DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH

MBA-I / SEM-I/ 2019 PATTERN

Subject: 105- GC – 05 - Basics of Marketing

MCQ / Question Bank

UNIT – I Introduction to Marketing

Sr. No.	Question	Ans.
1	Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following? a. An image b. A service c. A good d. An idea	b
2	_____ this is the demand that the seller caters to. a. Need/ want b. Product c. Service d. Idea	a
3	Marketing myopia is to pay attention to a. Product offered by company b. Benefits produced by products c. Experiences associated with products d. None of above	a
4	Company focuses on product improvements on continuous basis in marketing concept called a. The production concept b. The product concept c. The selling concept d. Societal concept	b
5	If a firm decides to operate based on this concept, it will try to minimize production costs by making the production process efficient a. The production concept b. The product concept c. The selling concept d. Societal concept	a
6	Here the management focuses on creating sales transactions rather than on building long-term, profitable customer relationships. a. The production concept b. The product concept c. The selling concept d. Societal concept	c
7	This concept is a customer-centered “sense and responds” philosophy. a. The production concept b. The product concept	d

	c. The selling concept d. Marketing concept	
8	The Concept puts human welfare on top before profits and satisfying the wants a. The production concept b. The product concept c. The selling concept d. Societal concept	**d**
9	This concept works in developing economies where the need is more for the product than the features it offers. a. The production concept b. The product concept c. The selling concept d. Societal concept	**a**
10	While the sales concept is ___ -oriented, the marketing concept is _____ -oriented a. Buyer; Seller b. Seller; buyer c. Seller; Seller d. Buyer ; buyer	**b**
11	Marketing STARTS with the customer; what HE ____to have and ENDS with the customer; giving him what HE ____. a. Wants; Demand b. Wants: wants c. Wants : Pay d. Wants; Uses	**b**
12	Marketers did not create these_____; they are a primary part of the human makeup. a. Wants b. Needs c. Demand d. Desire	**b**
13	Product is a key element in _____. At one extreme, it may consist of pure tangible goods or at the other extreme, pure services. a. the market offering b. co-branding c. brand extension d. the market experience	**a**
14	Marketing takes place when people decide to satisfy needs and wants through ____. a. Online b. Payment c. Exchange d. relations	**c**
15	Whereas exchange is the core concept of marketing, a _____ is marketing's unit of measurement. a. Transaction b. Relationship c. Demand d. Supply	**a**
16	If you have bought a pair of trousers for Rs.1,000. This is a ____between you and the trouser seller.	**c**

	a. Deal b. Exchange c. Transaction d. Trade	
17	Build a good _____, and profitable transactions will follow. a. Sale b. Exchange c. demand d. relationship	**d**
18	A market can develop around anything of _____, whether a good, service, idea or a person. a. Goods b. Experience c. Value d. Benefits	**c**
19	Marketing efforts are undertaken for controlling _____to bring about profitable customer relationships. a. goods b. markets c. demand d. supply	**b**
20	"Product" means: a. all the services needed with a physical good. b. a physical good with all its related services. c. the need-satisfying offering of a firm. d. all of a firm's producing and distribution activities.	**c**
21	In this market the buyers obtain what they need or want for their personal or family consumption a. Industrial/Business Market b. Consumer Market c. Government Market d. Global Market	**b**
22	White , brown and soft goods are examples of a. Industrial/Business Market b. Consumer Market c. Government Market d. Global Market	**b**
23	In this market thebuyers obtain products or services for use in their own businesses or to make other products. a. Industrial/Business Market b. Consumer Market c. Government Market d. Global Market	**a**
24	Buyers buy finished or semi-finished products and resell them for profit are part of the this market. a. Industrial/Business Market b. Consumer Market c. Reseller market	**c**

	d. Government Market e. Global Market	
25	Marketplaces are _____ markets while Marketspaces are _____markets. a. Physical; digital b. Digital ; physical c. Local ; global d. Consumer; business	**a**
26	Maruti had got into Auto Driving School Business, while Mahindra and Tata Motors have their own Motor Finance companies. Videocon got into DTH Services, from being a TV manufacturer. This highlights _____. a. Marketplaces b. Marketspaces c. Metamarkets d. Global markets	**c**
27	If Performance falls short of expectation it is _____. a. Customer Dissatisfaction b. Customer Satisfaction c. Customer Delight d. Customer Loyalty	**a**
28	If performance is equal to expectation it is a. Customer Dissatisfaction b. Customer Satisfaction c. Customer Delight d. Customer Loyalty	**b**
29	If Performance exceeds the expectation it is a. Customer Dissatisfaction b. Customer Satisfaction c. Customer Delight d. Customer Loyalty	**c**
30	The marketer job _____ with purchase. a. Ends b. Continues c. Either a or b d. None of the above	**b**
31	Which of the following is the application of insight to create relevant interaction or communication with consumers, customer's channels suppliers and partners that build value relationships. a. Combine b. Correlate c. Cognize d. Connect	**d**
32	Customer satisfaction with the purchase of a product is dependent upon what? a. The product's performance relative to the buyer's expectations b. The product's performance relative to the price c. The product's performance relative to the service d. The product's performance relative to the quality	**a**
33	Which one of the following options is NOT considered a major area on which customer relationship management focuses?	**c**

	a. Expansion of customer base b. Reduction of advertising costs c. Gaining new customers but no focus on existing ones d. Personal information gathering and processing	
34	Many people want Mercedes-Benz, only a few are able to buy" this is an example of _____ a. Need b. Want c. Demand d. Status	**c**
35	The buyer-supplier relationship characterized by a close cooperative relationship where the seller adapts to meet the customer's needs without expecting much adaptation or change on the part of the customer in exchange is referred to: a. Customer is king b. Buyer-supplier relationship is transactional c. Supplier is king d. None of the given option	**a**
36	Any single product or service can deliver a. Same benefits to different customers b. Same benefits to delighted customers c. Different benefits to different customers d. Same benefits to loyal customer	**c**
37	Globalisation aims to create _____ world. a. Limited b. Restricted c. Borderless d. None of the above	**c**
38	Which one of the following statements is NOT true about needs? a. People need air, food, water clothing, and shelter to survive b. People also have strong needs for recreation, education, and entertainment c. Needs are backed by an ability to pay d. They are the basic human requirements	**c**
39	The suitable example of 'The Selling Concept' is a. Bottled water industry b. Lenovo c. Insurance companies d. Vistara Airlines	**c**
40	When Art Graphitic Direct, an online seller of contemporary original art, markets its art to home decor buyers for retailers, custom-framing stores, and intermediaries that supply furniture and home furnishings retailers, it is selling _____ products. a. specialty b. consumer c. business d. convenience	
41	You have to convince your boss that packaging will be the key to increasing sales of the company's new line of instant pudding mixes, so you tell him the packaging: a. will cause no environmental damage b. allows products to be shipped more easily	**d**

