D.** Customer orientation	B
32	Consumer connectivity is a combination of mobile, _____ & social **A.** Internet **B.** Experiential **C.** People **D.** Digital	B
33	Connected consumers are independent, yet _____ **A.** Distracted **B.** Approachable **C.** unrelated **D.** interconnected	D
34	Connected consumers are idealists, yet _____ **A.** Impartial **B.** Experiential **C.** Discriminating **D.** Disintegrated	C
35	BOPIS (buy online, pick-up in store) self-service kiosks & mobile apps that help consumers locate products is an example of _____ digital & offline presence. **A.** Combining **B.** Expanding **C.** Integrating **D.** Increasing	C

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36	**The paradox of _____ brings along with it feelings of being overwhelmed , anxiety & lack of confidence in decision making** **A.** Choice **B.** Connectivity **C.** Both **D.** None of above	**A**
37	**_____ is in which internet is used to deliver a superior consumer experience in touch-points between consumers & brands** **A.** Social connectivity **B.** Experiential connectivity **C.** Mobile connectivity **D.** All of above	**B**
38	**Co-creation is a strategy that aims to bring together different groups of people, typically bringing in a third party to assist with product development or creative process.** **A.** True **B.** False	**A**
39	**A _____ occurs when a visitor to your website completes a desired goal, such as filling out a form or making a purchase** **A.** Sales **B.** Lead Generation **C.** Interest generation **D.** Conversion	**D**
40	**_____ is the process of improving your conversion rate** **A.** Conversion rate optimization **B.** Conversion rate improvisation **C.** Conversion rate tracking **D.** Conversion maximization	**A**
41	**Which marketing techniques are most likely to pay you?** **A.** Pay click advertising **B.** Using social media marketing **C.** Posting press **D.** Article marketing	**D**
42	**Participating in events that require face time should be your marketing bread & butter** **A.** Myth **B.** Reality	**A**

43	**Search Engine Optimization is an ongoing, continuous process.** A. Myth B. Reality	B
44	**Bots & live chat are tools of _____ website visitors** A. Converting B. Generating C. Engaging D. Accessing	C
45	**In acquiring mind share & trend setting, _____ are most influential** A. Women B. Youth C. Children D. All of above	B
46	**_____ are one of the most important aspect of the digital subculture, as they can multi-task & thoroughly compare before making the purchase decision** A. Women B. Youth C. Children D. All of above	A
47	**An individual who uses / browses internet can be termed as a 'Netizen'** A. True B. False	B
48	**They are "creators, collectors & critics" in the techno graphic ladder because they put in action & consume whatever they find online** A. Women B. Youth C. Children D. Netizen	D
49	**_____ are responsible for growing the market share** A. Women B. Youth C. Netizen D. All of above	A

50	**The most famous measurement for brand advocacy is "Net promoter Score"** A. True B. False	A
51	**Online sales, leads, email signup's, form completions are examples of -** A. Conversion B. Foot-fall C. Advertising D. Sales process	A

UNIT – II Marketing 4.0 in the Digital Economy

1	In today's era of Power Shifts to the Connected Customers, even millionaires Bill Gates and Mark Zuckerberg were aware of the need for economic_____ **A.** Exclusivity **B.** Inclusivity **C.** Collectivity **D.** Connectivity	B
2	_____ about brands are now more credible than targeted advertising campaigns **A.** Mass Advertising **B.** Brand Image **C.** Random ads **D.** Random conversations	D
3	Amazon inspired_____from India, is an example of clone business **A.** Shopclues **B.** Flipkart **C.** OYO **D.** Jio	B
4	When the market supplies the ideas, and companies or marketers commercialize the ideas is known as_____innovation **A.** Horizontal **B.** Parallel **C.** Upward **D.** Vertical	A
5	Apple's iTunes has been disrupted by_____and its music-streaming business model **A.** Amazon Music **B.** Gaana **C.** Play Music **D.** Spotify	D
6	_____ should be redefined as the four C's i.e. co-creation, currency, communal activation, and conversation **A.** Marketing Mix **B.** Extended P's of Marketing mix **C.** Marketing Myopia **D.** Advertising	A
7	In the digital economy,_____is the new product development strategy **A.** Conversation **B.** Co-creation **C.** Communal Activation **D.** Consistency	B
	The concept of pricing is also evolving in the digital era from standardized to	

8	_____pricing **A.** Affordable **B.** Non-standardized **C.** Dynamic **D.** Online	C
9	**Which of the following are the examples of digital marketing?** (i) Social Media Marketing (ii) Search Engine Marketing (iii) Search Engine Optimisation (iv) Social Media Optimization **A.** (i) & (iii) **B.** (i), (ii) & (iii) **C.** (i), (ii), (iii) & (iv) **D.** (i) & (iv)	C
10	**Who is the father of Digital Marketing?** **A.** Philip Kotler **B.** Bruce Clay India **C.** Justin Hall **D.** Kevin Lane Keller	A
11	**The term digital marketing was first used in the _____** **A.** 2000's **B.** 2010's **C.** 1980's **D.** 1990's	D
12	**Which of the following is the best way to make money digitally?** **A.** Having products on your website **B.** Conceiving good marketing ideas **C.** Selling stuff **D.** Working 24*7	A
13	**Digital Marketing revolves around these 5D's** **A.** database, digital platforms, digital media, digital data, and digital technology **B.** digital devices, digital platforms, digital media, digital data, and offline technology **C.** digital devices, digital platforms, digital media, digital data, and digital technology **D.** digital watches, digital platforms, digital media, digital data, and digital technology	C
14	**In the process of transition from Traditional to Digital Marketing, the marketing function is moving from Segmentation & Targeting to** **A.** Customer Satisfaction **B.** Customer Community Confirmation **C.** Customer delight **D.** Enriching the customer experience	B

