



MGT301 (22MID TERM 2009 & 2008 PAPERS)

Solved by

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Paper 1

MIDTERM EXAMINATION
Fall 2009

MGT301- Principles of Marketing (Session - 3)

Question No: 1 (Marks: 1) - Please choose one

Relationship marketing is a consistent application of up to date knowledge of individual customers to product and service design. Why it is communicated interactively to customers?

- ▶ For delivering short term value & satisfaction to customers
- ▶ **For delivering long term value & satisfaction to customers**
- ▶ For delivering short term value to management
- ▶ For delivering long term value to management

(page 181) relationship marketing, which emphasizes maintaining profitable long-term relationships with customers by creating superior customer value and satisfaction.

(page 11)

relationship marketing is to deliver long-term value to the customer and thereby secure customer satisfaction and retention of patronage.

1). Competition is increasingly between networks.

2). Build a good network of relationships with key stakeholders and profits will follow.

(slide 22) <http://www.slideshare.net/alafito/marketing-concepts-chap-1>

Question No: 2 (Marks: 1) - Please choose one

The marketing concept is a philosophy that states that an organization determines the needs and wants of target markets and delivers the desired satisfactions more effectively and efficiently than competitors do. What is the impact of this philosophy on the organization?

- ▶ Increase market share
- ▶ Increase sales of the products
- ▶ **Achieve the organization's goals**
- ▶ Provide quality products

(slide38) <http://www.slideshare.net/alafito/marketing-concepts-chap-1>

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions.

Question No: 3 (Marks: 1) - Please choose one

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

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

The new model will fundamentally change customers' notions of convenience, speed, price, product information, and service. This new consumer thinking will affect ____.

a. a few businesses

b. every business

c. established businesses

d. starting up businesses

(b; Easy; p. 74

Question No: 4 (Marks: 1) - Please choose one

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

- ▶ Evaluates performance
- ▶ Measures performance
- ▶ **Sets specific goals**
- ▶ Takes corrective action

P#39,,Marketing Control

- 1)Set specific goals
- 2)Measure performance
- 3). Evaluate Performance
- 4). Take corrective action

Question No: 5 (Marks: 1) - Please choose one

The strategic marketing process is how an organization allocates its marketing mix resources to reach its:

- ▶ Stated business idea
- ▶ **Target market**
- ▶ Competition
- ▶ Area of expertise

http://highered.mcgraw-hill.com/sites/0072828803/student_view0/chapter2/chapter_in_review.html

An organization uses the strategic marketing process to allocate its marketing mix resources to reach its target markets.

Question No: 6 (Marks: 1) - Please choose one

Which of the following sets refers to the order or sequence of marketing management functions?

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

▶ **Marketing planning – implementation - control**

(page 14) Marketing Management is defined as the analysis, planning, implementation, and control

Question No: 7 (Marks: 1) - Please choose one

Which one of the following is **NOT** a trend in the natural environment?

- ▶ The increased cost of energy
- ▶ A shortage of raw material
- ▶ Government intervention

▶ **Changing consumer spending pattern**

slide17)<http://www.slideshare.net/mehmetcihangir/the-marketing-environment-presentation-765004>

Question No: 8 (Marks: 1) - Please choose one

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

- ▶ Descriptive
- ▶ **Exploratory**
- ▶ Causal
- ▶ Corrective

(page 55) Exploratory research where the objective is to gather preliminary information that will help to better define problems and suggest hypotheses for their solution.

Question No: 9 (Marks: 1) - Please choose one

Survey research, called the backbone of primary research, is the most widely used

method for primary data collection and is best suited for gathering which of the following information?

- ▶ Personal
- ▶ Attitude
- ▶ **Descriptive**
- ▶ Exploratory

Chapter 4

1. **Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering _____ information.**
 - a. personal
 - b. preference
 - c. attitude
 - d. descriptive
 - e. exploratory

(Answer: d; p. 107; Moderate)

Question No: 10 (Marks: 1) - Please choose one

General Motors need to assess the company's image relative to a new competitor. The time schedule is flexible, the research budget is very limited and a low response rate will not be a major problem. Which one of the following survey would be used by General Motors?

- ▶ **Mail**
- ▶ Telephone
- ▶ Personal interview
- ▶ Population

(Q#17) <http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Question No: 11 (Marks: 1) - Please choose one

Currently, you find yourself involved in marketing research. The research you are using is flexible, allows explanation of difficult questions and lends itself to showing products and advertisements. What is this form of research?

- ▶ **Personal interviewing**
- ▶ Online interviewing
- ▶ Vision phone interviewing
- ▶ Mall intercepts

Chapter 4

2. **Currently, you find yourself involved in marketing research. The form you are using is flexible, allows explanation of difficult questions, and lends itself to showing products and advertisements. What is this form of research?**
 - a. Personal interviewing.
 - b. Online interviewing.
 - c. Vision phone interviewing.
 - d. Mall intercepts.

e. None of the above.

(Answer: a; p. 108; Easy)

Question No: 12 (Marks: 1) - Please choose one

Which of the following phase of marketing research process is considered **MOST** expensive and subject to error?

- ▶ Exploratory research
- ▶ Hypothesis
- ▶ **Data collection**
- ▶ Data validation

http://books.google.com.pk/books?id=Lx5dxjc_Kq0C&pg=PA207&lpg=PA207&dq=Which+of+the+following+are+the+products+bought+by+individuals+and+organizations+for+further+processing+or+for+use+in+conducting+a+business%3F&source=bl&ots=xbEGBr0aWO&sig=EPiR9ZLiXk1iATwkita2wqUAOCc&hl=en&ei=JSkSTf2_NouOjAekkKn2BQ&sa=X&oi=book_result&ct=result&resnum=5&ved=0CDMQ6AEwBA#v=onepage&q=expensive%20and%20subject%20to%20error&f=false

Question No: 13 (Marks: 1) - Please choose one

How do consumers respond to various marketing efforts the company might use? What is a starting point of a buyer's behavior?

- ▶ Belief
- ▶ Subculture
- ▶ Post purchase feeling

▶ **Stimulus-response Model**

(page 62) The starting point is the stimulus-response model of buyer behavior

Question No: 14 (Marks: 1) - Please choose one

Groups of people with shared value systems based on common life experiences and situations in a culture represent which one of the following option?

- ▶ Motives
- ▶ Attitudes
- ▶ Cognitive dissonances
- ▶ **Subcultures**

(page 123)

http://books.google.com/books?id=Lx5dxjc_Kq0C&pg=PA123&dq=Groups+of+people+with+shared+value+systems+based+on+common+life+experiences+and+situations+in+a+culture&hl=en&ei=M1eGTbCfBlukvgPlvYXdCA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CCwQ6AEwAQ#v=onepage&q=Groups%20of%20people%20with%20shared%20value%20systems%20based%20on%20common%20life%20experiences%20and%20situations%20in%20a%20culture&f=false

Question No: 15 (Marks: 1) - Please choose one

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

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

(page 64) but is measured as a combination of occupation, income, education, wealth, and other variables

Question No: 16 (Marks: 1) - Please choose one

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

- ▶ Motive
- ▶ **Role**
- ▶ Lifestyle
- ▶ Tradition

A role consists of the activities people are expected to perform according to the persons around them.

<http://faculty.sheltonstate.edu/~tmajor/BUS285/Outlines/ch05outliine.pdf>

Question No: 17 (Marks: 1) - Please choose one

A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

- ▶ **Learning**
- ▶ Role selection
- ▶ Perception
- ▶ Motivation

(page 136)

http://books.google.com/books?id=Lx5dxjc_Kq0C&pg=PA123&dq=Groups+of+people+with+shared+value+systems+based+on+common+life+experiences+and+situations+in+a+culture&hl=en&ei=M1eGTbCfBlukvgPlvYXdCA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CCwQ6AEwAQ#v=onepage&q=Learning&f=false

Question No: 18 (Marks: 1) - Please choose one

Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following EXCEPT:

- ▶ Physiological needs
- ▶ Safety needs
- ▶ **Need recognition**
- ▶ Self-actualization

Chapter 5

41. Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following except _____.

- a. physiological needs
- b. safety needs
- c. need recognition
- d. self-actualization
- e. social needs

(Answer: c; p. 139; Moderate)

Question No: 19 (Marks: 1) - Please choose one

A new product is a good, service, or idea that is perceived by some potential customers

as new. Our interest is in how consumers learn about products for the first time and make the decision to buy them. Which one of the following option reflects this statement?

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

Chapter 5

67. A new product is a good, service, or idea that is perceived by some potential customers as new. Our interest is in how consumers learn about products for the first time and make the decision to buy them. This is called the _____.

- a. new product recognition
- b. adoption process
- c. variety-seeking buying behavior
- d. information search
- e. quality assessment

(Answer: b; p. 146; Moderate)

Question No: 20 (Marks: 1) - Please choose one

Which one of the following is NOT the stage that customers go through in the process of adopting a new product?

- ▶ Awareness
- ▶ Interest
- ▶ Evaluation
- ▶ **Culture**

(page 73) • Awareness: • Interest: • Evaluation: • Trial: • Adoption:

Question No: 21 (Marks: 1) - Please choose one

Most organizational purchase decisions are made by which of the following categories?

- ▶ The sales force
- ▶ A team of purchasing agents
- ▶ **A firm's buying centre**
- ▶ Inventory control personnel

(page 239) http://books.google.com/books?id=-R1zRakeLJqC&pg=PA239&dq=Most+organizational+purchase+decisions+are+made+by&hl=en&ei=1FqGTaDaFoSgvgOEx6TCCA&sa=X&oi=book_result&ct=result&resnum=3&ved=0CDIQ6AEwAg#v=onepage&q=Most%20organizational%20purchase%20decisions%20are%20made%20by&f=false

Question No: 22 (Marks: 1) - Please choose one

The receptionist at a doctor's office throws away certain product circulars mailed by pharmaceutical companies and keeps the ones on products she believes are useful. The receptionist is performing which role in the buying centre?

- ▶ Influencer
- ▶ Buyer
- ▶ Decider
- ▶ **Gatekeeper**

Question No: 23 (Marks: 1) - Please choose one

Mobilink divides buyers into groups based on their knowledge, attitudes, uses or responses to a product. It is obviously using which type of segmentation?

▶ **Behavioral**

- ▶ Psychographic
- ▶ Demographic
- ▶ Geographic

(page 177)

http://books.google.com/books?id=Lx5dxjc_Kq0C&pg=PA177&dq=divides+buyers+into+groups+based+on+their+knowledge,+attitudes,+uses+or+responses+to+a+product&hl=en&ei=dVuGTbbEKI2qvgOqyt3DCA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CC0Q6AEwAQ#v=onepage&q=divides%20buyers%20into%20groups%20based%20on%20their%20knowledge%2C%20attitudes%2C%20uses%20or%20responses%20to%20a%20product&f=false

Question No: 24 (Marks: 1) - Please choose one

Which of the following factors are often used for segmenting customer groups?