	c. conforms to government regulations d. can be used to help promote the product	
42	The two types of package labelling in common usage today are: a. informational and persuasive b. promotional and non-promotional c. functional and persuasive d. motivational and required	**a**
43	Which of the following is NOT a service component customers use to evaluate service quality? a. validity b. empathy c. assurance d. responsiveness	**a**
44	_____ includes marketing activities conducted by individuals and organizations to achieve some goal other than normal business goals, such as profit, market share, or return on investment. a. Cause-related sponsorship b. Non-profit organization marketing c. Marketing autonomy d. Service marketing e. Social marketing	**b**
45	A local church formed a special committee to provide aid to the homeless in its county. The church applied to the city and county governments for funding but was denied when it could not adequately state what services it would offer. In this case, the special committee failed because it had not defined its: a. user market b. target market c. donor market d. product offering	**d**
46	In marketing, _____ is the focal point. a. Profit b. Sales c. Customer d. All of the above	**c**
47	Marketing of product and service in which the offer itself is not intended to make any monetary profit is called a. Profit marketing b. Virtual marketing c. Digital marketing d. Non-profit marketing	**d**
48	_____starts before production of goods but continues after selling of Products Needs Products Marketing Demands	**c**
49	For Water Park, and theme parks what is marketed? a. Product	**c**

	b. Service c. Experience d. Place	
50	The incredible India campaign by the Indian government to markets what? a. Product b. Service c. Experience d. Place	**d**
51	Market consists of a. Potential buyers b. Actual buyers c. Both a and b d. None of the above	**c**
52	The Mantra for this concept is “Low cost and mass production” as rightly proven byLenovo computers of China. a. The production concept b. The product concept c. The selling concept d. Societal concept	**a**
53	It believes in the ideology that a “good product will sellitself” as rightly proven by Apple and Google brands. a. The production concept b. The product concept c. The selling concept d. Societal concept	**b**
54	This concept is effectively applicable in the cases of unsought goods like life-insurance, vacuum cleaner, firefighting equipment’s including fire extinguishers. a. The production concept b. The product concept c. The selling concept d. Societal concept	**c**
55	Body Shop, a cosmetic company uses only vegetable based materials for its products. It isalso against Animal testing, supports community trade, activate Self Esteem, Defend HumanRights, and overall protection of the planet. They practice which concept? a. The production concept b. The product concept c. The selling concept d. Societal concept	**d**
56	The Concept of Selling is different from Marketing and aims at profit maximization through a. Increasing Sales Volume of Quality Products b. Customer Satisfaction c. Solution of Customer Problems d. Satisfaction of Customer Needs	**a**

57	Defining the market means that marketers should not just focus on products that they sell. This strategic error is called a. Marketing Whims b. Marketing myopia c. Marketing relationships d. None of the above	**b**
58	Many people are surprised when they realize how many different ideas and activities are included in the term. a. Marketing b. Manufacturing c. Labelling d. Selling	**a**
59.	The 'outside in' perspective is another name of a. The production concept b. The product concept c. The marketing concept d. The selling concept	**c**
60.	If a local company wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies? a. Focusing on today is important for us b. Making money is our business c. The customer is always right d. Keeping prices low is our objective	**c**

UNIT – II Marketing Environment

1	The nature of goods and services demanded in a society depends upon a. Fashion trends. b. people's attitudes, customs, socio-cultural values c. Future expectations d. Past fashion	**b**
2	You are directed to study the factors that are larger societal forces that affect your company–demographic, economic, natural, technological, political, and cultural. What are you studying? a. the macro environment b. the global environment c. the micro environment d. the marketing mix	**a**
3	In macro environment, 'pressure groups' and 'government agencies' are part of the _____ environment a. cultural b. demographic c. economic	**b**

	d. political	
4	A company's microenvironment does not include a. The company b. The marketing intermediaries c. Demographic forces d. The organization's suppliers	**c**
5	Forces and factors that shape customers preferences and behaviours are known as _____ environment a. the cultural b. the demographic c. the economic d. the political	**a**
6	All factors affecting purchasing power of consumers are included in _____ environment. a. the cultural b. the demographic c. the economic d. the political	**c**
7	The actors close to the company that affect its ability to serve its customers – the company, suppliers, marketing intermediaries, customer markets, competitors, and publics. These combine to make up the company's value delivery network. a. the macro environment b. the global environment c. the micro environment d. the marketing mix	**c**
8	Which type of organization helps companies to stock and move goods from their points of origin to their destination? a. physical distribution firms b. marketing services agencies c. resellers d. suppliers	**a**
9	In a SWOT analysis, which two elements are part of the internal environment? a. strengths and threats b. opportunities and threats c. strengths and opportunities d. weaknesses and strengths	**d**
10	Imagine you are conducting a SWOT analysis for aIndian manufacturer who exports to Thailand. If the Thai currency becomes unstable, which category would you place that in for your analysis? a. Opportunity b. weakness c. economic d. strength	**e**