15	The reason why Marketing 4.0 in digital era stresses upon moving away from Segmentation & targeting is because these practices are based on _____ decisions made by marketers **A.** Lateral **B.** Multilateral **C.** Unilateral **D.** Bilateral	C
16	Today in the Digital era what are considered as the new segments? **A.** Society **B.** People **C.** Social media **D.** Communities	D
17	Permission marketing was introduced by whom? **A.** Seth Godin **B.** Philip Kotler **C.** Jonathan Abrams **D.** Bruce Clay	A
18	In Digital Economy, the market is moving from brand positioning & differentiation to brand clarification of **A.** Features & attributes **B.** Characters & codes **C.** Value & benefits **D.** Image & equity	B
19	In the present context, a brand positioning by the companies would be considered as corporate posturing, unless there is a/an **A.** Endorsement by influencers **B.** Approval by certain group of customers **C.** Community-driven consensus **D.** Commitment by the company to comply	C
20	The character of the brand is its **A.** Indictment **B.** Frivolity **C.** raison d'être **D.** ineptness	C
21	_____ is based on intricate observation and analysis of the paradoxes in view of the digital technology boom **A.** Marketing 3.0 **B.** Marketing 1.0 **C.** Marketing 4.0 **D.** Marketing 2.0	C

22	A human's attention span lasts for only __ seconds
	   A. 4
	   B. 8
	   C. 10
	   D. 12
		B

23	Cold calling is an efficient method of generating sales
	   A. True
	   B. False
		B

24	_____ is a vital part of a marketer's tool kit?
	   A. Personalization
	   B. Personal selling
	   C. Digital Marketing
	   D. Social media
		A

25	To effectively engage with a community of customers, brands must ask for _____ prior to delivering marketing messages
	   A. Information
	   B. Consent
	   C. Time
	   D. Cost
		B

26	The practice of dividing market into homogenous groups based on their geographic, demographic, psychographic & behavioral profiles is known as?
	   A. Segmentation
	   B. Grouping
	   C. Association
	   D. None of above
		A

27	Marketing communication delivered to the target audience without their prior consent is misunderstood as spam
	   A. True
	   B. False
		A

28	_____ is typically a promise defined by brands to win over customers, often fulfilled through strong differentiation, delivered through companies in their marketing mix
	   A. Brand communication
	   B. Brand positioning
	   C. Brand image
	   D. All of above
		A

29	Use of _____ will help to create hassle free complaint management experience for customers A. Reception desk B. CRM software C. Personal selling D. Mobile apps	B
30	Today in the Digital era what are considered as the new segments? A. Society B. People C. Social media D. Communities	D
31	As digital economy booms and _____ become more ingrained in consumer's lifestyle-deeply influencing their attitude & behaviors? A. Wifi B. The internet C. Smartphones D. Virtual reality	C
32	The tendency of difficult understanding related to the use of market offering is called A. Relative advantage B. Complexity C. Communicability D. Compatibility	B
33	Which triggers positive or negative emotions leads to purchase A. Emotional appeal B. Rational appeal C. Moral appeal D. Irrational appeal	A
34	Understanding the impact of transitions within a person's life course is not important for social work practice in order to help us understand other people's lives A. True B. False	B
35	_____ is a type of flow of information between members of organization who are on different levels of the hierarchy A. Wifi B. Vertical communication C. Horizontal communication D. Virtual Reality	B

36	**Horizontal communication is also called lateral communication**
	   A. True
	   B. False
		A

37	**Considering non-personal communication channels, magazines, direct mail and newspapers are considered as _____**
	   A. Online media
	   B. Print media
	   C. Broadcast media
	   D. Display media
		B

38	**Who is suspicious of change classified as _____**
	   A. Late majority
	   B. Early majority
	   C. Laggard
	   D. Early adopter
		C

39	**Which is reflected in web design through _____**
	   A. Different feature stories appealing to different members
	   B. Content referencing the needs of companies
	   C. Different navigation options appealing to different members
	   D. Status of the business in the purchase decision process
		C

40	**Which goal of a business-to-business website involves gaining permission from a website visitor & other communication channel?**
	   A. Serve
	   B. Speak
	   C. Sell
	   D. Save
		C

41	**Which goal of a business-to-business website involves interactive dialogue with virtual sales person?**
	   A. Sizzle
	   B. Sell
	   C. Speak
	   D. Save
		C

42	**The example of business-to-business services offered by Google which gains advertising revenue**
	   A. Google Adword's pay per click sponsored
	   B. Google apps application suite
	   C. YouTube brand channel
	   D. Google search application providing online website
		C