- ▶ Geographic factors
- ▶ Psychographic factors
- ▶ Behavioral factors

▶ **Demographic factors**

(page 84) Demographic factors are the most popular bases for segmenting customer groups

Question No: 25 (Marks: 1) - Please choose one

Following are the variables for the segmentation of international markets EXCEPT:

- ▶ Geographic factors
- ▶ Economic factors
- ▶ Cultural factors

▶ **Psychological factors**

(page 86) Companies can segment international markets using one or more of a combination of variables. The chief factors that can be used are: **Geographic location. Economic factors. Political and legal factors. Cultural factors**

Question No: 26 (Marks: 1) - Please choose one

Mass marketers, such as Target and Venture Stores, ignore market segment differences and target the whole market with one offer. What is their approach to segmenting?

▶ **Undifferentiated marketing**

- ▶ Differentiated marketing
- ▶ Target marketing
- ▶ Intelligent marketing

(page 87) **Undifferentiated Marketing Using an undifferentiated marketing (or mass-marketing) strategy, a firm might decide to ignore market segment differences and go to the whole market with one offer.**

Chapter 7

Question No: 27 (Marks: 1) - Please choose one

Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?

- ▶ Specialty products

▶ **Shopping products**

- ▶ Unsought products
- ▶ Industrial products

(Page 93) Shopping products are less frequently purchased consumer products and services that customers compare carefully on suitability, quality, price, and style.

Question No: 28 (Marks: 1) - Please choose one

You have an upset stomach. Your spouse rushes to the corner convenience store for a medicine. This product falls under which of the following categories?

- ▶ Unsought
- ▶ Convenience
- ▶ Shopping

▶ **Specialty**

(page 93) Specialty products are consumer products and services with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort. Examples include specific brands and types of cars, high priced photographic equipment, designer clothes, and the services of medical or legal specialists.

Question No: 29 (Marks: 1) - Please choose one

Which of the following are a form of product that consists of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything?

- ▶ Line extensions

▶ **Services**

- ▶ Brands
- ▶ Supplements

P#92,, Services are a form of product that consist of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.

Question No: 30 (Marks: 1) - Please choose one

Which one of the following involves designing and producing the container or wrapper for a product?

▶ **Packaging**

- ▶ Designing
- ▶ Branding
- ▶ Labeling

(page 98) Packaging involves designing and producing the container or wrapper for a product

Question No: 31 (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. They can position brands at any of three levels. At the lowest level, they can position the brand on which of the following basis?

- ▶ Interactive marketing
- ▶ Internal marketing

▶ **Product attributes**

- ▶ Added service

(page 295)

http://books.google.com/books?id=O5gAIP8G2woC&pg=PA295&lpg=PA295&dq=Marketers+need+to+position+their+brands+clearly+in+target+customers%E2%80%99+minds.+They+can+position+brands+at+any+of+three+levels&source=bl&ots=JLKr-UIQnb&sig=GfMrHEeG1PBbgHSTInutrGK4BTY&hl=en&ei=IF6GTa6dNYfluAOLo eW_CA&sa=X&oi=book_result&ct=result&resnum=3&ved=0CCQQ6AEwAg#v=onepage&q=Marketers%20need%20to%20position%20their%20brands%20clearly%20in%20target%20customers%E2%80%99%20minds.%20They%20can%20position%20brands%20at%20any%20of%20three%20levels&f=false

(page 266)

http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA266&dq=Marketers+need+to+position+their+brands+clearly+in+target+customers%E2%80%99+minds.+They+can+position+brands+at+any+of+three+levels&hl=en&ei=JI-GTd7ELY3-vQOIxajNCA&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDcQ6AEwAw#v=onepage&q=Marketers%20need%20to%20position%20their%20brands%20clearly%20in%20target%20customers%E2%80%99%20minds.%20They%20can%20position%20brands%20at%20any%20of%20three%20levels&f=false

Question No: 32 (Marks: 1) - Please choose one

What do we call a detailed version of a new idea stated in meaningful customer terms?

- ▶ Product idea
- ▶ **Product concept**
- ▶ Product image
- ▶ Product proposal

(page 103) A *product concept* is a detailed version of the idea stated in meaningful consumer terms.

Question No: 33 (Marks: 1) - Please choose one

Once the product or service passes the business analysis test, it moves into which stage?

- ▶ Concept development
- ▶ **Product development**
- ▶ Market testing
- ▶ Product proposal

(page 103) If the product concept passes the business test, it moves into product development.

Question No: 34 (Marks: 1) - Please choose one

The difference between values that the customer gain from owning and using a product and the costs of obtaining the product refers to which of the following options?

- ▶ **Customer value**
- ▶ Customer satisfaction
- ▶ Customer quality
- ▶ Total quality management

CHAPTER 1

The difference between the values the customer gains from owning and using a product and the costs of obtaining the product is called

_____.

- a. customer quality
- b. customer satisfaction
- c. customer value
- d. perceptual relationships

Answer: (c) Difficulty: (3) Page: 8

Question No: 35 (Marks: 1) - Please choose one

When a customer pays Rs.1000 and receives a television set in return. What does this example show?

- ▶ **Exchange**
- ▶ Transaction
- ▶ Market
- ▶ Segment

(page 112) Price is the amount of money charged for a product or service or the sum of the values that consumers exchange for the benefits of having or using the product or service.

Question No: 36 (Marks: 1) - Please choose one

In case of an intense competition there are a number of manufacturers and buyers who have more options for product switching. Which one of the following forces represents it?

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

(page 22) Bargaining Power of Buyers: When competition is intense and number of manufacturer is greater the buyer have more options for product switching over this will increase the buying power of buyer

Question No: 37 (Marks: 1) - Please choose one

"The networks that connect people within a company to each other and to the company" reflect which one of the following networks?

- ▶ WAN
- ▶ **Intranets**
- ▶ Extranets
- ▶ Internets

http://www.globalguideline.com/xml/index.php/interview_questions/Answer.php?are_networks_that_connect_people_within_a_company_to_each_other_and_to_the_company_network

Question No: 38 (Marks: 1) - Please choose one

One of the contents of formal marketing plan that includes a market description, a product review, a review of competition and a review of distribution is called:

- ▶ Threats and opportunity analysis
- ▶ Objectives and issues
- ▶ Marketing strategy
- ▶ **Current marketing situation**

<http://mmauc.blogspot.com/2010/06/class31-strategic-planning-and.html>

Current marketing situation

Describes the target market and company's position in it, including information about the market, product performance, competition, and distribution. This section includes:

* A market description that defines the market and major segments, then reviews customer needs and factors in the marketing environment that may affect customer purchasing.

* A product review that shows sales, prices, and gross margins of the major products in the product line.

* A review of competition, which identifies major competitors and assesses their market positions and strategies for product quality, pricing, distribution, and promotion.

* A review of distribution, which evaluates recent sales trends and other developments in major distribution channels.

Question No: 39 (Marks: 1) - Please choose one

In Boston Consulting Group approach, which one of the following measures provides a measure of market attractiveness?

▶ **Business portfolio**

▶ Market share

▶ Market growth rate

▶ Relative market share

P#31 Analyzing the Current Business Portfolio:

The second step is to assess the attractiveness of its various SBUs and decide how much support each deserves. The best-known portfolio planning method is the Boston Consulting Group (BCG) matrix:

Question No: 40 (Marks: 1) - Please choose one

ABC Company wants to learn about consumer attitudes toward mail order purchases and conducts a study to acquire this information. Which one of the following data would BEST be classified for this study?

▶ Causal

▶ Experimental

▶ **Primary**

▶ Secondary

(Q#6) <http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Paper 2

MIDTERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 3)

Question No: 1 (Marks: 1) - Please choose one

A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

- ▶ Selling
- ▶ Advertising
- ▶ Barter

▶ **Marketing**

(page 1 and 220) Marketing is defined as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.”

Question No: 2 (Marks: 1) - Please choose one

A business can have excellent products and services due to excellent marketing skills and techniques that are essential for a company's success. So what are the requirements needed for today's marketer to achieve the organization's goals?

- ▶ Neither creativity nor critical thinking skills
- ▶ **Both creativity and critical thinking skills**
- ▶ Critical thinking skills but not creativity
- ▶ Creativity but not critical thinking

(Q#10) <http://www.oup.com/uk/orc/bin/9780199290437/01student/cgs/ch01/>

Question No: 3 (Marks: 1) - Please choose one

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

- ▶ Marketing plan
- ▶ Marketing strategy
- ▶ **Marketing mix**
- ▶ Market offering

(Q#12) <http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 4 (Marks: 1) - Please choose one

Which one of the following phrases reflects the marketing concept?

- ▶ The supplier is a king in the market
- ▶ Marketing should be viewed as hunting not gardening
- ▶ This is what I make, won't you please buy it?
- ▶ **This is what I want, won't you please make it?**

<http://222.221.250.14:8088/text.asp?KindId=0805&Lan=Cn>

According to the famed father of Direct Marketing, Lester Wunderman, which of

the following phrases reflects the marketing concept?

- a. The supplier is king.
- b. Marketing should be viewed as hunting and not gardening.

- c. This is what I make, won't you please buy it?
- d. This is what I want, won't you please make it?

Answer: (d) Difficulty (3)

Question No: 5 (Marks: 1) - Please choose one

Which one of the following options is best to explain the purpose of intranets?

- ▶ Buying and selling processes
- ▶ Business-to-business purchasing
- ▶ **Communication among employees**
- ▶ Maintaining customer relations

Question No: 6 (Marks: 1) - Please choose one

What are we going to do? And, how are we going to do? In which of the following categories these two questions fall?

- ▶ Researching
- ▶ **Planning**
- ▶ Controlling
- ▶ Managing

(page 28) Planning is basically concerned with what are we going to do and how are we going to do it?

Question No: 7 (Marks: 1) - Please choose one

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

- ▶ Product development
- ▶ Market development
- ▶ **Diversification**
- ▶ Market penetration

1 - Webintec

1. In 1999, Starbucks purchased Hear Music and began making compilation music CDs to play and sell in its stores. It has also tested new restaurant concepts, such as Circadia in San Francisco. Starbucks is considering _____.

- a. new product development**
- b. market development**
- c. diversification**
- d. market penetration**

Answer: (c) Difficulty: (2) Page: 49

Question No: 8 (Marks: 1) - Please choose one

The strategic marketing process is how an organization allocates its marketing mix resources to reach its:

- ▶ Stated business idea
- ▶ **Target market**
- ▶ Competition
- ▶ Area of expertise

(Q#13) http://highered.mcgraw-hill.com/sites/0070898332/student_view0/chapter2/multiple_choice_quiz.html

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Which of the following sets refers to the order or sequence of marketing management functions?

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

(page 37) marketing management functions. The four functions are: analysis, planning, implementation, and control

Question No: 10 (Marks: 1) - Please choose one

General Motors need to assess the company's image relative to a new competitor. The time schedule is flexible, the research budget is very limited and a low response rate will not be a major problem. Which one of the following survey would be used by General Motors?

▶ **Mail**

- ▶ Telephone
- ▶ Personal interview
- ▶ Population

Question No: 11 (Marks: 1) - Please choose one

A person on the University Book Shop's survey asks respondents to tell the shop, in their own words, what they like least about textbook shopping. What is a type of this question?

▶ **An open-ended**

- ▶ A dichotomous
- ▶ A multiple choice
- ▶ A scale

(Q#19) <http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Question No: 12 (Marks: 1) - Please choose one

Currently, you find yourself involved in marketing research. The research you are using is flexible, allows explanation of difficult questions and lends itself to showing products and advertisements. What is this form of research?