	e. threat	
11	When analysing the marketing environment, which heading should the company's increased brand equity go under? a. Political b. personal c. organizational d. environmental	**d**
12	A SWOT analysis is used to analyse an organisation's current _____ a. Situation b. Environment c. opportunities d. threats	**a**
13	Robert has recently been appointed Marketing Manager for a fashion company. He needs to know whether or not the company's products have a sustainable advantage in the marketplace. What kind of analysis does he need to do? a. environmental analysis b. gap analysis c. competitor analysis d. market share/market growth analysis	**c**
14	Which of the following represents the most dramatic force shaping a marketer's destiny? a. technological environment b. natural environment c. legal-political environment d. deregulation	**a**
15	Business legislation has been created for three basic reasons: to protect companies from each other, to protect the interests of society, and to _____. a. protect consumers b. regulate prices c. increase world trade d. regulate monopolies	**a**
16	Working for the Aldi supermarket chain, you are very aware of the activities of your company's competitors; Coles and Woolworths, and find that you frequently make changes to your businesses in response to actions they have taken. You also notice that they react when you make changes to your business offering. This competition is occurring within the: a. Internal environment b. Micro-environment c. competitive-environment d. macro-environment	**b**
17	Choose the best answer from the options below to complete the following sentence. An organisation chart can be a useful tool to help analyse an organisation's a. Market perception	**d**

	b. Marketing mix c. External environment d. Internal environment	
18	A new housing estate with landscaping covenants opens in the vicinity of a garden nursery business. In term of a SWOT analysis, this would represent a. A strength b. An opportunity c. A threat d. A weakness	**b**
19	As the recently appointed marketing manager for a growing fashion brand, you spend your first few months in the job understanding the business, your competitors businesses and the marketing environment. The comprehensive understanding you are engaged in is known as: a. Marketing planning b. Situational analysis c. The competitive analysis d. Company analysis	**b**
20	The main demographic force that marketers monitor is _____. a. Literacy b. Population c. Sex d. Occupation	**b**
21	A business survives and grows if it a. does not adapt to external environmental changes. b. remains indifferent c. adapts to external environmental changes d. does mass production	**c**
22	There is an increasing trend towards ----------because of easier availability of information technology throughout the world. a. e-commerce b. mass production c. Both a & b d. Minimise production	**c**
23	Exposure to western modern culture and population shifts from rural to urban areas are a. Economic factors b. Socio-cultural factors c. Political factors d. Demographic factors	**b**
24	In metropolitan cities due to fast lifestyle there is more demand for a. medicines and spectacles b. fast foods, electronic home appliances and crèches c. baby foods and toys d. education	**b**

25	Which is the one not included in national culture? a. Language. b. Internet. c. Belief. d. Attitude	**b**
26	Internal factors affecting a business environment also are referred to ____factors. a. controllable. b. uncontrollable factors. c. relevant. d. global.	**A**
27	External factors affecting a business environment also are referred to ____factors. a. controllable. b. uncontrollable factors. c. relevant. d. global.	**B**
28	PEST is an acronym which stands for _____. a. Political, Environment, Societal, Technology. b. People, Economy, Standards, Transport. c. Political, Economic, Societal, Technological. d. Political, Economic, Social, Technological.	**D**
29	"Cash Purchase" are affected because the worth of cash in terms of buying power declines during a. High competition b. High inflation c. Clearance sale d. High supply	**b**
30	Marketers are interested in social class because knowing what products appeal to which social classes can help marketers best determine a. Where to distribute their products b. What price should be offered c. What media for advertising will attract d. All the above	**a**
31	Tobacco advertising is now virtually banned in all marketing communication forms in many countries around the world. This can be explained as an influence of: a. Economical environment. b. Social environment c. Political environment d. Legal environment	**d**
32	Robert is a marketer for a global consumer products company. He is working on the promotional campaign designed to reach a target audience in a new international market. Robert is working hard to make sure that the promotional	**b**

	campaign is clearly understood by the nation's consumers and doesn't offend anyone. Which of the factors in the external environment is he being influenced by? a. Economical environment. b. Socio-cultural environment c. Political environment d. Legal environment	
33	Anil a marketing manager of a car manufacturing company is of the view that in case of construction companies and automobiles manufacturers, low longer term rates are beneficial because they results in increased spending by consumers for buying homes and cars on borrowed money. Identify and explain the component of macro environment that Anil is referring in this case. a. Economical environment. b. Socio-cultural environment c. Political environment d. Legal environment	**a**
34	Atul has got tremendous feedback from public for his newly started Gym plus gym related goods store which is a one stop solution for health conscious people. When asked about his success story then Atul said that the health and fitness trend has become popular among large number of urban dwellers. This has created a demand for products like organic food, diet soft drinks, gyms, bottled water and food supplements. That is why he thought of starting this business. Identify the dimension of macro environment whose understanding has helped Atul in garnering the success. a. Economical environment. b. Social environment c. Political environment d. Legal environment	**b**
35	Ashia who is working as a advertisement advisor with one of the consumer goods manufacturing company is of the view that nowadays in order to inform and persuade the potential buyers to buy the product new and modified ways should be adopted by the companies to advertise their products. That is like CD-ROM’s , computerised information kiosks and internet/ world wide web multimedia pages highlighting the virtues of products. Marketing team really appreciated her idea. Identify the element of macro environment on which Ashia has put the emphasis. a. Economical environment. b. Social environment c. Technological environment d. Legal environment	**c**
36	Ananya's grand father while telling her about the past of Indian economy told her that even after opening up of our economy in 1991, foreign companies found it very difficult to cut through the bureaucratic red tape to get permits for	**b**

	doing business in India. Sometimes it took months to process even their application in process. As a result these companies were discouraged from investing in India but the situation has improved overtime. Identify the Element of macro environment which was the cause for discouragement to foreign companies based on above case. a. Economical environment. b. Political environment c. Technological environment d. Legal environment	
37	"_____ fever" results from the convergence of a good vary of forces within the marketing environment—from technological, economic, and demographic forces to cultural, social, and political ones a. Cultural b. Marketing c. Social d. Millennial	**d**
38	Finance, analysis and development, purchasing, and manufacturing are all activities that are a part of that element of the microenvironment? a. the suppliers. b. the company's internal environment c. the marketing channel firms d. the publics	**b**
39	_____ are an important link within the company's overall "value delivery system" since they supply the resources required by the company to produce its merchandise and service. a. the suppliers. b. the company's internal environment c. the marketing channel firms d. the publics	**a**
40	Banks, credit companies, and insurance companies that help hospitality companies finance their transactions are called: a. suppliers. b. publics. c. financial intermediaries. d. marketing service agencies.	**c**
41	When Disney shreds its paper products and sends the shredded paper to the gift shops to use as packing material it is responding to _____ an environmental factor. a. economic b. technological c. natural d. demographic	**b**