43	Customers in growth stage of life cycle of products are classified as
	   A. Innovators
	   B. Early adopters
	   C. Middle majority customers
	   D. Laggards
		B

44	**Website functions which are most important**
	   A. Having free reports
	   B. Services your company provides
	   C. Capturing email addresses of visitors
	   D. Information on every stage
		C

45	**By bulk buying of items, one aim of e-procurement is to increase savings**
	   A. Right quantity
	   B. Right thing
	   C. Right quality
	   D. Right price
		A

46	**Search page engine optimization refers to**
	   A. Programming key words into a website
	   B. Each page of a website design
	   C. Amount of links coming into your website
	   D. The number of search engine sites a website
		A

47	**The best way to improve search engine ranking is with**
	   A. Video
	   B. A blog
	   C. Having at least 500 words on the page
	   D. A lot of graphics per page
		B

48	**Which is the main objective of branding?**
	   A. Customers recognize your logo & marketing material
	   B. Earn trust from your customers
	   C. Promotional material that match
	   D. A unique tag line
		B

49	**Which is normally run by a consortium of buyers in order to establish an efficient purchasing environment?**
	   A. B2B independent e-marketplace
	   B. Buyer-oriented marketplace
	   C. Supplier-oriented marketplace
	   D. Vertical & horizontal marketplace
		B

50	**Business-to-business ecommerce involves commercial transactions between organizations with each other**
	    A. True
	    B. False
	    C. Maybe
	    D. May not be
		A

51	**Which production is related to procurement**
	    A. Office supplies
	    B. Raw materials
	    C. Information systems
	    D. Furniture
		B

UNIT – III Marketing Productivity Metrics

1	**What is PAR?** **A.** Product Awareness Ratio **B.** Purchase Action Ratio **C.** Price Awareness Ratio **D.** Place Availability Ratio	**B**
2	**What is BAR?** **A.** Brand Advocacy Ratio **B.** Brand Availability Ratio **C.** Brand Action Ratio **D.** Brand Awareness Ratio	**A**
3	**PAR measures what?** **A.** How well companies persuades its customers to make purchase decisions **B.** How well companies act on customers interest in the products **C.** How well companies make customers aware about their products **D.** How well companies convert brand awareness into brand purchase	**D**
4	**BAR measures what?** **A.** How well companies create brand awareness **B.** How well companies make customers choose their brands **C.** How well companies convert brand awareness into brand advocacy **D.** How well companies make customers purchase their brands	**C**
5	**From a population of 500 people in the market, if brand 'X' is spontaneously recalled by 378 people; and out of that 378, 69 people end up buying the brand, and 27 spontaneously recommend the brand, what would be the PAR for brand 'X'?** **A.** 69/378 **B.** 27/500 **C.** 69/500 **D.** 27/378	**A**
6	**From a population of 350 people in the market, if brand 'Y' is spontaneously recalled by 202 people; and out of that 202, 51 people end up buying the brand, and 33 spontaneously recommend the brand, what would be the BAR for brand 'Y'?** **A.** 51/350 **B.** 33/350 **C.** 51/202 **D.** 33/202	**D**
7	**From a population of 150 people in the market, if brand 'Z' is spontaneously recalled by 117 people; and out of that 117, 68 people end up buying the brand, and 43 spontaneously recommend the brand, what would be the PAR for brand 'Z'?** **A.** 0.45	**B**

	B. 0.58 **C.** 0.28 **D.** 0.36	
8	From a population of 305 people in the market, if brand 'A' is spontaneously recalled by 198 people; and out of that 198, 85 people end up buying the brand, and 33 spontaneously recommend the brand, what would be the BAR for brand 'A'? **A.** 0.27 **B.** 0.1 **C.** 0.42 **D.** 0.16	D
9	BAR is one of the Productivity Metrics which translates to **A.** Awareness **B.** Sales **C.** Sales growth **D.** Purchase	C
10	PAR & BAR are two simple metrics which used to measure financial health and helps the shareholders to keep track of the Productivity of their money in terms of **A.** ROE **B.** ROI **C.** ROA **D.** ROMI	A
11	In a DuPont Analysis, ROE is seen as the product of three major parts. Which of the following is NOT one of those? **A.** Profitability **B.** Market productivity **C.** Financial leverage **D.** Asset use efficiency	B
12	In DuPont Analysis, 'financial leverage is measured by **A.** Net profit margin **B.** Financial performance **C.** Asset turnover **D.** Equity multiplier	D
13	Breaking down PAR can reveal useful insights and for that purpose PAR may be calculated by dividing_____by brand awareness **A.** Market share **B.** Market capital **C.** Market value **D.** Total market	A
14	In the process of transition of the customer from 'Awareness' to 'Advocacy' the following steps are involved EXCEPT **A.** Act **B.** Appeal	D