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- a. Personal interviewing.**
- b. Online interviewing.**

- c. Vision phone interviewing.
- d. Mall intercepts.
- e. None of the above.

(Answer: a; p. 108; Easy)

Question No: 13 (Marks: 1) - Please choose one

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

- ▶ Group
- ▶ **Sample**
- ▶ Target group
- ▶ Audience

(reference)

34. Marketing researchers usually draw conclusions about large groups of consumers by studying a small _____ of the total consumer population.

- a. group
- b. sample
- c. population
- d. target group
- e. audience

(Answer: b; p. 110; Easy)

Question No: 14 (Marks: 1) - Please choose one

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

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

(reference)

In creating research questionnaires, which of the following is good advice for Mark Hammel, research specialist at New Wave Data, to follow?

- a. Use care in the wording and ordering of questions.
- b. Questions do not have to be arranged in a logical order.
- c. Ask difficult questions in the beginning to “weed out” uninterested respondents.
- d. Ask personal questions in the middle of the instrument.
- e. Avoid eye contact as it may confuse the respondents.

(Answer: a; p. 111; Moderate)

Question No: 15 (Marks: 1) - Please choose one

How do consumers respond to various marketing efforts the company might use? What is a starting point of a buyer's behavior?

- ▶ Belief
- ▶ Subculture
- ▶ Post purchase feeling
- ▶ **Stimulus-response Model**

(reference)

6. How do consumers respond to various marketing efforts the company might use? The starting point is the _____ of a buyer's behavior.

- a. belief
- b. subculture
- c. postpurchase feeling
- d. stimulus-response
- e. postpurchase dissonance

(Answer: d; p. 129; Challenging)

Question No: 16 (Marks: 1) - Please choose one

Which one of the following factor relates to family that influences consumer behavior?

- ▶ Cultural
- ▶ **Social**
- ▶ Personal
- ▶ Business

A consumer's behavior is also influenced by social factors,
<http://www.management-hub.com/marketing-consumer-behavior.html>

Question No: 17 (Marks: 1) - Please choose one

A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

- ▶ **Learning**
- ▶ Role selection
- ▶ Perception
- ▶ Motivation

(reference)

46. _____ describes changes in an individual's behavior arising from experience.

- a. Lifestyle
- b. Learning
- c. Perception
- d. Cognitive dissonance
- e. Aggressiveness

(Answer: b; p. 140; Easy)

Question No: 18 (Marks: 1) - Please choose one

Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?

- ▶ Belief
- ▶ Culture
- ▶ **Personality**
- ▶ Self-awareness

(reference)

35. _____ refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. It is usually described in traits such as self-confidence, dominance, sociability, autonomy, defensiveness, adaptability, and aggressiveness.

- a. Alternative evaluations
- b. Belief
- c. Culture
- d. Personality
- e. Self-awareness

(Answer: d; p. 137; Moderate)

Question No: 19 (Marks: 1) - Please choose one

The buying process starts from which one of the following stage in which the buyer recognizes a problem or need?

- ▶ **Need recognition**
- ▶ Information search
- ▶ Evaluation of alternative
- ▶ Purchase decision

(page 70) The buying process starts with need recognition—the buyer recognizes a problem or need.

Question No: 20 (Marks: 1) - Please choose one

The consumer can obtain information from any of several sources. Which is NOT one of these sources?

- ▶ Personal
- ▶ Commercial
- ▶ **Attitude**
- ▶ Public

(Reference)

58. The consumer can obtain information from any of several sources. Which is not one of these sources?

- a. Personal.
- b. Commercial.
- c. Attitude.
- d. Public.
- e. B and D

(Answer: c; p. 142; Moderate)

Question No: 21 (Marks: 1) - Please choose one

Which one of the following factor is the most effective source of obtaining information that legitimizes or evaluates products for the buyer?

- ▶ Public
- ▶ Experimental
- ▶ **Personal**
- ▶ Social

(Q#25)http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/32608/8347734.cw/content/index.html

Question No: 22 (Marks: 1) - Please choose one

You enter a shop and call the department manager to assist in the purchase of

industrial equipment. You are considering a change in product specifications, terms or suppliers. This specifies which of the following buying situations?

- ▶ **Modified rebuy**
- ▶ New task
- ▶ Straight rebuy
- ▶ Gatekeeper activity

(reference)

You call in a department manager to assist in a purchase of industrial equipment. You are considering a change in product specifications, terms, and possibly suppliers. This sounds like a _____.

- a. modified rebuy
- b. new task
- c. straight rebuy
- d. tough decision
- e. gatekeeper activity

(Answer: a; p. 151; Easy)

Question No: 23 (Marks: 1) - Please choose one

You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?

- ▶ Modified rebuy
- ▶ **Straight rebuy**
- ▶ Modified straight rebuy
- ▶ Consumer buy

(reference)

131. You purchase cleaning supplies for your custodial help regularly. It is therefore a

- _____.
- a. modified rebuy
 - b. new task
 - c. straight rebuy
 - d. modified straight rebuy
 - e. consumer buy

(Answer: c; p. 151; Moderate)

Question No: 24 (Marks: 1) - Please choose one

A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

- ▶ Straight rebuy purchase
- ▶ Delayed purchase
- ▶ **New-task purchase**
- ▶ Modified rebuy purchase

(Q#11) <http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A>

Question No: 25 (Marks: 1) - Please choose one

Mobilink divides buyers into groups based on their knowledge, attitudes, uses or responses to a product. It is obviously using which type of segmentation?

- ▶ **Behavioral**

- ▶ Psychographic
- ▶ Demographic
- ▶ Geographic

14. Kathleen O'Toole divides buyers into groups based on their knowledge, attitudes, uses, or responses to a product. Kathleen is obviously using _____ segmentation.

- a. behavioral
- b. psychographic
- c. age and life cycle
- d. demographic
- e. geographic

(Answer: a; p. 170; Easy)

Question No: 26 (Marks: 1) - Please choose one

Following are the variables for the segmentation of international markets

EXCEPT:

- ▶ Geographic factors
- ▶ Economic factors
- ▶ Cultural factors
- ▶ **Psychological factors**

(page 86) Companies can segment international markets using one or more of a combination of variables. The chief factors that can be used are: **Geographic location. Economic factors. Political and legal factors. Cultural factors**

Question No: 27 (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attributes or benefit positioning. On which of the following basis the products are positioned?

- ▶ Desirable benefit
- ▶ Good packaging
- ▶ **Strong beliefs and values**
- ▶ Customer image

http://docs.google.com/viewer?a=v&q=cache:wjR_zlbrpCAJ:faculty.ksu.edu.sa/alshum/DocLib5/Question%2520CH%25209%2520kOTLER.doc+Marketers+need+to+position+their+brands+clearly+in+target+customers%E2%80%99+minds.+The+strongest+brands+go+beyond+attributes+or+benefit+positioning&hl=en&pid=bl&srcid=ADGEESi09CunnR43yGfBRHUVu568rIYLckntQV58A2z6QF7aT4D3TAP3LmpkiTVyI93fhjoq3YqmGI7VPDLwavXj7NZ8aLDTGjYB7g9w_Mo7G1bo5jPRGJjHyIHdsVGU6DAj6GRbRju_&sig=AHIEtbQP6nObGe3hPkC7Pk4czDnuseWd3A

62. **Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attribute or benefit positioning. They are positioned on _____.**

- a. desirable benefit
- b. good packaging
- c. service inseparability
- d. **strong beliefs and values**

(d; Easy; p. 292)

Question No: 28 (Marks: 1) - Please choose one

Which one of the following categories refers to a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges?

▶ **Product line**

- ▶ Line extension
- ▶ Private brand
- ▶ Product bandwidth

(page 100) A product line is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges.

Question No: 29 (Marks: 1) - Please choose one

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

▶ **Line extensions**

- ▶ Product mix
- ▶ Service variability
- ▶ Service intangibility

(page 98) *line extensions*. Existing brand names are extended to new forms, sizes, and flavors of an existing product category

Question No: 30 (Marks: 1) - Please choose one

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

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

▶ **Large number; reduce**

(page 102) The purpose of idea generation is to create a large number of ideas.

The purpose of the succeeding stages is to *reduce* that number

Question No: 31 (Marks: 1) - Please choose one

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

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

(page 103) Business analysis involves a review of the sales, costs, and profit projections for a new product to find out whether they satisfy the company's objectives.

Question No: 32 (Marks: 1) - Please choose one

Which one of the following steps calls for testing new-product concepts with groups of target consumers in new product development?

▶ Concept development

▶ **Concept testing**

▶ Idea generation

▶ Test marketing

Concept testing calls for testing new-product concepts with groups of target consumers.

<http://www.scribd.com/doc/26155318/New-Product-Development-Strategy>

Question No: 33 (Marks: 1) - Please choose one

Which one of the following groups of people get the product exposure but is not often perceived by the majority of potential buyers as typical consumers?

▶ Early Majority

▶ Late Majority

▶ Early Adopter

▶ **Innovators**

(page 106) Innovators. Innovators help get the product exposure but are not often perceived by the majority of potential buyers as typical consumers

Question No: 34 (Marks: 1) - Please choose one

If BATA Company Ltd. has slow sales growth, profits are nonexistence and there are heavy expenses incurred. Which of the following stage is being faced by the BATA?

▶ **Introduction**

▶ Growth

▶ Maturity

▶ Decline

Chapter5

. Introduction: A period of slow sales growth as the product is introduced in the market. Profits are nonexistent because of the heavy expenses incurred with product introduction.

Question No: 35 (Marks: 1) - Please choose one

First National Bank launches an innovative in-home banking system tied to personal computers. The product is not widely accepted because bank customers don't see the need for such a service. Which one of the following is the best discretion of product failure?

▶ **Establishment of a customer information system**

▶ Organization structure

▶ Technological advancement

▶ Scanning corporate capabilities

(Q#10)<http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 36 (Marks: 1) - Please choose one

When a customer pays Rs.1000 and receives a television set in return. What does this example show?

▶ **Exchange**

- ▶ Transaction
- ▶ Market
- ▶ Segment

Question No: 37 (Marks: 1) - Please choose one

Identify the first step in a strategic planning process.

▶ **Define the company's mission**

- ▶ Develop the business portfolio
- ▶ Plan marketing strategies
- ▶ Set objectives and goals

(page 29) The first step in the strategic planning process is **defining the company mission**.

Question No: 38 (Marks: 1) - Please choose one

The publishers of “The Economist” developed a campaign to market the magazine to university and college students studying business and management courses. The publishers are focusing on which of the following strategies?

▶ **Product development (not sure)**

- ▶ Horizontal diversification
- ▶ Market development
- ▶ Conglomerate diversification

Question No: 39 (Marks: 1) - Please choose one

Information about consumers, competitors and channel members (wholesalers, and retailers) is collected mostly from which one of the following sources?

▶ **External environment**

- ▶ Internal environment
- ▶ Top management
- ▶ Middle management

(page 13) **Collecting information about consumers, competitors, information and channel members (wholesalers, and retailers) for use in making marketing decisions**
Almost all marketing functions are based on information acquired from external environment and information distributed out of organization

Question No: 40 (Marks: 1) - Please choose one

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What type of study conducted to answer this question?