42	The work of groups like People for the Ethical Treatment of Animals (PETA) influence the _____ environment in which businesses operate. a. economic b. marketing c. natural d. political	**d**
43	When using the PESTL framework, marketers are investigating: a. Internal forces b. Macro-environmental forces c. Micro-environmental forces d. +C e. ompetitive forces	**b**
44	An organisation that cuts its marketing budget during an economic downturn could be more likely to view marketing as a. A cost b. An investment c. Essential d. Both a and c	**a**
45	A devaluation of the American dollar makes exports cheaper and imports more expensive. Within the macro-environment, this is known as a(n): a. economic force b. marketing force c. natural force d. political force	**a**
46	A new housing estate with landscaping covenants opens in the vicinity of a garden nursery business. In term of a SWOT analysis, this would represent a. A strength b. An opportunity c. A threat d. A weakness	**b**
47	As the recently appointed marketing manager for a growing fashion brand, you spend your first few months in the job understanding the business, your competitors businesses and the marketing environment. The comprehensive understanding you are engaged in is known as: a. Marketing planning b. Situational analysis c. The competitive analysis d. Company analysis	**b**
48`	Working for the Reliance supermarket chain, you are very aware of the activities of your company's competitors; and find that you frequently make changes to your businesses in response to actions they have taken. You also notice that they react when you make changes to your business offering. This competition is occurring within the: a. Internal environment	**b**

	b. Micro-environment c. The competitive-environment d. The macro-environment	
49	The global financial crisis was an example of what type of macro-environmental force? a. economic b. marketing c. natural d. political	**a**
50	Micro environment is also known as _____. a. Direct. b. Indirect. c. Same. d. Fine.	**a**
51	Macro environment is also known as _____. a. Direct. b. Indirect. c. Same. d. Fine.	**b**

UNIT – III Segmentation, Target Marketing & Positioning

1	Crack, an famous ointment from Paras Pharmaceuticals is an example of _____ a. Mass marketing b. Local marketing c. Niche marketing d. Global marketing	**c**
2	Which of the following is not a demographic characteristic? a. Personality – anxious b. Gender-male. c. Marital status-single. d. Age-21.	**a**
3	Which one of the following is not a geo-demographic basis for market segmentation? a. Personality b. Occupation c. Postcode. d. Marital status.	**a**
4	The Coca Cola Company markets a wide range of different beverage products including soft drinks, bottled water, juices & sports drinks. Each product appeals to a different segment. This is an example of which type of market offering? a. Undifferentiated marketing	**b**

	b. Differentiated marketing c. Targeted marketing d. Niche marketing	
5	What variable has Smart Options Ltd used to segment its customers into heavy users, light users, frequent users and occasional users of their car hire services? a. Brand loyalty b. Usage rate c. User status d. Benefit sought	**b**
6	The target market for cookbooks is predominantly female and over 25 while the readership for comic books is mainly males between the ages of 15 to20. This is important _____ information for a publisher to know. a. Psychographic b. Socioeconomic c. Demographic d. Geographic	**c**
7	The way the product is defined by consumers on important attributes is called _____. a. market segmentation b. image psychology c. product position d. market targeting	**c**
8	The positioning task consists of three steps. Which of the following does not belong? a. Identifying a set of possible competitive advantages upon which to build a position. b. Choosing the right competitive advantages. c. Comparing the position with ethical & legal guidelines established by the trade. d. Selecting an overall positioning strategy.	**c**
9	The strategy of choosing one attribute to excel at to create competitive advantage is known as (the): a. unique selling proposition. b. under positioning. c. over positioning. d. confused positioning.	**a**
10	Dividing the consumer market into domestic users and foreign users is an example of a. undifferentiated marketing b. market segmentation c. targeting d. positioning	**b**
11	USP stands for which of the following? Unique segmentation proposition Unique selling positioning	**c**

	Unique selling proposition Unique standard position	
12	Which of the following is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market? a. Segmenting b. Positioning c. Targeting d. Imaging	**b**
13	The 'Singapore Seas Cruise Line' targets customers seeking elegant ambiance for holidays is example of a. geographic segmentation b. income segmentation c. psychographic segmentation d. behavioural segmentation	**c**
14	Burger King segments and targets its brands market "Super Fans" who visit store roughly 13 times a month is an example of a. user status b. usage rate c. loyalty status d. benefits sought	**b**
15	Climate, warm, cold, and rainy affects _____ a. psychographic environment b. geographic environment c. Socioeconomic environment d. Demographic environment	**b**
16	McDonald's runs advertisements featuring children, senior citizens, and minority groups. These ads indicate that the company a. Is production oriented b. Considers only environmental factors. c. Has several target markets. d. Lacks focus.	**c**
17	Market segmentation is the process of dividing a market _____. a. Heterogeneous b. Homogeneous c. Large d. Small	**a**
18	Prospects names can be got from salespersons of non-competingproducts.(aggregated) into ---------- sub unit (segregated). a. Heterogeneous b. Homogeneous c. Large d. Small	**b**
	Segmentation will enable the buyer to find the products most fitting to their	**a**

19	physicalor/and psychological _____. a. Needs b. Wants c. Desire d. demand	
20	No market is totally---------- and to create meaningful segments, marketers must understand different purchase combinations that satisfy the need. a. Heterogeneous b. Homogeneous c. Large d. Small	**b**
21	Customers within any market (segment) ----------have. a. Similar Needs b. Different Needs c. Similar wants d. Different wants	**a**
22	Geo-demographic segmentation is the method of dividing markets on the basis of neighbourhood lifestyles categories and is a combination of lifestyle demographic segmentation and a. Geographic Segmentation b. Geologic Segmentation c. Geomorphic Segmentation d. 4. All the above	**a**
23	The process of dividing business markets into segments based on characteristics of decision-making units within a macro-segment is a. Satisfier segment b. Micro segment c. Business segment d. Profit oriented segment	**a**
24	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? a. Social class b. Opinion leader c. Reference group d. Family	**d**
25	Festive Flowers have a number of shops, each of which serves a specific area. What type of market segmentation base are they using? a. Psychographic b. Socioeconomic c. Demographic d. Geographic	**d**
26	What is the marketing term for how a target market perceives a brand in relation to competing brands? a. positioning	**a**