	C. Ask D. Accept	
15	In Marketing Productivity Metrics, the marketers have to keep track of the customers' transition through different stages. The correct flow of this transition stages is: A. Aware – Ask – Accept – Adapt – Advocate B. Aware – Accept – Ask – Acquire – Advocate C. Aware – Appeal – Ask – Act – Advocate D. Aware – Ask – Acquire – Adapt – Advocate	C
16	A low conversion rate from aware to appeal for a brand reflects what? A. Low customer interest B. Low customer attraction C. Low customer attention D. Low customer involvement	B
17	A low conversion rate from Appeal to Ask for a brand is a sign of what? A. Low customer curiosity B. Low customer information C. Low customer interest D. Low customer attention	A
18	When customers are having too many questions about the bran, it means that the brand message is A. Very clear B. Ambiguous C. Precise D. Intriguing	B
19	A low conversion rate from Ask to Act for a brand indicates what? A. Low customer interest B. Low customer attraction C. Low customer commitment D. Low customer curiosity	C
20	A low conversion rate from Ask to Act means that the brand has failed to convert confirmed interest into purchase through its A. Marketing channel B. Supply chain & logistics C. Sales efforts D. Distribution channel	D
21	The importance of connectivity will transcend technology and demographic segment. Connectivity changes the key foundation of marketing : The market itself A. True B. False	A

22	**The best way to make money "while you sleep"** **A.** Think of good marketing ideas by dreaming **B.** Selling stuff **C.** Having products on your website **D.** Take loans	C
23	**The possibility of website visitors following through on contacting you is** **A.** Offer a 1-800-# **B.** Tell them to call you **C.** 'Take away' with your contact information **D.** Offer testimonials	B
24	**Which is keeping someone on your website & encouraging them to come back?** **A.** Make a website interactive with quizzes, downloads etc **B.** Lot of content to read **C.** Add lot of graphics & photos **D.** All of above	A
25	**SEO stands for** **A.** Site engine optimization **B.** Search engine optimization **C.** Site efficiency optimization **D.** None of these	B
26	**The best way to improve search engine ranking is with** **A.** Video **B.** A blog **C.** Having at least 500 words on the page **D.** A lot of graphics per page	B
27	**Which name is the largest major change in functionality?** **A.** Time lapse **B.** Timeline **C.** Newsfeed **D.** Both (a) & (b)	B
28	**Co-creation strategy that aims to bring together different groups of people, typically bringing in a _____ to assist with product development or creative processes** **A.** Machines **B.** Competitors **C.** Devices **D.** Third party	D

29	**PAR & BAR allow marketers to measure the throughput of their spending particularly on**
	    A. Generating brand awareness
	    B. Purchase Action Ratio
	    C. Price Awareness Range
	    D. None of the above
		A

30	**BAR focuses on advocacy while PAR on purchase**
	    A. True
	    B. False
		A

31	**Brand action : Calculated as the number or percentage of people in the market who purchase from the brand**
	    A. True
	    B. False
		B

32	**A low conversion rate from the _____ is a sign of low curiosity for any brand. That means customers do feel that it is worthy of researching about it deeper?**
	    A. Generating brand awareness
	    B. Purchase action ration
	    C. Appeal to ask
	    D. None of the above
		C

33	**A low conversion rate from act to advocate for a brand indicates**
	    A. Generating brand awareness
	    B. Low propinquity
	    C. Appeal to ask
	    D. None of the above
		B

34	**PAR & BAR scores does not reflect the process rather than just the outcome**
	    A. True
	    B. False
		A

35	**From a population of 150 people in the market, if brand 'Z' is spontaneously recalled by 117 people; and out of that 117, 68 people end up buying the brand, and 43 spontaneously recommend the brand, what would be the PAR for brand 'Z'?**
	    A. 0.45
	    B. 0.58
	    C. 0.28
	    D. 0.36
		B

36	Calculated as the number of percentage of people in the market who spontaneously recall the brand A. Purchase Action B. Spontaneous awareness C. Spontaneous advocacy D. All of above	B
37	There are ___major industry archetypes A. 3 B. 5 C. 4 D. 8	B
38	The most distinctive feature of the _____ pattern is the high commitment despite low curiosity level A. Door Knob B. Gold Fish C. Trumpet D. All of above	A
39	The most distinguishing feature of the _____ pattern is a high curiosity level. It is mostly found in B2B customers A. Door Knob B. Gold Fish C. Trumpet D. All of above	B
40	The individuality of this pattern lies in its high affinity levels. It is mostly found in lifestyle categories such as cars, luxury watches & designer handbags A. Door Knob B. Gold Fish C. Trumpet D. All of above	C
41	In _____ category, most purchases are well planned and customers are highly involved in the purchase decisions. A. Gold Fish B. Trumpet C. Funnel D. Bow tie	C

42	**Combining the major patterns of _____ customer paths results in an ideal customer –path pattern, which is shaped like a bow tie.** A. Gold Fish B. Trumpet C. Funnel D. All 4	D