- ▶ Exploratory
- ▶ Descriptive
- ▶ **Causal**
- ▶ Qualitative

(Q#5) <http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Paper 3

MIDTERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 3)

Question No: 1 (Marks: 1) - Please choose one

Which one of the following phrases reflects the marketing concept?

- ▶ The supplier is a king in the market
- ▶ Marketing should be viewed as hunting not gardening
- ▶ This is what I make, won't you please buy it?
- ▶ **This is what I want, won't you please make it?**

Question No: 2 (Marks: 1) - Please choose one

If a local company wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies?

- ▶ Focusing on today is important for us
- ▶ Making money is our business

▶ The customer is always right

- ▶ Keeping prices low is our objective

Question No: 3 (Marks: 1) - Please choose one

Which one of the following options is best to explain the purpose of intranets?

- ▶ Buying and selling processes
- ▶ Business-to-business purchasing

▶ Communication among employees

- ▶ Maintaining customer relations

Question No: 4 (Marks: 1) - Please choose one

All of the following are accurate descriptions of a company's mission statement, **EXCEPT** which one?

- ▶ Mission statement should fit the market environment
- ▶ Mission statement should be realistic
- ▶ **Mission statement should be broad**
- ▶ Mission statement should be motivating

(page 30)

- 1). Be realistic.
- 2). Be specific.
- 3). Fit the market environment.
- 4). Indicate distinctive competencies.
- 5). Be motivating.

Question No: 5 (Marks: 1) - Please choose one

Which of the following sets refers to the order or sequence of marketing management functions?

- ▶ Control - implementation - market planning
- ▶ Market planning - control - implementation
- ▶ Implementation - control - market planning

▶ **Marketing planning - implementation - control**

Question No: 6 (Marks: 1) - Please choose one

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

- ▶ Insurance company
- ▶ Financial intermediary

▶ **Marketing services agency**

- ▶ Physical distribution firm

Question No: 7 (Marks: 1) - Please choose one

"How people feel about corporations, government agencies, trade unions and universities" refers to which of the following views?

- ▶ People's view of others
- ▶ People's view of societies
- ▶ People's view of themselves

▶ People's view of organizations

(Q#11)http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7110/1820178.cw/content/index.html

Question No: 8 (Marks: 1) - Please choose one

Which one of the following is **NOT** a part of the macro-environment?

- ▶ Demographic forces
- ▶ Natural forces

▶ Competitors' forces

- ▶ Political forces

(page 41) The macro environmental components are thought to be: demographic, economic, natural, technological, political, and cultural forces

Question No: 9 (Marks: 1) - Please choose one

Marketing information from which of the following databases can be accessed more quickly and cheaply?

- ▶ External
- ▶ Internal & External

▶ Internal

- ▶ Representatives

Marketing information from this type of database usually can be accessed more quickly and cheaply than other information sources. Which one is it?

- a. External.**
 - b. MDSS.**
 - c. EIS.**
 - d. Internal.**
 - e. Field representatives.**
- (Answer: d; p. 99; Easy)**

Question No: 10 (Marks: 1) - Please choose one

Gathering secondary information is one of the steps of developing the research plan. What does the meaning of secondary information in marketing research?

- ▶ That does not currently exist in an organized form
- ▶ **That already exists somewhere, having been collected for another purpose**
- ▶ That the researcher can obtain through surveys and observation
- ▶ That already exists somewhere in an organized form

The way to begin marketing research is to gather secondary data, which consists of information _____.

- a. that already exists somewhere**
 - b. that does not currently exist in an organized form**
 - c. that already exists somewhere, having been collected for another purpose**
 - d. used by competition**
 - e. that the researcher can obtain through surveys and observation**
- (Answer: c; p. 103; Easy)**

Question No: 11 (Marks: 1) - Please choose one

Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering which of the following information?

- ▶ Personal
- ▶ Attitude
- ▶ **Descriptive**

- ▶ Exploratory

Chapter 4

3. **Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering _____ information.**
- a. **personal**
 - b. **preference**
 - c. **attitude**
 - d. **descriptive**
 - e. **exploratory**

(Answer: d; p. 107; Moderate)

Question No: 12 (Marks: 1) - Please choose one

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

- ▶ Hypothesis development
- ▶ Symptom identification

▶ Problem identification

- ▶ Data interpretation

(Q#4) <http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Question No: 13 (Marks: 1) - Please choose one

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

- ▶ Income

▶ Number of children in family

- ▶ Occupation
- ▶ Education

(page 64) but is measured as a combination of occupation, income, education, wealth, and other variables

Question No: 14 (Marks: 1) - Please choose one

Which one of the following three-step process represents “Perception”?

- ▶ Motivation, personality and attitudes
- ▶ Collecting, eliminating and organizing information inputs
- ▶ **Receiving, organizing and interpreting information inputs**
- ▶ Anticipating, classifying and discarding information inputs

Perception is the process of selecting, organizing and interpreting information inputs to produce meaning.

<http://www.udel.edu/alex/chapt6.html>

Question No: 15 (Marks: 1) - Please choose one

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

- ▶ Personality
- ▶ Culture
- ▶ **Lifestyle**
- ▶ Motive

31. _____ is a person’s pattern of living as expressed in his or her psychographics.

- a. Personality**
- b. Culture**
- c. Lifestyle**
- d. Motive**
- e. Social class**

(Answer: c; p. 136; Easy)

Question No: 16 (Marks: 1) - Please choose one

Which one of the following option represents the collection of data for the purpose of applying appropriate actions at a subsequent time?

▶ Lifestyle

▶ **Learning (not sure)**

▶ Perception

▶ Attitude

Question No: 17 (Marks: 1) - Please choose one

Which one of the following is **NOT** the stage that customers go through in the process of adopting a new product?

▶ Awareness

▶ Interest

▶ Evaluation

▶ **Culture**

(page 73) • Awareness: • Interest: • Evaluation: • Trial: • Adoption:
Question No: 18 (Marks: 1) - Please choose one

After deciding to order replacement parts for ageing machinery, the buyer for a construction company examines catalogues and trade publications. The buyer is probably at which stage of the organizational buying decision process?

▶ Problem recognition

▶ Product specification

▶ **Product-supplier search**

▶ Product evaluation

(Q#18) <http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A>

Question No: 19 (Marks: 1) - Please choose one

Demographic segmentation divides the market into groups based on which of the following variables?

- ▶ Size, location, industry, customer
- ▶ Size, company, industry, technology
- ▶ **Location, size, occupation, race**
- ▶ Customer, technology, company, industry

P#84,,Demographic segmentation divides the market into groups based on variables such as age, gender,family size, family life cycle, income, occupation, education, religion, race,

Question No: 20 (Marks: 1) - Please choose one

Which of the following factors are often used for segmenting customer groups?

- ▶ Geographic factors
- ▶ Psychographic factors
- ▶ Behavioral factors

▶ **Demographic factors**

page 84) Demographic factors are the most popular bases for segmenting customer groups

Question No: 21 (Marks: 1) - Please choose one

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

▶ **Undifferentiated marketing strategy**

- ▶ Differentiated marketing strategy
- ▶ Concentrated marketing strategy
- ▶ Custom marketing strategy

(page 5-10) http://books.google.com/books?id=tQVizifrtRMC&pg=SA5-PA10&dq=A+marketer+has+brought+same+products+in+the+market+for+all+segments+with+out+considering+the+needs+and+wants+of+the+customers&hl=en&ei=OR-HTfH_JYnPsgalP8GVAw&sa=X&oi=book_result&ct=book-thumbnail&resnum=1&ved=0CCkQ6wEwAA#v=onepage&q&f=false

Question No: 22 (Marks: 1) - Please choose one

Buyer- seller similarities is an attribute comes under which one of the following concepts?

▶ Demographic factors

▶ **Personal characteristics**

▶ Situational factors

▶ Operating variables

Personal characteristics

Ø Buyer-seller similarity of values

Ø Attitude towards risk (risk taking or averse)

Ø Loyalty (to companies who show high loyalty to suppliers)

<http://uptodatearticles.com/2010/09/strategic-marketing-planning/>

Another

personal characteristics

Personal comparisons can lead to segmentation by buyer-seller similarity (companies with similar personnel and values), attitudes toward risk (focus on risk-taking or risk-avoiding companies), or loyalty (focus on companies that show high loyalty to their suppliers).

<http://www.eauc.hk/show.asp?id=136>

Question No: 23 (Marks: 1) - Please choose one

Which of the following are those products purchased for further processing or for use in conducting a business?

▶ Unsought products

▶ Specialty products

▶ Shopping products

▶ **Industrial products**

http://books.google.com/books?id=cRsxku7O06UC&pg=PA194&dq=products+purchased+for+further+processing+or+for+use+in+conducting+a+business&hl=en&ei=b3aETZalEoS6vQOPjuHdCA&sa=X&oi=book_result&ct=result&resnum=1&ved=0CCcQ6AEwAA#v=onepage&q=products%20purchased%20for%20further%20processing%20or%20for%20use%20in%20conducting%20a%20business&f=false

Question No: 24 (Marks: 1) - Please choose one

Which one of the following categories refers to a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges?

▶ **Product line**

- ▶ Line extension
- ▶ Private brand
- ▶ Product bandwidth

(page 100) product line is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges.

Question No: 25 (Marks: 1) - Please choose one

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

▶ **Marketing strategy development**

- ▶ Business analysis
- ▶ Product development
- ▶ Test marketing

(Q#11) http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/326/08/8347855.cw/content/index.html

Question No: 26 (Marks: 1) - Please choose one

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

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

Business analysis involves a review of the sales, costs, and profit projections to find out whether they satisfy the company's objectives

http://webcache.googleusercontent.com/search?q=cache:oXzSOcz6zKwJ:https://secure.suu.edu/faculty/robertsw/AAA%2520MKTG%25203010%252013th%2520ed%2520F%252010/Powerpoint%2520CRS/ch09/kotler13e_crs_09.ppt+A+review+of+the+sales,+costs+and+profit+projections+for+a+new+product+to+find+out+whether+they+satisfy&cd=4&hl=en&ct=clnk&source=www.google.com

Question No: 27 (Marks: 1) - Please choose one

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

- ▶ **Product development**
- ▶ Introduction
- ▶ Growth
- ▶ Maturity

- a) **Product development** begins when the company finds and develops a new-product idea. During product development, sales are zero and the company's investment costs mount. http://www.zainbooks.com/books/marketing/principles-of-marketing_22_product-lifecycle.html

Question No: 28 (Marks: 1) - Please choose one

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

- ▶ Growth
- ▶ Introduction
- ▶ **Decline**
- ▶ Maturity

(page 107) Decline is the period when sales fall off and profits drop.

Question No: 29 (Marks: 1) - Please choose one

McDonald's run advertisement featuring children, senior citizens and minority groups. What does this ad show?

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

question 16) <http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 30 (Marks: 1) - Please choose one

When a customer pays Rs.1000 and receives a television set in return. What does this example show?

- ▶ **Exchange**
- ▶ Transaction
- ▶ Market
- ▶ Segment

Question No: 31 (Marks: 1) - Please choose one

In a company division, a product line within a division, or sometimes a single product or brand reflects which one of the following options?