	b. profiling c. targeting d. segmentation	
27	What is the marketing term for a relatively small, well-defined and very focused target market? a. customised market b. targeted market c. gap in the market d. niche market	**d**
28	____ segmentation, which is based on population characteristics, are probably the most widely used forms of segmentation. a. Psychographic b. Socioeconomic c. Demographic d. Geographic	**c**
29	Vedant and Gauri Hajare have seen their travel destination choices change throughout their marriage. On their honeymoon, they went on a romantic trip to Las Vegas. When their children were young, it was always Disney World. Now that they are retired and the children have their own lives, Vedant and Gauri like going to National Parks. This best describes the impact of which demographic characteristic? a. Age b. Gender c. Family life cycle d. Income	**c**
30	Henry Ford's success at developing and marketing the Model T was an example of _____. a. targeted marketing b. one-to-one marketing c. undifferentiated marketing d. segmentation	**a**
31	Standard Chartered offers its cardholders different benefits, depending on which color card is issued to the customer. The different cards vary according to the annual fee paid and the benefits and credit lines associated with each card level. Standard Chartered engaged in _____. a. mass marketing b. selling and advertising c. positioning and repositioning d. segmentation and targeted marketing	**d**
32	Many companies have used the Internet to expand their selection of target markets into new geographic markets. What characteristic of an attractive market is best reflected by companies pursuing this strategy? a. size of market	**d**

	b. growth of market c. lack of competition d. accessibility to market	
33	Tailoring your product or its marketing so that it stands out from the competition and people want to buy it defines _____. a. Customization b. Segmentation c. Positioning d. targeting	**c**
34	For years, Hallmark has used "When you care enough to send the very best" in its marketing of its greeting cards. This is a _____ a. positioning b. segmentation c. targeting d. repositioning	**a**
35	The focus of advertising and promotion effort upon a given segment or segments. a. Segment b. Target c. STP Marketing d. Niche market	**b**
36	Consumers who purchase a product or service much more frequently than others. a. Emergent consumers b. Heavy Users, committed users, lead users c. Switchers, or variety seekers d. Brand Freaks	**b**
37	The marketer's attempt to give a brand a certain meaning relative to its competitors. a. Segment b. Position c. Positioning d. Target	**c**
38	A portion of the market. a. Segment b. Position c. Positioning d. Target	**a**
39	The following is not a factor when segmenting: a. increased profits and ROI b. similarity of needs c. feasibility of reaching reasonable costs d. fewer customer complaints	**a**
40	Mass customization is an attempt to have _____ segment(s)	**a**

	a. one b. two c. three d. many	
41	In economic terms, market segmentation is relating the organization actions (supply) to: a. Corporate goals b. Company mission needs c. Customer needs d. A market place	**c**
42	A market segment would have a collection of prospective buyers that are: a. ready to buy b. showing unfilled needs c. relatively heterogeneous d. relatively homogeneous	**d**
43	The Model T automobile was designed to be reliable and low in cost; it was a "working person's car." Henry Ford is reputed to have said, "You can have it in any color you want, as long as it's black." Competitors such as Chevrolet, however, started to offer cars targeted to this market in a choice of colors. All else being equal, the strategy of these competitors was one of: a. segmentation b. differentiation c. repositioning d. co-branding	**b**
44	Target received a lot of press for changing their segmentation of toys from gender-based (i.e., boys' toys vs. girls' toys)to usage-based (i.e., grouping toys by how they're used). Target's new strategy is based on ___ segmentation. a demographic b geographic c behavioural d psychographic	**c**
45	Tide offers a variety of laundry detergents; each detergent offers a different promise, such as removing tough stains, making clothes smell fresh, reducing energy use during washing, or not irritating sensitive skin. Tide is using ___ segmentation. a. decision roles b. usage rate c. benefit d. loyalty status	**c**
46	Jagga Jasus has identified a possible market segment for the product he manages. Jagga Jasus is now trying to determine whether the segment is identifiable. This means making sure the members of the segment are ___ members of other segments and ___ one another. a. similar to; similar to	**b**

	b. different from; similar to c. different from; different from d. similar to; different from	
47	Companies like Unilever adopt a differentiated targeting strategy because it diversifies a company's business. **Differentiated targeting:** a. Focuses on a single need for a single segment. b. Widely markets basic commodities. c. Focuses on multiple needs for a single segment. d. Focuses on different needs for different segments.	**d**
48	Coke and Pepsi are very similar products. However, compared to Coke, Pepsi is a bit sweeter, which is something many consumers want in a cola product. Greater cola sweetness is ___. a. an unmet customer need b. an unneeded benefit for Pepsi c. a redundant benefit for Coke and Pepsi d. a value proposition for Pepsi	**d**
49	Which of the following is a key function of "positioning" in marketing campaigns? a. To provide a reason why the customer should buy the product. b. To divert the customer's attention from the product's flaws. c. To override the customer's previous mindset. d. To distract the customer from considering a competitor's product.	**a**
50	A product's position is based on important attributes as perceived by: a. Managers b. Competitors c. Consumer's d. Market conditions	**c**
51	If a marketer wanted to set a competitive position for a product and follows this with a detailed marketing mix that would be appropriate to that position, the process would be called: a. Marketing mix matrix b. Market Targeting c. Market Positioning d. Market Differentiation	**c**
52	The ad campaign of MRF – _ The power of knowledge' is an example of _____. a. positioning for user category b. positioning for usage occasion c. positioning on product features d. positioning against another product	**c**
53	The ad campaign of Kellog's corn flakes for breakfast is an example of _____. a. positioning for user category b. positioning for benefit	**b**

	c. positioning on product features d. positioning on specific product feature	
54	'Environmentally friendly‖ this is an example of positioning as per _____. a. attribute b. price c. quality d. target marget	**a**
55	Positioning is what a manufacturer does to the _____. a. product b. media c. quality d. mind of prospect	**d**
56	A noodle marketer promotes his product as a _ pure vegetarian and nourishing food' is applying the concept of _____ segmentation. a. Benefit b. Psychographic c. geographic d. demographic	**c**
57	Sachet marketing was designed to specifically target the '_____ market'. a. Top of the pyramid b. Mid-point of the pyramid c. Bottom of the pyramid d. All of above are false	**c**
58	It is a fact that there are 32.5 million left-handed people in the India. However, most marketers do not attempt to appeal to or design products for this group because there is little in the way of census data about this group. Therefore, this group fails in one of the requirements for effective segmentation. Which of the following is most likely to apply in this case? a. actionable b. substantial c. differentiable d. measurable	**d**
59	The movie Spiderman 3 was launched in India in five different languages, including Bhojpuri. It is an example of: a. Local marketing b. Niche marketing c. Mass marketing d. Geographic marketing	**a**
60	The magazine _____ is targeted as the magazine of woman of substance. a. Femina b. Cosmopolitan c.Vogue d. Autocar	**a**