43	**Market space means _____** A. Place where goods are sold B. Trade fairs & meals C. Road Shows D. Scope available for selling	D
44	**Common qualitative anthropological data collection methods are _____** A. Participant observation B. In depth interviews C. Focus group D. All of the above	D
45	**Poor customer attraction and low brand positioning due to poor marketing implementation. Attraction level is close to 1. Means ___** A. Ask generating brand B. Aware to appeal C. Appeal to ask D. None of the above	B
46	**Maintaining a comfortable room temperature is important for employees. Imbalance in temperature will result in distraction.** A. True B. False	A
47	**Calculated as the number or percentage of people in the market who spontaneously recommended the brand to others** A. Purchase Action B. Spontaneous Awareness C. Spontaneous advocacy D. None of the above	C
48	**Delegate, reduce distraction, having right tools & equipment's are ways to -** A. Increase productivity in workplace B. Increase staff in workplace C. Achieve targets D. All of above	A
49	**Setting targets / Goals for employees should be?** A. Aggressive B. Realistic C. Double than the achieving capacity D. None of above	B

| 50 | **The driving force to increased productivity is improved _____**
A. Training
B. Consciousness
C. Behavior
D. Salary increment | **B** |

UNIT – IV Human-Centric Marketing for Brand Attraction

1	Customers build communities to strengthen their position as they feel vulnerable to marketing ploys. This is because marketers often forget the _____ side of customers
	  A. Emotional
	  B. Psychological
	  C. Human
	  D. Ethical
		C

2	Marketers need to adapt to the new reality that 'The customer preferences have manifested in the digital era' and hence create brands that behave like
	  A. Machines
	  B. Humans
	  C. Robots
	  D. Slaves
		B

3	In the Human-Centric approach for Brand Attraction, the marketers need to create brands with following three characteristics:
	  A. Accessible, personal & ethical
	  B. Accountable, responsible & Humanitarian
	  C. Affordable, applicable & utilitarian
	  D. Approachable, likable & vulnerable
		D

4	Today's customers like the brands to be less intimidating, authentic, honest and which
	  A. Admit their flaws
	  B. Gives hopes to solve problems
	  C. Shows great attributes
	  D. Offers benefits beyond expectations
		A

5	Driven by core values, human-centric brands treat customers as
	  A. Masters
	  B. Friends
	  C. Users
	  D. Exploiters
		B

6	Digital anthropology focuses on the nexus between
	  A. Humans & Machines
	  B. Humanity & Digital Technology
	  C. Digital economy & Human Behaviour
	  D. Human Psychology & Technology
		B

7	It provides a powerful way to discover the latent human anxieties & desires that brands should address
	  A. Brand psychographics
	  B. Digital anthropology
	  C. Digital ethnography
	  D. Human psychology
		C

	Which of the following is NOT one of the methods that are currently being	

8	used by marketers to discover the latent human anxieties & desires that brands should address? A. Netnography B. Emphatic research C. Social listening D. Empathic research	D
9	Netnography was developed by A. Robert Kozinets B. Wesley Chan C. Roger Mougalas D. Ohn McCarthy	A
10	It is used in content-marketing evaluation to monitor conversation that happen around distributed content A. Emphatic research B. Social listening C. Netnography D. Social psychology	B
11	It is the proactive process of monitoring what is being said about a brand on the internet, particularly on social media & online communities A. Social listening B. Digital marketing C. Social media marketing D. Machine learning	A
12	Social listening involves A. Study of humans through immersion into their natural communities in an obstructive way B. Participatory observation and immersion in the context of customer communities with the objective of uncovering latent customer needs C. In-person observation, dialogue, brainstorming & collaboration among researchers & the community members to synthesize the most relevant insights D. Social media monitoring software to filter massive amounts of unstructured data from social conversations into usable customer intelligence information	D
13	This is a very useful tool over the traditional market research methods, to capture the social dynamics among customers that naturally occur in their real communities A. Social research B. Emphatic research C. Social listening D. Netnography	C
	Netnography involves A. In-person observation, dialogue, brainstorming & collaboration among researchers & the community members to synthesize the most relevant	

14	insights B. Participatory observation and immersion in the context of customer communities with the objective of uncovering latent customer needs C. Social media monitoring software to filter massive amounts of unstructured data from social conversations into usable customer intelligence information D. Study of humans through immersion into their natural communities in an obstructive way	D
15	**A tool of understanding human behaviours in e-tribes or online communities is known as** A. Psychography B. Netnography C. Anthropology D. Signography	B
16	**Netnography differs from social listening in a way that it requires** A. Active participation in online communities B. Keen observation of online communities C. Passive participation of online communities D. Analysis of online communities	A
17	**This method of understanding humans needs a series of brainstorming sessions among the multi-disciplinary team members such as psychologists, anthropologist, product designers, engineers and marketers after immersing themselves into customer communities, to gain insights leading to a product development, new customer experience or a new brand campaign** A. Netnography B. Social insights C. Emphatic research D. Social listening	C
18	**This method effectively helps the companies to identify the right online communities which are run by the targeted customers** A. Social insights B. Google analytics C. Social research D. Social listening	D
19	**Which of the following methods gives deeper and most relevant insights of the online communities?** A. Social listening B. Emphatic research C. Netnography D. Social insights	B
	Emphatic research involves A. Social media monitoring software to filter massive amounts of unstructured data from social conversations into usable customer intelligence information	