▶ Market

▶ BCG

▶ **SBU**

▶ Initiator

8. _____ can be a company division, a product line within a division, or sometimes a single product or brand.

a. A market

b. The BCG

c. An SBU

d. All of the above are correct

Answer: (c) Difficulty: (1) Page: 44

Question No: 32 (Marks: 1) - Please choose one

“Planning that involves developing a strategy to meet competition and ensure long-term survival and growth” represents which one of the following planning types?

▶ Long-range planning

▶ Short-range planning

▶ Annual planning

▶ **Strategic planning**

(page 28)Strategic planning involves developing a strategy to meet competition and ensure long-term survival and growth.

Question No: 33 (Marks: 1) - Please choose one

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

▶ Develops marketing plans

▶ **Turns plans into actions**

- ▶ Takes corrective actions
- ▶ Develops strategic plans

marketing Implementation is the process that turns marketing plans into marketing actions in order to accomplish strategic marketing objectives.
http://www.zainbooks.com/books/marketing/principles-of-marketing_10_marketing-process.html

Question No: 34 (Marks: 1) - Please choose one

"Consumers are spending more on products and services that will improve their lives rather than their image" reflects which aspect of the cultural environment?

▶ People's view of others

- ▶ People's view of themselves
- ▶ People's view of organizations
- ▶ People's view of nature

b). **People's views of others.** Observers have noted a shift from a "me-society" to a "we-society." Consumers are spending more on products and services that will improve their lives rather than their image.

http://www.zainbooks.com/books/marketing/principles-of-marketing_12_marketing-macro-environment.html

Question No: 35 (Marks: 1) - Please choose one

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What type of study conducted to answer this question?

- ▶ Exploratory
- ▶ Descriptive
- ▶ Causal**
- ▶ Qualitative

(Q#5) <http://www.scribd.com/doc/27111863/Marketing-Research-and->

Information-Systems-Section-A

Question No: 36 (Marks: 1) - Please choose one

ABC Company wants to learn about consumer attitudes toward mail order purchases and conducts a study to acquire this information. Which one of the following data would **BEST** be classified for this study?

- ▶ Causal
- ▶ Experimental
- ▶ **Primary**
- ▶ Secondary

(Q#6)<http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Question No: 37 (Marks: 1) - Please choose one

Which one of the following is **NOT** considered as competitive differentiation of a company?

- ▶ Product
- ▶ Service
- ▶ Image

▶ **Sales**

One solution is to develop a differentiated offer. Another way is that companies can differentiate their service delivery by having more and reliable customer- contact people, by developing a superior physical environment in which the service product is delivered. Service companies can work on differentiating their images through symbols and branding.

Question No: 38 (Marks: 1) - Please choose one

Which one of the following characteristics is **NOT** a requirement for effective segmentation?

- ▶ Differential

▶ **Achievable**

- ▶ Accessible
- ▶ Measurable

page222

http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA121&dq=Consumers+are+spending+more+on+products+and+services+that+will+improve+their+lives+rather+than+their+image&hl=en&ei=ICqHTdrPKYzPsgammviIAw&sa=X&oi=book_result&ct=book-thumbnail&resnum=2&ved=0CC4Q6wEwAQ#v=onepage&q=effective%20segmentation%20&f=false

Question No: 39 (Marks: 1) - Please choose one

Which one of the following product requires a lot of advertising, personal selling and other marketing efforts because consumer either does not know about it or knows about it but does not normally think about buying?

- ▶ Specialty products
- ▶ Shopping products
- ▶ Industrial products

▶ Unsought products

P#94,,Unsought products are consumer products that the consumer either does not know about or knows about but does not normally think of buying.

Question No: 40 (Marks: 1) - Please choose one

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

- ▶ Personal characteristics
- ▶ Operating variables
- ▶ Selling approaches**
- ▶ Situational factors

Businesses segment using variables of operating characteristics, purchasing approaches, situational factors, and personal characteristics.

Paper 4

MIDTERM EXAMINATION Fall 2009

MGT301- Principles of Marketing (Session - 4)

Question No: 1 (Marks: 1) - Please choose one

In a Michael Porter Model, which one of the following options is a major tool in the identification of ways to create value in an organization?

- ▶ Chain model
- ▶ The BCG model
- ▶ Five forces model
- ▶ **Value chain model**

http://www.gorecroot.com/Questionpaper/market_relation.aspx

What is a model developed by Michael Porter that is a major tool in the identification of ways to create value in an organization?

1. **The BCG Model**
2. **Five Forces Model**
3. **Value Chain Model**
4. **Chain Model**

Answer: Value Chain Model

Question No: 2 (Marks: 1) - Please choose one

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

- ▶ Marketing plan
- ▶ Marketing strategy
- ▶ **Marketing mix**
- ▶ Market offering

Q#12) <http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 3 (Marks: 1) - Please choose one

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

- ▶ Product
- ▶ **Positioning**
- ▶ Promotion
- ▶ Place

(page 3) Positioning—what place do you want your product to hold in the consumer’s mind?

Question No: 4 (Marks: 1) - Please choose one

Relationship marketing is a consistent application of up to date knowledge of individual customers to product and service design. Why it is communicated interactively to customers?

- ▶ For delivering short term value & satisfaction to customers
- ▶ **For delivering long term value & satisfaction to customers**
- ▶ For delivering short term value to management
- ▶ For delivering long term value to management

(page 181) relationship marketing, which emphasizes maintaining profitable long-term relationships with customers by creating superior customer value and satisfaction.

(page 11)

relationship marketing is to deliver long-term value to the customer and thereby secure customer satisfaction and retention of patronage.

1). Competition is increasingly between networks.

2). Build a good network of relationships with key stakeholders and profits will follow.

(slide 22) <http://www.slideshare.net/alafito/marketing-concepts-chap-1>

Question No: 5 (Marks: 1) - Please choose one

An important concept in which we realize that losing a customer means losing more than a single sale. It means losing the entire stream of purchases that the customer would make over a lifetime of patronage. Which one of the following options reflects this concept?

- ▶ Net profit
- ▶ **Customer lifetime value**
- ▶ Relationship marketing
- ▶ Market share

6. _____ is an important concept when we realize that losing a customer means losing more than a single sale. It means losing the entire stream of purchases that the customer would make over a lifetime of patronage.

- a. Heuristics
- b. Net profit
- c. **Customer lifetime value**
- d. Relationship marketing

(c; Moderate) [Revision questions - :: Centre for Diploma Programmes - Multimedia ...](#)

Question No: 6 (Marks: 1) - Please choose one

When a church targets different demographic groups to increase attendance, it is an example of which of the following options?

- ▶ **Not-for-profit marketing**
- ▶ Mindless marketing
- ▶ Ethics in marketing
- ▶ Societal marketing

(Q#6) <http://flashcarddb.com/cardset/77455-marketing-flashcards>

Question No: 7 (Marks: 1) - Please choose one

Airlines offer frequent flier marketing programs to build value and satisfaction into the

customer relationship. Using this approach, airlines add which of the following benefits to the customer relationship?

- ▶ Social benefits
- ▶ Structural benefits
- ▶ **Financial benefits**
- ▶ Old age benefits

174. Airlines offer frequent flier marketing programs to build value and satisfaction into the customer relationship. Using this approach, airlines add _____ to the customer relationship.

- a. social benefits**
- b. structural benefits**
- c. financial benefits**
- d. excitement**
- e. add-ons**

(Answer: c; p. 15; Challenging)

Question No: 8 (Marks: 1) - Please choose one

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

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

Chapter 3

1. The new model will fundamentally change customers' notions of convenience, speed, price, product information, and service. This new consumer thinking will affect _____.

- a. a few businesses**
- b. every business**
- c. established businesses**
- d. starting up businesses**

(b; Easy; p. 74)

Question No: 9 (Marks: 1) - Please choose one

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

- ▶ **Market penetration**
- ▶ Market development
- ▶ Horizontal diversification
- ▶ Conglomerate diversification

- Seeking increased market share for present products or services in present markets through greater marketing efforts

(page 23) <http://www.scribd.com/doc/16243054/Marketing-Strategies>

Question No: 10 (Marks: 1) - Please choose one

Which of the following sets refers to the order or sequence of marketing management functions?

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

▶ **Marketing planning – implementation – control**

(page 14) **Marketing Management is defined as the analysis, planning, implementation, and control**

Question No: 11 (Marks: 1) - Please choose one

Your colleague is confused about using the marketing research process. In which footstep he is feeling difficulty?

- ▶ Defining the problem
- ▶ Defining the research objectives

▶ **Defining the problem and research objectives**

- ▶ Researching a research agency to help

(Q#9) http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/32608/8347696.cw/content/index.html

Question No: 12 (Marks: 1) - Please choose one

Gathering secondary information is one of the steps of developing the research plan. What does the meaning of secondary information in marketing research?

- ▶ That does not currently exist in an organized form

▶ **That already exists somewhere, having been collected for another purpose**

- ▶ That the researcher can obtain through surveys and observation

- ▶ That already exists somewhere in an organized form

19. The way to begin marketing research is to gather secondary data, which consists of information _____.

a. that already exists somewhere

b. that does not currently exist in an organized form

c. that already exists somewhere, having been collected for another purpose

d. used by competition

e. that the researcher can obtain through surveys and observation

(Answer: c; p. 103; Easy)

Question No: 13 (Marks: 1) - Please choose one

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

▶ **Observations**

- ▶ Focus groups
- ▶ Personal interviews
- ▶ Questionnaires

(page 56) Observational research can be used to obtain information that people are unwilling or unable to provide

Question No: 14 (Marks: 1) - Please choose one

Which one of the following statements **BEST** characterizes marketing research?

- ▶ Research is a continuous process, providing a constant flow of information
- ▶ **Research is conducted on a special-project basis**
- ▶ Research is performed when routine information is required
- ▶ Research is the basis for making recurring marketing decisions

(Q#1) <http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Question No: 15 (Marks: 1) - Please choose one

ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

- ▶ Respondents who refuse to cooperate or give biased answers
- ▶ Interviewers who make mistakes or take shortcuts
- ▶ **Interpreting and reporting the findings**
- ▶ Primary data that conflict with secondary data

41. AMF Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

- a. Contacting respondents.
- b. Respondents who refuse to cooperate or give biased answers.
- c. Interviewers who make mistakes or take shortcuts.
- d. Interpreting and reporting the findings.
- e. Primary data that conflict with secondary data.

(Answer: d; p. 112; Challenging)

Question No: 16 (Marks: 1) - Please choose one

Research of buying decisions by large companies to find out what they buy, where they buy, how and how much they buy refers to which one of the following buying decision?

- ▶ Market buying decision
- ▶ **Consumer buying decision**
- ▶ Social buying decision
- ▶ Group buying decision

(page 62) consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy.

Question No: 17 (Marks: 1) - Please choose one

Society's relatively permanent and ordered divisions whose members share similar values, interests and behaviors reflect which one of the following option?

- ▶ **Social classes**
- ▶ Habitual buyers

- ▶ Charismatic leaders
- ▶ Opinion leaders

21. _____ are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.

- a. Social classes
- b. Purchase decisions
- c. Perceptions
- d. Attitudes
- e. Lifestyles

(Answer: a; p. 132; Easy)

Question No: 18 (Marks: 1) - Please choose one

Which one of the following factor relates to family that influences consumer behavior?