UNIT – IV Consumer Behavior

1	There are five generic questions which can help a marketer to understand consumer behaviour. Which of the following question will not enhance this understanding? a. Where do they buy? b. Who is important? c. How do they buy? d. When do they buy? e. What did they wear?	**e**
2	Which of the following is true? a. Information search comes before decision, but after need identification b. Need identification comes after information search, but before decision c. Need identification comes after decision, but before purchase	**a**
3	High-involvement products are those that: a. have a lengthy and complex user manual b. have their attributes linked to functionality c. figure strongly in the individual's lifestyle	**c**
4	Inertia in decision-making means: a. resisting decisions which will lead to change b. making decisions out of habit rather than from any conscious loyalty c. an unwillingness to make a decision	**b**
5	Increasing consumer involvement with the products will: a. Enable the company to quickly gauge customer reactions b. Create extra hassles for front-line sales staff c. Make communications easier and loyalty levels higher	**c**
6	If the product's performance falls between the expected and the ideal performance, the outcome is: a. Satisfaction b. Acceptance c. Delight d. Dissatisfaction	**c**
7	The psychological tension which results from holding two different views at once is called: a. Schizophrenia b. Cognitive dissonance c. Endemic consonance	**b**
8	Consumer behaviour is the analysis of the behaviour of _____ and _____ who buy goods and services for _____ consumption a. Individuals, businesses, private b.Businesses, households, public c. Individuals, households, personal d.Businesses, households, conspicuous	**c**
9	You go to the supermarket and buy a loaf of bread. It is the same bread that you 'always' buy and your decision is classed as low involvement. Your decision making behaviour can be defined as	**d**

	a. Frequent decision making b. Extended decision making c. Limited decision making d. Habitual decision making	
10	While shopping for a pair of jeans, you ask your friend "how do I look in these?" This influence on your purchasing decision is a a. Physical b. Personal influence c. Social influence d. Motivational influence	**c**
11	Which of these is defined as a group comprising individuals of similar social rank within the social hierarchy? a. Social class b. Subculture c. Multiculturalism d. Reference group	**a**
12	During each university semester you find your life includes mainly study and work with the occasional party. Subsequently, you dream of a more unpredictable life full of excitement and travel. You are dreaming of your a. Attitude b. Lifestyle c. Learning d. personality	**b**
13	At which stage of the consumer making process might the consumer decide not to make a purchase? a. Purchace b. Evaluation of options c. Cognitive dissonance d. Information search	**a**
14	The starting point of understanding a consumer's response to various marketing efforts is the _____ of a buyer's behavior. a. belief b. subculture c.post purchase feeling d. stimulus-response model	**d**
15	People change the goods and services they buy over time because of the two changing factors of _____. a. belief and attitude b. perception and personality c. age and life-cycle stage d. groups and learning	**c**
16	Customer value is: a. derived from the price of the product b. the difference between all of the benefits derived from the total product and all of the costs of acquiring those products c. the cost to the consumer of altering their behaviour to buy a product d. the difference between the perceived financial and social costs in obtaining the product and the financial and social gain in owning the product	**b**
17	Mary needs a computer for her studies. She has some computer knowledge from her previous purchase 5 years ago, but feels that she needs to read more computer magazines, consult several computer shops, and ask for advice from her IT friends before she makes a purchase. What kind of decision-making is Mary experiencing: a. limited b.extended c.complex d.complicated	**b**
	Repeat purchase behaviour is frequently referred to as: a. brand loyalty b. relationship marketing c. customer satisfaction	**a**

18	d. customer retention	
19	If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not, the consumer may store the need in memory or undertake a(n) a. alternative evaluation b. post purchase behaviour c. information search d. product adoption	**c**
20	A shoe company uses ads featuring the members of a country music band with the hope that the band's fans will see them wearing the company's shoes and want to wear the same shoes. The shoe company is hoping that fans of the band view the band as a _____. a. membership group b. reference group c. status symbol d. lifestyle	**b**
21	According to one analyst, a Harley-Davidson motorcycle can make you feel like "the toughest, baddest guy on the block." Harley-Davidson promotes its motorcycles with images of independence, freedom, and power. Harley-Davidson has created a _____. a. lifestyle b. life-cycle stage c. brand motivation d. brand personality	**d**
22	Kiran tends to purchase various brands of bath soap. She has never been loyal to a specific brand; instead, she does a lot of brand switching. Kiran exhibits _____. a. dissonance-reducing buying behaviour b. complex buying behaviour c. variety-seeking buying behaviour d. Frequent – regular behaviour	**c**
23	Leona purchased two bottles of wine from vineyards in Australia. When asked her opinion of the wine, she said the burgundy wine tasted like alcoholic grape juice, but the Chablis had a crisp taste that she really enjoyed. These statements were made during the _____ stage of the purchase decision. a. information search b. alternative evaluation c. purchase decision d. postpurchase behaviour	**d**
24	Beiersdorf is working to have their Nivea for Men brand introduced and publicized in India in order to _____. a. fulfil a governmental mandate b. have men recognize a problem with respect to facial care c. brand awareness	**b**
25	Mr. Liladhar buys goods and services for use in the production of products that are sold and supplied to others. Mr. Liladhar is involved in _____. a. Consumer buying behaviour b. Post-purchase dissonance c. Retail buyer behaviour d. Business buyer behaviour	**d**
26	You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation? a. Modified rebuy b. Straight rebuy c. Modified straight rebuy	**b**
	In an agreement with ABC Fruit Growers Cooperative, UPS contracted to transport its produce to supermarkets in Pune. In marketing terminology, the	**d**