20	**B.** In-person observation, dialogue, brainstorming & collaboration among researchers & the community members to synthesize the most relevant insights **C.** Participatory observation and immersion in the context of customer communities with the objective of uncovering latent customer needs **D.** Social media monitoring software to filter massive amounts of unstructured data from social conversations into usable customer intelligence information	C
21	**Common qualitative anthropological data collection methods are?** **A.** Participant observation **B.** In-depth interviews **C.** Focus Groups **D.** All of the above	D
22	**Digital anthropology emphases on the nexus between humanity & digital technology are _____?** **A.** Participant observation **B.** Humanity & digital technology **C.** Focus groups **D.** All of the above	B
23	**In the context of human-centric marketing, digital ethnography provides a powerful way to discover the _____ and desires that brands should address.** **A.** Participant observation **B.** In-depth interviews **C.** Latent human anxieties **D.** All of the above	C
24	**Typically, an anthropology approach uses multiple qualitative methods to collect data?** **A.** True **B.** False	A
25	**Physical attraction can also come from a compelling product design or a solid customer experience design?** **A.** True **B.** False	A

26	Products with strong sociability are not afraid of having _____ with their customers?
	   A. Participant observation
	   B. Dialogues
	   C. Latent human anxieties
	   D. All of the above
		B

27	People with strong person ability have _____ they are conscious of what they are good at while admitting what they still have yet to learn
	   A. Participant observation
	   B. Humanity
	   C. Self-Awareness
	   D. All of the above
		C

28	Morality is about being principled & having sturdy honesty
	   A. True
	   B. False
		A

29	The products should be _____
	   A. Physically attractive
	   B. Intellectually compelling
	   C. Socially engaging
	   D. All of above
		D

30	Big data & data science will be the new tools of competitive intelligence
	   A. True
	   B. False
		A

31	There are total ___ attributes to building human-centric brands
	   A. 6
	   B. 4
	   C. 5
	   D. 8
		A

32	_____ is a marketing approach that encompasses creating, curating, distributing and augmenting content that is interesting, relevant & valuable to a clearly defined audience group in order to create discussions about the content.
	   A. Social Media
	   B. Content Marketing
	   C. Digital Marketing
	   D. Ethical marketing
		B

33	Products with strong sociability are not afraid of having _____ with their customers? A. Participant observation B. Dialogues C. Latent human anxieties D. All of the above	B
34	'Hiring a journalist with great talent helps marketing department to create effective content and offer new ideas from other perspective' – This can be an effective tactic while implementing the diversification approach A. True B. False	A
35	One of the success indicators of content marketing is for the content marketing message to go viral A. True B. False	A
36	Content marketing is also considered to be another form of _____ A. Marketing B. Journalism C. Product Journalism D. None of above	C
37	Customers want to be treated well as individuals & want to feel they belong to a group. This is called a need for 'Exclusive individuality' A. True B. False	B
38	#Hashtag first originated / discovered on - A. Facebook B. Instagram C. LinkedIn D. Twitter	D
39	Definition of #Hashtag A. A hashtag is any word or phrase immediately preceded by the symbol #. When you click on a hashtag, you'll see other tweets containing the same keyword or topic B. The # Symbol, called a hashtag, is used to mark keywords or topics in a tweet. It was created organically by twitter users as a way to categorize messages C. The symbol # on a phone or computer keyboard used on twitter for describing the general subject of a tweet. D. All of above	D

40	Defining a precise audience sub-sets will help marketers create sharper and deeper content, which in turn contributes to the Trademark's effective storytelling **A.** Audience allocation **B.** Audience mapping **C.** Focus groups **D.** All of the above	B
41	Content formation has no start & end dates. It is a continuous process that requires consistence **A.** True **B.** False	A
42	There are 3 major categories of media networks that content marketers can use. **A.** Owned, Paid & Distributed **B.** Owned , paid & earned **C.** Earned, owned & distributed **D.** (A) & (C)	B
43	The four common qualitative anthropological data collection methods are – participant observation, In-depth interviews, Focus groups and _____ **A.** Digital marketing **B.** Research & Development **C.** Marketing strategy **D.** Textual analysis	D
44	Participant observation is the quintessential fieldwork method in anthropology **A.** True **B.** False	A
45	Domino's pizza made a brave move in 2010 by admitting that their pizzas are not compelling. In an advertisement, Domino's widely shared buyer feedback about their pizzas. This is an example of _____ **A.** Intellectuality **B.** Sociability **C.** Emotionality **D.** Person ability	D
46	Content marketing shifts the role of marketers from trademark promoters to storytellers **A.** True **B.** False	A

47	Customers prefer push marketing over pull marketing
	    A. True
	    B. False
		B

48	Content marketing goals can be classified into two major categories – sales related goals and _____
	    A. Profit Related
	    B. After sales related
	    C. Trademark related
	    D. Lead generation related
		C

49	Conversations can be divided into four categories according to their major content – Subjective ideas, objective facts, _____ and Oneself
	    i. Finance related
	    ii. Other people
	    iii. Competitors
	    iv. None of above
		B

50	_____ is designed to convey information in order to help achieve an individual or group goal
	    A. Functional conversation
	    B. Small talk
	    C. Quizzes on social media
	    D. Press conference
		A