- ▶ Cultural

▶ **Social**

- ▶ Personal
- ▶ Business

A consumer's behavior is also influenced by social factors,

<http://www.management-hub.com/marketing-consumer-behavior.html>

Question No: 19 (Marks: 1) - Please choose one

The buying process starts from which one of the following stage in which the buyer recognizes a problem or need?

▶ **Need recognition**

- ▶ Information search
- ▶ Evaluation of alternative
- ▶ Purchase decision

(page 70) The buying process starts with need recognition—the buyer recognizes a problem or need.

Question No: 20 (Marks: 1) - Please choose one

You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?

- ▶ Modified rebuy

▶ **Straight rebuy**

- ▶ Modified straight rebuy
- ▶ Consumer buy

131. You purchase cleaning supplies for your custodial help regularly. It is therefore a _____.

- a. modified rebuy
- b. new task
- c. straight rebuy
- d. modified straight rebuy
- e. consumer buy

(Answer: c; p. 151; Moderate)

Question No: 21 (Marks: 1) - Please choose one

“A purchase in which the customer buys the same goods in the same quantity on the

same terms from the same supplier” refers to which one of the following buying situations?

- ▶ New-task
- ▶ Modified rebuy
- ▶ **Straight rebuy**
- ▶ Negotiated

(page 24) http://books.google.com/books?id=KvJJfj3BF-YC&pg=PA24&dq=Straight+rebuy+in+which+the+customer+buys+the+same+goods+in+the+same+quantity+on+the+same+terms+from+the+same+supplier&hl=en&ei=2UOHTb6JClzirAf3tf0r&sa=X&oi=book_result&ct=result&resnum=3&ved=0CDIQ6AEwAg#v=onepage&q&f=false

Question No: 22 (Marks: 1) - Please choose one

When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?

- ▶ Demographic
- ▶ **Gender**
- ▶ Behavior
- ▶ Geographic

12. When Positive Image, Inc., caters to clothing, cosmetics, and toiletries markets, it is probably using this type of segmentation. Which type of segmentation is it?

- a. Age and life cycle.
- b. Gender.
- c. Behavior.
- d. Psychographic.
- e. Geographic.

(Answer: b; p. 168; Easy)

Question No: 23 (Marks: 1) - Please choose one

Mr. ABC and his staff have decided to use target marketing to reach their sales goals. Which are their three steps (in order) to target marketing?

- ▶ Market segmentation, market positioning and target marketing
- ▶ **Market segmentation, target marketing and market positioning**
- ▶ Market alignment, market segmentation and market positioning
- ▶ Market recognition, market preference and market insistence

(page 82)

The first is market segmentation

The second step is market targeting

The third step is market positioning

Question No: 24 (Marks: 1) - Please choose one

Which of the following are industrial products that aid in the buyer’s production or operations, including installations and accessory equipment?

- ▶ Materials
- ▶ Specialty items
- ▶ **Capital items**
- ▶ Supplies

22. _____ are industrial products that aid in the buyer's production or operations, including installations and accessory equipment.

- a. Materials
 - b. Parts
 - c. Capital items
 - d. Specialty products
- (c; Moderate; p. 281)

Question No: 25 (Marks: 1) - Please choose one

Developing a product or service involves defining the benefits that it will offer. The benefits such as quality, features and design, style that are communicated and delivered comes under which of the following categories?

- ▶ Private brands
- ▶ **Product attributes**
- ▶ Consumer products
- ▶ Product mixes

33. Developing a product or service involves defining the benefits that it will offer. These benefits are communicated and delivered by _____ such as quality, features, and style and design.

- a. private brand
 - b. product attributes
 - c. consumer product
 - d. product mix
- (b; Challenging; p. 283)

Question No: 26 (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attributes or benefit positioning. On which of the following basis the products are positioned?

- ▶ Desirable benefit
- ▶ Good packaging
- ▶ **Strong beliefs and values**
- ▶ Customer image

http://docs.google.com/viewer?a=v&q=cache:wjR_zlbrpCAJ:faculty.ksu.edu.sa/alshum/DocLib5/Question%2520CH%25209%2520kOTLER.doc+Marketers+need+to+position+their+brands+clearly+in+target+customers%E2%80%99+minds.+The+strongest+brands+go+beyond+attributes+or+benefit+positioning&hl=en&pid=bl&srcid=ADGEESi09CunnR43yGfBRHUVu568rIYLckntQV58A2z6QF7aT4D3TAP3LmpkiTVyI93fhjoq3YqmGI7VPDLwavXj7NZ8aLDTGjYB7g9w_Mo7G1bo5jPRGJjHyIHdsVGU6DAj6GRbRju_&sig=AHIEtbQP6nObGe3hPkC7Pk4czDnuseWd3A

63. Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attribute or benefit positioning. They are positioned on _____.

- a. desirable benefit
- b. good packaging
- c. service inseparability
- d. strong beliefs and values

(d; Easy; p. 292)

Question No: 27 (Marks: 1) - Please choose one

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

▶ **Product mix**

- ▶ Brand mix
- ▶ Consumer mix
- ▶ Packaging mix

53. An organization with several product lines has a _____. This consists of all the product lines and items that a particular seller offers for sale.

- a. product mix
- b. brand line
- c. consumer mix
- d. packaging mix

(a; Moderate; p. 290)

Question No: 28 (Marks: 1) - Please choose one

With what groups do firms conduct concept testing for new products?

- ▶ Suppliers
- ▶ Employees
- ▶ **Target customers**
- ▶ Focus groups

(page 231) Concept testing involves testing the concepts with a group of target consumers to find out if the concepts have strong consumer appeal

Question No: 29 (Marks: 1) - Please choose one

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

▶ **Marketing strategy development**

- ▶ Business analysis
- ▶ Product development
- ▶ Test marketing

(Q#11)http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/32608/8347855.cw/content/index.html

Question No: 30 (Marks: 1) - Please choose one

If the company's sales are slow down, and profits level off or decline. At which stage the company has reached?

- ▶ Introduction
- ▶ Decline
- ▶ Growth

► **Maturity**

Maturity is a period of slower sales growth because the product has achieved acceptance by most potential buyers. Profits level off or decline because of increased marketing outlays (page 236)

Question No: 31 (Marks: 1) - Please choose one

Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

► Pricing

► **Promotion**

► Distribution

► Product

(page 151) Public relations activities, such as press conferences and speeches, store openings, special events, newsletters, magazines, and public service activities, are always available to retailers.

Question No: 32 (Marks: 1) - Please choose one

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

► Product improvement

► Market saturation

► Market growth

► **Market development**

The set of strategies included in intensive strategies are:

1. Product development
2. Market penetration
3. Market development

<http://www.mba-tutorials.com/strategy/1112-intensive-strategies.html>

Question No: 33 (Marks: 1) - Please choose one

Buying goods and services for further processing or for use in the production process refers to which of the following markets?

► Consumer markets

► Government markets

► **Business markets**

► International markets

(page 43) Business markets (buy goods and services for further processing or for use in their production process).

Question No: 34 (Marks: 1) - Please choose one

Which one of the following factor does not affect the economic environment of organizations?

► **Donation to hospital**

- ▶ Exchange rate
- ▶ Value added tax
- ▶ Disposable income

(page 202)

http://books.google.com/books?id=gx8vVAVYsqoC&pg=PA193&dq=affect+the+economic+environment+of+organizations&hl=en&ei=21WHTcnLJcPWrQes6-Es&sa=X&oi=book_result&ct=result&resnum=1&ved=0CC4Q6AEwAA#v=onepage&q=affect%20the%20economic%20environment%20of%20organizations&f=false

Question No: 35 (Marks: 1) - Please choose one

Which one of the following are the **MOST** useful source of speedier and more comprehensive information?

- ▶ Suppliers
- ▶ Key customers
- ▶ **Company reports**
- ▶ Sales force

(page 52) Many companies have developed advanced computer-based internal reports systems to allow for speedier and more comprehensive information.

Question No: 36 (Marks: 1) - Please choose one

Which one of the following steps in the marketing research process deals in "defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings"?

- ▶ Developing the research budget
- ▶ Choosing the research agency
- ▶ Choosing the research method
- ▶ **Developing the research plan**

<http://www.proprofs.com/flashcards/tableview.php?title=midterm-marketing-principles>

Question No: 37 (Marks: 1) - Please choose one

Which one of the following sets represents 4 C's of the marketing mix?

- ▶ **Customer solution, cost, convenience, communication**
- ▶ Customer, cost, convenience, comfort
- ▶ Convenience, communication, coverage, cost
- ▶ Cost, coverage, communication, consultancy

(repeated question)

Question No: 38 (Marks: 1) - Please choose one

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?

- ▶ An image
- ▶ **A service**
- ▶ A good
- ▶ An idea

Question No: 39 (Marks: 1) - Please choose one

In BCG matrix, which one of the following SBUs finances the company's question marks and stars?

▶ Dogs

▶ Stars

▶ **Cash cows**

▶ Question marks

80. In the BCG matrix, income from _____ will help finance the company's question marks and stars.

a. dogs

b. SBUs

c. cash cows

d. sales revenue

Answer: (c) Difficulty: (2) Page: 45

Question No: 40 (Marks: 1) - Please choose one

Environmental groups are one kind of which of the following publics?

▶ **Citizen-action publics**

▶ Media publics

▶ Government publics

▶ Local publics

(page63)

http://books.google.com/books?id=Lx5dxjc_Kq0C&pg=PR28&dq=principle+of+marketing+kotler+13th&hl=en&ei=JjqCTZSvDs_IrQfhqc3dCA&sa=X&oi=book_result&ct=result&resnum=8&ved=0CFUQ6AEwBw#v=onepage&q=Environmental%20groups%20&f=false

Paper 5

MIDTERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 5)

Ref No: 1058305

Time: 60 min

Marks: 50

Question No: 1 (Marks: 1) - Please choose one

If XYZ Insurance Company observes a sudden increase in the number of farmers seeking flood insurance in Pakistan due to major floods in India, Which one of the following is representing flood situation for the company?

▶ **Marketing opportunity**

▶ Marketing strategy

▶ Marketing concept

▶ Marketing threat

<http://www.d17.net/farm-insurance/mba-questionf-erin-farm-insurance-saw-a-sudden-increase-in-the-number-of-farmer>

Question No: 2 (Marks: 1) - Please choose one

Konica is aiming its Cool Cam camera at teenagers. Which one of the following is reflecting Teenagers?

- ▶ Target audience
- ▶ Segmentation
- ▶ **Target market**
- ▶ Focus group

(Q#15) <http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 3 (Marks: 1) - Please choose one

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

- ▶ Product
- ▶ **Positioning**
- ▶ Promotion
- ▶ Place

(page 3) Positioning—what place do you want your product to hold in the consumer’s mind?

Question No: 4 (Marks: 1) - Please choose one

An important concept in which we realize that losing a customer means losing more than a single sale. It means losing the entire stream of purchases that the customer would make over a lifetime of patronage. Which one of the following options reflects this concept?

- ▶ Net profit
- ▶ **Customer lifetime value**
- ▶ Relationship marketing
- ▶ Market share

6. _____ is an important concept when we realize that losing a customer means losing more than a single sale. It means losing the entire stream of purchases that the customer would make over a lifetime of patronage.