27	supermarkets are an example of _____, and the people who buy the fruit are examples of _____. a. Ultimate consumers; organizational buyers b. Organizational users; individual users c. Broad markets; narrow markets d. Organizational buyers; ultimate consumer	
28	Which of the following is a person's pattern of living as expressed in his or her psychographics? a. Social class b. Lifestyle c. Culture d. Personality	**b**
29	Post-purchase evaluation describes _____. a. how people write a review for a review website b. how people act following on from their evaluation of the consequences of their purchases c. the act of repeat buying behaviour	**b**
30	The buying process starts from _____. a. information search b. evaluation of alternatives c. purchase decision d. need recognition	**a**
31	When buying products consumers expect certain outcome of the purchase. How well the expectations are met determines whether the consumer is satisfied or dissatisfied with the purchase. This phenomenon is a. Post purchase behaviour b. Post purchase analysis c. Post purchase accountability d. 4. None of the above	**a**
32	"If you buy from me, I will buy from you", this concept is a. Reciprocity b. Imbalance of power c. Business to Business d. None of the above	**c**
33	Organizational buyers when making buying decisions are usually less emotional, focuses on economic needs and a. Increasing sales b. Need credit supply c. Door delivery d. All the above	**b**
34	The primary distinction between a consumer product and an industrial product is based on the _____. a. cost	**d**

	b. sized c. description d. purpose for which the product is bought	
35	Understanding consumer buying behavior is not easy. The answers are often locked deep within the consumer's head. The central question for marketers is: a. How much money is the consumer willing to spend? b. How much does the consumer need the product being offered for sale? c. How much does a discount or a coupon affect the purchase rate? d. How do consumers respond to various marketing efforts the company might use?	**d**
36	General Motors buys steel because consumers buy cars. If consumer demand for cars drops, so will General Motors' demand for steel. This is an example of the relationships found in_____ a. Kinked demand. b. Inelastic demand. c. Cyclical demand. d. Derived demand. .	**d**
37	This moment happens when a potential customer researches online the brand or the product. a. Moment of Truth b. Zero Moment of Truth c. Second Moment of Truth d. Ultimate Moment of Truth	**b**
38	Ajay Singh, the former CEO of Spice Jet, used the _____ metaphor as a reference point for transforming the airline into a customer-driven business. a. service-perspective b. comparative-analysis c. systems-of-exchange d. moment-of-truth	**d**
39	Which of the following is <u>not</u> an example of a marketer-dominated source of information? a. Advertising b. Salespersons c. Infomercials d. Word-of-mouth communication	**d**
40	One implication of the _____ view for marketers is that care must be taken not to raise pre-purchase expectations to such a level that the product cannot possibly meet them. a. Post purchase evaluation b. Purchase decision c. Pre- purchase decision d. Routine decision making	**a**
41	After buying a new Whirlpool washer-dryer combination, Allison was pleased when she got a phone call from a Whirlpool customer service representative who wanted to know if she were happy with her purchase and the installation service. What is the best explanation for why would Whirlpool calls individual buyers?	**a**

	a. To reduce the possibility of post-purchase dissonance b. As a part of its ongoing consumer research c. To make sure it was in Allison's consideration set d. To reduce the functional risks consumers perceive to be associated with the purchase of expensive household products	
42	Which of the following is an example of a consumer characteristic that would affect a consumer's information search for a pair of nonskid boat shoes? a. The actual differences between the different brands of boat shoes b. The age and gender of the individual shopping for shoes c. Whether the purchase will be used by the shopper or someone else d. The sales personnel at the store where the consumer is looking at shoes	**b**
43	What does cognitive dissonance state? a. The individual often has doubts and second thoughts about the choice made b. Individual consumers use limited decision making to reduce their anxiety levels c. Consumers usually buy products based on emotion d. Marketers can sell more products by increasing choices available to consumers	**a**
44	Harinaam wants a dish washer, but he thinks it is too expensive. While he was reading Times of India, he saw an article about a new digital dish washing machine. He is definitely ready to buy one now. During Harinaam's search for a dish washer that would satisfy his needs, what kind of source finally provided him with the information he needed to make a purchase? a. International source b. National source c. Government source d. Public source	**d**
45	If the purchase is for a high-involvement product, consumers are likely to develop a high degree of _____ so that they can be confident that the item they purchase is just right for them. a. Brand loyalty b. Society c. Product knowledge d. References	**c**

UNIT – V Marketing Mix

1	The marketing mix for services differs from that used for tangible goods because: a. Services are more expensive b. Services are the fastest growing part of the economy c. The consumption of services cannot be separated from their purchase d. There is greater demand for services	**c**
	According to four Ps of marketing, inventory and logistics services are classified as	**b**

2	a. Product b. Place c. Price d. Promotion	
3	The promotion "P" of marketing is also known as _____. Product Differentiation a. Distribution b. Cost c. Marketing d. Communication	**d**
4	Raising consumer awareness of a commodities or product, produces sales, and makes brand reliability is a. Promotion b. location c. product d. decision	**a**
5	To facilitate manufacturing in India, ABC Company uses 18 different local suppliers of key component parts. These suppliers are part of the _____ for ABC Company. a. communication network b. channel of distribution c. supply pyramid d. materials-handling network	**b**
6	A channel typically used for industrial products is the _____ channel. a. direct b. industrial distributor c. wholesaler d. retailer	**a**
7	Toothpaste is sold in grocery stores, service stations, convenience stores, drugstores, discount stores, and motel vending machines. This is a example of a(n) _____ distribution strategy. a. exclusive b. intensive c. selective d. horizontal	**b**
8	ABC, Inc. manufactures decorative tile. The company has a policy of only having one or two dealers within a given large geographic area. Buyers of ABC brand terra-cotta and mosaic tiles for home decorating will travel to acquire just the right product, so _____ distribution is appropriate for the tile. a. exclusive b. intensive c. selective d. premium	**a**
	This P is not a part of the 7Ps of marketing mix?	