UNIT – V Omni Channel Marketing for Brand Commitment

1	**Which of the following correctly describes Omni-channel marketing?** **A.** Developing close partnerships between wholesalers and retailers **B.** Selling products online environments **C.** Allowing one supplier to sell to multiple retailers through multiple channels **D.** Creating a seamless cross-channel buying experience that integrates in-store, online, and mobile shopping	D
2	**'Metro' is a Shoe store that also offers online shopping apart from its stores. Therefore 'Metro' is an** **A.** Multichannel retailer **B.** Single-channel retailer **C.** E-commerce retailer **D.** Direct seller	A
3	**What is Omni-channel marketing?** **A.** The use of only one channel at a time while marketing to consumers **B.** The merging of all digital channels into one strategy while keeping traditional channels separate **C.** The integration of all physical & digital channels to offer a seamless & unified customer experience **D.** The process of understanding the one channel that is most beneficial to a specific product	C
4	**Multichannel & Omni-channel retailers struggle to provide an integrated shopping experience because** **A.** They do not have intermediaries to supply products **B.** Various channels demand various skills & unique resources **C.** They generally offer limited assortments in their channels **D.** Merchandise is offered at the same price across channels	B
5	**A company that uses stores, kiosk & internet as a selling channel is using** **A.** Selective distribution strategy **B.** Intensive distribution strategy **C.** Omni-channel strategy **D.** Direct channel strategy	C
6	**Which of the following is true in meeting customer expectations?** **A.** Manufacturers need to know where their target market customers expect to find their products **B.** Retailers must know from which manufacturers its customers want to buy **C.** Wholesalers must understand consumers' expectations in terms of product selection **D.** Customers may change where they buy the products from	D
	Which of the following is the best example of Omni-channel marketing strategy?	

7	A. Amazon selling products online B. Cafe Coffee Day train the contact employees to serve customers the best C. McDonald using its application & in-store kiosk & offer consistent shopping experience to customers D. Domino's Pizza opening 10 new outlets in Pune city	C
8	**The benefit of touching & feeling merchandise when examining products is provided by which channel?** A. Kiosk B. Store C. Catalogue D. Internet	B
9	**Risk reduction & social interaction are benefits associated with the** A. Store channel B. Kiosk channel C. Internet channel D. Mail order channel	A
10	**Shalini, a housewife and mother of two toddlers is busy all day looking after them. The only opportunity she gets to interact with the adults is when she steps out of home for shopping or visiting her friends or relatives. Which of the following channels would Shalini prefer to use for her shopping?** A. The Internet B. Kiosks C. Stores D. Catalogues	C
11	**Access to wish list, reward remittance, gift registries, loyalty program information is a benefit offered by the** A. Catalogue channel B. Internet channel C. Mail order channel D. Store channel	B
12	**A Smartphone capable of accessing product information & even comparing prices at other retailers via the Internet can be considered as a** A. Internet kiosk B. Bricks-and-mortar store C. Mobile kiosk D. Mail order brochure	C
13	**Rakesh wanted to purchase a DSLR Camera. Hence he visited 'Chroma' website to learn more about the different features & functions of the device. He happened to visit a Chroma store to have a look for new arrivals of 5G Smartphone models. He saw a DSLR camera there & purchased it. Which of the following terms describes Rakesh's actions?** A. Channel migration B. E-tailing C. Automated retailing	A

	D. Phishing	
14	**Which of the following strategies aids in reducing channel migration?** **A.** Offer uniquely relevant information to customers **B.** Persuade suppliers to increase their sales forecasts **C.** Encourage vendors to deliver complete assortments **D.** Increase efficiencies of supply chain management	**A**
15	**When a customer learns about a product from TV ads, visits a nearby store to physically examine the product & finally searches for the same product online & buys it there for a better price, it is known as** **A.** Webrooming **B.** Online shopping **C.** Showrooming **D.** Comparison shopping	**C**
16	**If a customer learns about a product from online banner ads, searches for more information about the product on social media with a smartphone which leads him to product comparison website, making him decide that the product is best in the market and then he looks for the nearest store to finally buy it. This is called as** **A.** Showrooming **B.** Webrooming **C.** Social Media Marketing **D.** Online marketing	**B**
17	**In this digital era when there are number of online & offline channels, the need of Omni-channel marketing arises because the customers have become increasingly mobile and** **A.** Channel-specific **B.** Channel-selective **C.** Channel-hoppers **D.** Channel-agnostic	**D**
18	**Omni-channel marketing is** **A.** The integration of different physical channels for the convenience of customers **B.** The practice of offering multiple channel options to the customers **C.** The practice of integrating multiple channels to create a seamless & consistent customer experience **D.** The integration of various online channels for the customers of digital era	**C**
19	**It is proven that the Omni-channel buyers add more_____to both buyer as well as the marketer as compared to Single channel buyer** **A.** Profit **B.** Value **C.** Benefits **D.** Commitment	**B**
	Macy's, an American department store chain found that omnichannel buyers are_____times more valuable than its single channel buyers	