- a. Heuristics
- b. Net profit
- c. **Customer lifetime value**
- d. Relationship marketing

(c; Moderate) [Revision questions - :: Centre for Diploma Programmes - Multimedia ...](#)

Question No: 5 (Marks: 1) - Please choose one

Gathering secondary information is one of the steps of developing the research plan. What does the meaning of secondary information in marketing research?

- ▶ That does not currently exist in an organized form
- ▶ **That already exists somewhere, having been collected for another purpose**
- ▶ That the researcher can obtain through surveys and observation
- ▶ That already exists somewhere in an organized form

19. The way to begin marketing research is to gather secondary data, which consists of information _____.

- a. **that already exists somewhere**
- b. **that does not currently exist in an organized form**
- c. **that already exists somewhere, having been collected for another purpose**
- d. **used by competition**

e. that the researcher can obtain through surveys and observation
(Answer: c; p. 103; Easy)

Question No: 6 (Marks: 1) - Please choose one

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

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

<http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A> Q#4

Question No: 7 (Marks: 1) - Please choose one

If Unilever needs to survey retailer's attitudes on the availability of product literature in athletic shoe shops and needs the results within four working days, Unilever will probably use what kind of survey?

- ▶ A mail
- ▶ **A telephone**
- ▶ Computer interviewing
- ▶ A personal interview

(Q#18) <http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Question No: 8 (Marks: 1) - Please choose one

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

- ▶ Group
- ▶ **Sample**
- ▶ Target group
- ▶ Audience

(reference)

34. Marketing researchers usually draw conclusions about large groups of consumers by studying a small _____ of the total consumer population.

- a. group**
- b. sample**
- c. population**
- d. target group**
- e. audience**

(Answer: b; p. 110; Easy)

Question No: 9 (Marks: 1) - Please choose one

Which one of the following three-step process represents "Perception"?

- ▶ Motivation, personality and attitudes
- ▶ Collecting, eliminating and organizing information inputs
- ▶ **Receiving, organizing and interpreting information inputs**

- ▶ Anticipating, classifying and discarding information inputs

Perception is the process of selecting, organizing and interpreting information inputs to produce meaning

<http://www.udel.edu/alex/chapt6.html>

Question No: 10 (Marks: 1) - Please choose one

Which one of the following is **NOT** the stage that customers go through in the process of adopting a new product?

- ▶ Awareness
- ▶ Interest
- ▶ Evaluation
- ▶ **Culture**

(page 73)• Awareness: • Interest: • Evaluation: • Trial: • Adoption:

Question No: 11 (Marks: 1) - Please choose one

Inelastic demand in industrial markets refers to which of the following situation?

- ▶ Demand for a given product fluctuates very little over time.
- ▶ **Price increases or decreases will not significantly alter demand for a given product.**
- ▶ The demand for one product depends heavily on the demand for another product.
- ▶ Supply for a given product cannot keep up with the demand for it.

(Q#7) <http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A>

Question No: 12 (Marks: 1) - Please choose one

Most organizational purchase decisions are made by which of the following categories?

- ▶ The sales force
- ▶ A team of purchasing agents
- ▶ **A firm's buying centre**
- ▶ Inventory control personnel

http://books.google.com/books?id=R1zRakeLJgC&pg=PA239&dq=Most+organizational+purchase+decisions+are+made+by&hl=en&ei=1FqGTaDaFoSgvgOEx6TCCA&sa=X&oi=book_result&ct=result&resnum=3&ved=0CDIQ6AEwAg#v=onepage&q=Most%20organizational%20purchase%20decisions%20are%20made%20by&f=false

(Q#14) <http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A#17>

Question No: 13 (Marks: 1) - Please choose one

In its purchase of a small business computer, Mr. Ateeq asked that potential suppliers provide information only on units with 1Mb of memory. As management evaluates the purchase, it finds that 1Mb is inadequate for many of the software programs they use. In this instance, the firm would need to modify which aspect of the purchase process?

- ▶ Searching
- ▶ **Specification development**
- ▶ Alternative evaluation
- ▶ Performance evaluation

<http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A Q#17>

Question No: 14 (Marks: 1) - Please choose one

Buyer- seller similarities is an attribute comes under which one of the following concepts?

- ▶ Demographic factors
- ▶ **Personal characteristics**
- ▶ Situational factors
- ▶ Operating variables

Personal characteristics

- Ø Buyer-seller similarity of values
- Ø Attitude towards risk (risk taking or averse)
- Ø Loyalty (to companies who show high loyalty to suppliers)

<http://uptodatearticles.com/2010/09/strategic-marketing-planning/>

Another

personal characteristics

Personal comparisons can lead to segmentation by buyer-seller similarity (companies with similar personnel and values), attitudes toward risk (focus on risk-taking or risk-avoiding companies), or loyalty (focus on companies that show high loyalty to their suppliers).

<http://www.eauc.hk/show.asp?id=136>

Question No: 15 (Marks: 1) - Please choose one

Which one of the following is a marketer's major positioning tool that has a direct impact on product or service performance; thus, it is closely linked to customer value and satisfaction?

- ▶ **Product quality**
- ▶ Product style
- ▶ Product design
- ▶ Product features

http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA254&dq=marketer%E2%80%99s+major+positioning+tool+that+has+a+direct+impact+on+product+or+service+performance&hl=en&ei=QWKHTYD7G8zssgadlMmLaw&sa=X&oi=book_result&ct=book-thumbnail&resnum=4&ved=0CDsQ6wEwAw#v=onepage&q&f=false P#254

Question No: 16 (Marks: 1) - Please choose one

Beyond quality level, high quality also can mean high levels of quality consistency. Here, "Freedom from defects and consistency in delivering a targeted level of performance" refers to which of the following qualities?

- ▶ Perceived quality
- ▶ Product quality
- ▶ Adherence quality

▶ **Conformance quality**

37. Beyond quality level, high quality also can mean high levels of quality consistency. Here, product quality means _____ — freedom from defects and consistency in delivering a targeted level of performance.

- a. private brand**
- b. product quality**
- c. total quality management**
- d. conformance quality**

(d; Challenging; p. 284)

Question No: 17 (Marks: 1) - Please choose one

Which of the following are a form of product that consists of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything?

- ▶ Line extensions
- ▶ **Services**
- ▶ Brands
- ▶ Supplements

P#92,,Services are a form of product that consist of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.

Question No: 18 (Marks: 1) - Please choose one

Which one of the following attribute may grab attention and produce pleasing aesthetics, but it does not necessarily make the product perform better?

- ▶ Design
- ▶ **Style**
- ▶ Variable
- ▶ Packaging

http://books.google.com/books?id=cRsxku7O06UC&pg=PA197&dq=attribute+may+grab+attention+and+produce+pleasing+aesthetics&hl=en&ei=xWSHTZ6ZDYvGs_wbmoovmAw&sa=X&oi=book_result&ct=book-thumbnail&resnum=2&ved=0CC8Q6wEwAQ#v=onepage&q&f=false P#197

Question No: 19 (Marks: 1) - Please choose one

New product development starts with which one of the following steps of new product development?

- ▶ Idea screening
- ▶ **Idea generation**
- ▶ Test marketing
- ▶ Concept testing

Idea generation

New-product development starts with idea generation—the systematic search for new-product ideas. pg 101

Question No: 20 (Marks: 1) - Please choose one

What do we call a detailed version of a new idea stated in meaningful customer terms?

- ▶ Product idea
- ▶ **Product concept**
- ▶ Product image
- ▶ Product proposal

A product concept is a detailed version of the idea stated in meaningful consumer terms.P#103

Question No: 21 (Marks: 1) - Please choose one

Which one of the following steps calls for testing new-product concepts with groups of target consumers in new product development?

- ▶ Concept development
- ▶ **Concept testing**

- ▶ Idea generation
- ▶ Test marketing

Concept testing calls for testing new-product concepts with groups of target consumers.
<http://www.scribd.com/doc/26155318/New-Product-Development-Strategy>

Question No: 22 (Marks: 1) - Please choose one

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

- ▶ Awareness
- ▶ Interest
- ▶ Trial
- ▶ **Adoption**

Adoption: The consumer decides to make full and regular use of the new product.P#73

Question No: 23 (Marks: 1) - Please choose one

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

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

P#11,,The term total quality management (TQM) is an approach in which all the company's people are involved in constantly improving the quality of products, services, and marketing processes.

- 1). **In the narrowest sense, quality can be defined as "freedom from defects."**
- 2). **Quality has a direct impact on product or service performance. Quality is defined in terms of customer satisfaction.**
- 3). **The fundamental aim of today's total quality movement has become total customer satisfaction.**

http://books.google.com/books?id=4OgyJ740KxMC&pg=PA193&dq=involvement+of+management+and+employees+in+the+continuous+improvement+of+the+production+of+goods+and+services&hl=en&ei=L5WDTf-6K8fPrQewqp3LCA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CC0Q6AEwAQ#v=onepage&q=involvement%20of%20management%20and%20employee%20in%20the%20continuous%20improvement%20of%20the%20production%20of%20goods%20and%20services&f=false (page 193)

Question No: 24 (Marks: 1) - Please choose one

When a customer pays Rs.1000 and receives a television set in return. What does this example show?

- ▶ **Exchange**
- ▶ Transaction
- ▶ Market
- ▶ Segment

Price is the amount of money charged for a product or service or the sum of the values that consumers exchange for the benefits of having or using the product or serviceP#112.

Question No: 25 (Marks: 1) - Please choose one

Fast-food restaurants offer tasty and convenient food at affordable prices; they contribute

to fatness that harms consumer health. Which one of the following concepts is **NOT** being followed by this company?

- ▶ Product concept
- ▶ Production concept
- ▶ **Societal marketing concept**
- ▶ Marketing concept

According to the authors of your text, fast-food restaurants offer tasty and convenient food at affordable prices; they contribute to a national obesity epidemic that harms consumer health and causes environmental problems in the long run. This statement reflects that they often overlook the _____ business philosophy.

- a. marketing concept
- b. product concept
- c. production concept
- d. societal marketing concept
- e. new-idea

(Answer: d; p. 11; Moderate)

http://docs.google.com/viewer?a=v&q=cache:Hmr6DXB-igJ:140.114.53.170:8080/StudentProject/NTUTProject/Projects/Others/AKMAI8_IRCD/content/Chapter_01/Assess/TIF/armstrong_mai08_tif_01.doc+Fast-food+restaurants+offer+tasty+and+convenient+food+at+affordable+prices%3B+they+contribute+to+fatness+that+harms+consumer+health.+Which+one+of+the+following+concepts+is+NOT+being+followed+by+this+company%3F+%E2%96%BA+Product+concept+%E2%96%BA+Production+concept+%E2%96%BA+Societal+marketing+concept+%E2%96%BA+Marketing+concept&hl=en&gl=pk&pid=bl&srcid=ADGEESh_4kMcKcfUhrQddPGtU-dvuj5Fb-SxIqWsQmb4WRUuXDMnJQ1y31mB_H9uegNYfk5yEubmJ6Q5aIgJ4JJPjimaldtypRwdJYsasjaRMRzj0hWl9r4rPpx8TyVvahV6vrDMm64u&sig=AHIEtbRzLOoxow2KqyOMuYeyk8xLADqxiQ

Question No: 26 (Marks: 1) - Please choose one

"The networks that connect people within a company to each other and to the company" reflect which one of the following networks?