9	a. Process b. Price c. People d. Purpose	**d**
10	Which of the following statements about price is true? a. Price and revenue are synonyms. b. Price always equals some monetary figure. c. Price is not necessarily based on the satisfaction consumers receive from a product. d. High prices result in high profits.	**c**
11	The price of the good or service is a key decision for a marketer because it most significantly and directly affects the product's: a. distribution b.costs c. demand d. promotion e. quality	**c**
12	In the mature and highly competitive furniture industry, you would expect furniture manufacturers to engage in: a. a price war b. price escalation c. prestige pricing d. above-market pricing	**a**
13	During the off-season, **BREAKFAST ON THE TABLE**, a bed-and-breakfast inn, offers a 25 percent reduction on its weekend rates to entice customers to make last-minute reservations at its Web site. This is an example of pricing strategy used as a: a. distribution tool b. promotion strategy c. product strategy d. direct sales tool	**b**
14	Many consumers, especially when faced with an uncertain purchase decision, think that a high price: a. is a signal of quality b. is an indication that consumers are being ripped off c. will always lead to major price discounts to wholesalers and retailers that distribute it d. is a sign of the company's overall market share	**a**
15	Titan Optic builds quality binoculars, which have innovative components (such as water resistance) and superior durability. Titan Optic has managed to keep its price lower than its competitors. However, Titan's sales have been disappointing. For a fast and simple remedy, Titan's should: a. re-educate the potential consumers about Titan's products b. raise prices because of consumer expectations	**b**

	c. lower the quality of Titan's products d. emphasize low price in all its advertising	
16	The way in which the product is delivered to meet the customer's need refers to: - a. New product concepts b. Selling c. Advertising d. Place or distribution decisions	**d**
17	Newsletters, catalogues, and invitations to organization-sponsored events are mostclosely associated with the marketing mix activity of: a. Pricing b. Distribution c. Product development d. Promotion	**d**
18	Personal Computers and CD/DVD Players are in which stage of PLC a. Introduction b. Growth c. Maturity d. Decline	**d**
19	Kitchen appliances that are not internet enabled is in which stage of PLC a. Introduction b. Growth c. Maturity d. Decline	**c**
20	IoT (Internet of Things) and AirPods are in which stage of PLC a. Introduction b. Growth c. Maturity d. Decline	**b**
21	Electric Cars in India are in which stage of PLC a. Introduction b. Growth c. Maturity d. Decline	**b**
22	Online Healthcare and Online Education in India are in which stage of PLC a. Introduction b. Growth c. Maturity d. Decline	**a**
23	Identify the one which is **NOT** the Components of Product Mix. a. Branding. b. distribution c. Packaging. d. Labeling.	**b**

24	A Company Has to Decide About Its Price Policy, Credit Policy; Terms of Payment Etc. Name the Concept Which the Company is Trying to Decide. a. price b. product c. distribution channel d. promotional media	**a**
25	The _____ is the starting point in creating a marketing mix. a. price b. product c. distribution channel d. promotional media	**b**
26	What are the three basic tasks of promotion? a. informing, persuading, and convincing b. persuading, convincing, and reminding c. informing, convincing, and reminding d. informing, persuading, and reminding	**d**
27	_____ promotion is used to keep a familiar brand name in the public's mind and is prevalent during the maturity stage of the product life cycle. a. Influence b. Reminder c. Informative d. Persuasive	**b**
28	The promotional mix elements that should be emphasized for products moving into the growth stage of the product life cycle are: a. public relations and reminder advertising b. sales promotion and public relations c. personal selling and persuasive advertising d. sales promotion and personal selling	**c**
29	Because automobile tires are in the maturity stage of their product life cycle, the promotional mix element _____ should NOT be emphasized in the marketing of this product. a. public relations b. persuasive advertising c. sales promotion d. personal selling	**a**
30	When a product is in the growth stage of its product life cycle: a. all elements of the promotional mix are equally important b. heavy advertising is used to build brand loyalty c. persuasive and reminder advertising is decreased d. personal selling is ineffective	**b**
31	_____ is the promotional mix element that evaluates public attitudes, identifies issues that may elicit public concern, and executes programs to gain public understanding and acceptance. a. Personal selling	**d**

	b. Advertising c. Mass communications d. Public relations e. Sales promotion	
32	Pepsi-Cola like Coca-Cola was charged with selling soft drinks that had a high level of pesticides in India. A newspaper article on why Pepsi-Cola promoted an Indian-born manager to the job of chief executive officer is an example of: a. a sales promotion b. free advertising c. newspaper advertising d. publicity	**d**
33	Which of the following is NOT considered a type of reseller? a. wholesaler b. retailer c. manufacturer d. distributor	**a**
34	The term "marketing mix" describes: a. A composite analysis of all environmental factors inside and outside the firm b. A series of business decisions that aid in selling a product c. The relationship between a firm's marketing strengths and its business weaknesses d. A blending of four strategic elements to satisfy specific target markets	**d**
35	Branding is a _____ decision a. Product b. Price c. Promotion d. Place	**a**
36	Giving retailer an incentive to sell your product/service is the responsibility of which marketing mix? a. Product b. Price c. Promotion d. Place	**d**
37	Increasing the features and quality you offer is a decision made by which marketing mix? a. Product b. Price c. Promotion d. Place	**a**
38	Design is a _____ decision a. Product b. Price c. Promotion d. Place	**a**
39	The marketing mix consists of; - a. Product, physical evidence, place, process b. Process, price, place, packaging c. People, process, place, promotion d. Product, place, promotion, price	**d**

40	_____ is a period of slowdown in sales growth. a. Introduction b. Growth c. Maturity d. Decline	**c**
41	When producers selling directly to consumers, through telemarketing, mail order and catalogue shopping and forms of electronic retailing, it is called as: a. Uninterrupted channel b. Business channel c. Direct channel d. Indirect channel	**c**
42	Channel members are needed to provide utilities such as Time, utility, place utility, form utility and a. Product utility b. Influence utility c. Possession utility d. All the above	**c**
43	The set of interdependent organizations that facilitate the transfer of ownership as products move for producer to business user or consumer is called a. Channel of distribution b. Channel of functions c. Channel of transfer d. Channel of business	**a**
44	If company B sell its products through retailers and wholesalers then channel used by company B is classified as: a. Uninterrupted channel b. Business channel c. Direct channel d. Indirect channel	**d**
45	If a food company gives a free Coke in particular burger to increase sales, it is altering which one of the following elements of the marketing mix? a. Promotion b. Price c. Product d. Place	**a**