20	A. Five B. Seven C. Eight D. Ten	C

21	To develop a good omnichannel marketing strategy, marketers need to view the _____ on a more granular level? A. Physically attractive B. Buyer path C. Socially engaging D. All of the above	B
22	Traditional marketing is still quiet operative in building conscious & interest in brands, but _____ plays a more protruding role as customers go on to build closer relationships with brand A. Digital Marketing B. Dialogues C. Latent human anxieties D. All of the above	A
23	The process of traditional marketing begins with segmentation, wherein the market is homogenously grouped based on _____ attributes A. Geographic B. Demographic C. Psychographic D. All of the above	D
24	Brand positioning encompasses all the activities targeted at making a brand occupy a unique A. True B. False	A
25	4P's is not the classic marketing mix elements which determine what a company offers to its buyers and how A. True B. False	B
26	Dynamic pricing, based on data such as _____ can help companies achieve optimized profitability by more efficiently balancing supply & demand A. Buyers historical purchase pattern B. Preferences C. Proximity to store locality D. All of the above	D

27	**Buyer review and _____ online forums have become trusted sources for buyers to engage in conversations to evaluate products & services from brands.** A. Rating applications B. Blogging platforms C. Proximity to store locality D. (b)	D
28	**Mobile apps can be launched as _____ through which clients access their account information or make transactions** A. Rating applications B. Blogging platforms C. Self-service channels D. (b)	C
29	**Mobile apps can be integrated into the core product or service experience** A. True B. False	A
30	**Traditional CRM is typically customer-driven, social CRM is company driven** A. True B. False	B
31	**The speed of delivery is often as important as the product & services. This is one of the major factor of the _____** A. Digital Marketing B. 'Now' economy C. Mobile commerce D. None of above	B
32	**The approach of using machine-to-machine connectivity brings the simplicity and immediacy of the _____ experience into the offline shopping experience.** A. Digital Marketing B. E-shopping C. Web rooming D. None of above	C
33	**_____ is an approach which allows clients to shop & explore products in physical spaces, utilize their senses and still have human-to-human connections while shopping.** A. Digital Marketing B. E-shopping C. Web rooming D. Showrooming	C

34	"Improve & integrate the most critical touchpoints & channels" is the ____ step of omni channel marketing
	  A. 1
	  B. 2
	  C. 3
	  D. 4
		C

35	_____ is the 1st trend of Omni channel marketing
	  A. Focusing on Mobile commerce in the "Now" economy
	  B. Bringing "Web Rooming" into offline channels
	  C. Bringing "Showrooming" into online channels
	  D. None of above
		A

36	**Organize the customer purchase path as per the 5 A's**
	  i. Read for more info at the content site – schedule a testride - testride
	  ii. Learn about the car from a banner ad
	  iii. Recommend the car – Be an evangelist of the car
	  iv. Pre-order car-pay for the car-use the car-get the car serviced
	  v. Click the banner ad & arrive at a content site
	Choose correct path –
	  A. (i-ii-iii-iv-v)
	  B. (ii-v-i-iv-iii)
	  C. (v-iv-iii-ii-i)
	  D. (ii-iv-v-iii-i)
		B

37	**BOPS project is -**
	  A. Buy offline ; pickup later
	  B. Buy now ; Pick up arranged later
	  C. Buy later ; pickup later
	  D. Buy online ; pickup in-store
		D

38	**Brand affinity is a metric that lets market researchers make predictions about how a consumer will behave**
	  A. True
	  B. False
		A

39	**Gamification helps to improve engagement by driving the right sets of customer behaviors**
	  A. True
	  B. False
		A

40	**Augmented reality and virtual reality are two different concepts**
	  A. True
	  B. False
		A

41	There are typically ____ use cases of social CRM
	   A. 5
	   B. 6
	   C. 3
	   D. 4
		C

42	In some cases, social media marketing and CRM can co-exist
	   A. True
	   B. False
		A

43	GDPR – General Data Protection Regulation ensures that data of only customers who have consensually 'Opted-in' for brand communication will be collected
	   A. True
	   B. False
		A

44	Gamification techniques are specifically being designed for the _____ consumers
	   A. Gen Y
	   B. Gen Z
	   C. Both
	   D. None of above
		B

45	_____ allows companies to structurally track the progress of each individual buyer in terms of both, monetary value & affinity value
	   A. Buyer mapping
	   B. Buyer tiering
	   C. Buyer data
	   D. Buyer information
		B

46	In current times, ____ is the scarcest resource & one of the important factors for brands to maintain competitive status in the market
	   A. Data
	   B. Solutions
	   C. Customer
	   D. Time
		D

47	What is brand engagement?
	   A. Conducting various BTL activities
	   B. Process of forming an emotional or rational attachment between consumer & a brand
	   C. Process of forming an emotional or rational attachment between focus groups
	   D. All of above
		B

48	**Companies are expected o provide to provide solution to buyer issues before the issues go viral** 　　**A.** True 　　**B.** False	**A**
49	**A WOW experience has 3 characteristics - Surprising, personal and _____** 　　**A.** Creative 　　**B.** Complimentary 　　**C.** Contagious 　　**D.** Consumer oriented	**C**
50	**Gamification is intended to generate direct sales** 　　**A.** True 　　**B.** False	**B**