- ▶ WAN
- ▶ **Intranets**
- ▶ Extranets
- ▶ Internets

http://www.globalguideline.com/xml/index.php/interview_questions/Answer.php?a=are_networks_that_connect_people_within_a_company_to_each_other_and_to_the_company_network

Question No: 27 (Marks: 1) - Please choose one

"Planning that involves developing a strategy to meet competition and ensure long-term survival and growth" represents which one of the following planning types?

- ▶ Long-range planning
- ▶ Short-range planning
- ▶ Annual planning
- ▶ **Strategic planning**

(page 28)Strategic planning involves developing a strategy to meet competition and ensure long-term survival and growth.

Question No: 28 (Marks: 1) - Please choose one

The publishers of "The Economist" developed a campaign to market the magazine to university and college students studying business and management courses. The publishers are focusing on which of the following strategies?

▶ **Product development** (not sure)

- ▶ Horizontal diversification
- ▶ Market development
- ▶ Conglomerate diversification

Question No: 29 (Marks: 1) - Please choose one

In Boston Consulting Group approach, which one of the following is a measure of company's strength in the market?

- ▶ Relative market share
- ▶ Market share

▶ **Business portfolio**

- ▶ Market growth rate

P#31 Current Business Portfolio: The best business portfolio is the one that best fits the company's strengths and weaknesses to opportunities in the environment

Question No: 30 (Marks: 1) - Please choose one

One of the contents of formal marketing plan that includes a market description, a product review, a review of competition and a review of distribution is called:

- ▶ Threats and opportunity analysis
- ▶ Objectives and issues
- ▶ Marketing strategy

▶ **Current marketing situation**

<http://mmauc.blogspot.com/2010/06/class31-strategic-planning-and.html>

Question No: 31 (Marks: 1) - Please choose one

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

- ▶ Customer control

▶ **Convenience**

- ▶ Consideration
- ▶ Customer relationship

P#37,,. Perhaps a better classification would be the 4 Cs:

- Product = Customer Solution.
- Price = Customer Cost.
- Place = Convenience.
- Promotion = Communication

Question No: 32 (Marks: 1) - Please choose one

Which one of the following is **NOT** part of the micro environment?

▶ **Cultural forces**

- ▶ Financial intermediaries
- ▶ Customer markets
- ▶ Marketing channel firms

the micro-environmental components are: the company, suppliers, marketing channel firms (intermediaries), customer markets, competitors, and publics pg no 225

Question No: 33 (Marks: 1) - Please choose one

Finance, research and development, purchasing and manufacturing all are the activities of which element of the micro environment?

- ▶ Suppliers

▶ Retailers

▶ **Companies**

▶ Publics

The Company: Areas such as finance, R & D, purchasing, manufacturing, and accounting all produce better results when aligned by common objectives and goals,,P#42.

Question No: 34 (Marks: 1) - Please choose one

Which one of the following forces is **NOT** the part of company's macro environment?

▶ Demographic

▶ Economic

▶ Political

▶ **Public**

(page 41) The macro environmental components are thought to be: demographic, economic, natural, technological, political, and cultural forces.

Question No: 35 (Marks: 1) - Please choose one

Marketing Information System consists of people, equipment, and procedures to gather, sort, _____, evaluate, and distribute information to marketing decision makers.

▶ **Analyze**

▶ Arrange

▶ Test

▶ Control

4. An MIS consists of people, equipment, and procedures to gather, sort, _____, evaluate, and distribute information to marketing decision makers.

a. test

b. test market

c. analyze

d. critique

e. assess

(Answer: c; p. 97; Easy)

Question No: 36 (Marks: 1) - Please choose one

Identify the name of a vast public web of computer networks that connect users of all types all around the world to each other?

▶ Extranet

▶ **Internet**

▶ LAN

▶ Intranet

[http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA254&dq=marketer%E2%80%99s+major+positioning+tool+that+has+a+direct+impact+on+product+or+service+perf](http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA254&dq=marketer%E2%80%99s+major+positioning+tool+that+has+a+direct+impact+on+product+or+service+performance&hl=en&ei=QWKHTYD7G8zssgadIMmLAW&sa=X&oi=book_result&ct=book_thumbnail&resnum=4&ved=0CDsQ6wEwAw#v=onepage&q=vast%20public%20web%20of%20computer%20networks%20that%20connect%20users%20of%20all%20types%20all%20around%20the%20world%20to%20each%20other&f=false)
[ormance&hl=en&ei=QWKHTYD7G8zssgadIMmLAW&sa=X&oi=book_result&ct=book_thumbnail&resnum=4&ved=0CDsQ6wEwAw#v=onepage&q=vast%20public%20web%20of%20computer%20networks%20that%20connect%20users%20of%20all%20types%20all%20around%20the%20world%20to%20each%20other&f=false](http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA254&dq=marketer%E2%80%99s+major+positioning+tool+that+has+a+direct+impact+on+product+or+service+performance&hl=en&ei=QWKHTYD7G8zssgadIMmLAW&sa=X&oi=book_result&ct=book_thumbnail&resnum=4&ved=0CDsQ6wEwAw#v=onepage&q=vast%20public%20web%20of%20computer%20networks%20that%20connect%20users%20of%20all%20types%20all%20around%20the%20world%20to%20each%20other&f=false) P#51

Question No: 37 (Marks: 1) - Please choose one

Mr. ABC has just brainstormed a large number of ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing

stage to select the good ideas and drop the poor ones. What is another name of idea reducing stage

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

1. GrayBerry Gifts has just brainstormed a large number of ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing stage called _____ to arrive at a realistic number to adopt.

- a. idea generation
- b. **idea screening**
- c. product concept
- d. concept development
- e. idea dissemination

(Answer: b; p. 242; Easy)

Chapter 9

Question No: 38 (Marks: 1) - Please choose one

Which one of the following product requires a lot of advertising, personal selling and other marketing efforts because consumer either does not know about it or knows about it but does not normally think about buying?

- ▶ Specialty products
- ▶ Shopping products
- ▶ Industrial products
- ▶ **Unsought products**

P#94,,Unsought products are consumer products that the consumer either does not know about or knows about but does not normally think of buying.

Question No: 39 (Marks: 1) - Please choose one

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

- ▶ Personal characteristics
- ▶ Operating variables
- ▶ **Selling approaches**
- ▶ Situational factors

Businesses segment using variables of operating characteristics, purchasing approaches, situational factors, and personal characteristics

Question No: 40 (Marks: 1) - Please choose one

Markets can be segmented into group of non-users, ex-users, potential users, first-time users and regular users of a product. It refers to which type of segmentation?

- ▶ **User status**
- ▶ Usage rate
- ▶ Loyalty status
- ▶ Seller status

User status can also be used to divide the market. Segments of nonusers, ex-users, potential users, first-time users, and regular users of a product are potential ways to segment.,P#85

Paper 6

MIDTERM EXAMINATION
Fall 2009
MGT301- Principles of Marketing (Session - 3)

Time: 60 min
Marks: 50

Question No: 1 (Marks: 1) - Please choose one

The type of product that results from applying human and mechanical efforts to people or objects refers to which one of the following options?

- ▶ An idea
- ▶ **A service**
- ▶ A philosophy
- ▶ A concept

http://books.google.com/books?id=R1zRakeLJgC&pg=PA356&dq=human+and+mechanical+efforts+to+people+or+objects&hl=en&ei=Ym-HTbneF4bKswas1f2FAw&sa=X&oi=book_result&ct=book_thumbnail&resnum=2&ved=0CDIQ6wEwAQ#v=onepage&q=human%20and%20mechanical%20efforts%20to%20people%20or%20objects&f=false P#356

Question No: 2 (Marks: 1) - Please choose one

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

- ▶ Price
- ▶ **Promotion**
- ▶ Distribution
- ▶ Product

<http://www.proprofs.com/quiz-school/quizshow.php?title=mgt301-no4&quesnum=10&showNextQ=no>

Question No: 3 (Marks: 1) - Please choose one

Customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options?

- ▶ **Customer perceived value**
- ▶ Marketing myopia
- ▶ Customer relationship management
- ▶ Customer satisfaction

http://books.google.com/books?id=cRsxku7O06UC&pg=PA13&dq=Customer%E2%80%99s+evaluation+of+the+difference+between+all+the+benefits+and+all+the+costs+of+a+marketing+offer+relative&hl=en&ei=E3GHTf7fHdGHRaE9ju0q&sa=X&oi=book_result&ct=result&resnum=2&ved=0CC0Q6AEwAQ#v=onepage&q=Customer%E2%80%99s%20evaluation%20of%20the%20difference%20between%20all%20the%20benefits%20and%20all%20the%20costs%20of%20a%20marketing%20offer%20relative&f=false

P#13

Question No: 4 (Marks: 1) - Please choose one

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

▶ **We have organized our business to satisfy the customer needs**

- ▶ We believe that marketing department must organize to sell what we produce
- ▶ We try to produce only high quality, technically efficient products
- ▶ We try to encourage company growth in the market

<http://www.brainmass.com/homework-help/business/marketing/87074>

Question No: 5 (Marks: 1) - Please choose one

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

- ▶ Selling concept
- ▶ Product concept

▶ **Production concept**

- ▶ Marketing concept

http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA40&dq=Customer%E2%80%99s+evaluation+of+the+difference+between+all+the+benefits+and+all+the+costs+of+a+marketing+offer+relative&hl=en&ei=FnGHTd2mM8vIswa095COAw&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDgQ6AEwAw#v=onepage&q=concepts%20is%20a%20useful%20philosophy%20in%20a%20situation%20when%20the%20product%E2%80%99s%20cost%20is%20too%20high%20and%20marketers%20look%20for%20ways%20to%20bring%20it%20down&f=false

P#35

Question No: 6 (Marks: 1) - Please choose one

Which one of the following is a key to build lasting relationships with consumers?

- ▶ Price of the product
- ▶ Need recognition

▶ **Customer satisfaction**

- ▶ Quality of product

http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA40&dq=Customer%E2%80%99s+evaluation+of+the+difference+between+all+the+benefits+and+all+the+costs+of+a+marketing+offer+relative&hl=en&ei=FnGHTd2mM8vIswa095COAw&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDgQ6AEwAw#v=onepage&q=build%20lasting%20relationships%20with%20consumers&f=false P#59

Question No: 7 (Marks: 1) - Please choose one

Which one of the following options enables consumers and companies to access and share huge amounts of information with just a few mouse clicks?

- ▶ Digital age
- ▶ **Internet**
- ▶ Extranet
- ▶ WWW

The Internet enables consumers and companies to access and share huge amounts of information with just a few mouse clicks.

http://webcache.googleusercontent.com/search?q=cache:5pugcFKk_IAJ:140.114.53.170:8080/StudentProject/NTUTProject/Projects/Others/AKMAI8_IRCD/content/Chapter_14/Assess/TIF/armstrong_mai08_tif_14.doc+Which+one+of+the+following+options+enables+consumers+and+companies+to+access+and+share+huge+amounts+of+information+with+just+a+few+mouse+clicks?+%E2%96%BA+Digital+age+%E2%96%BA+Internet+%E2%96%BA+Extranet+%E2%96%BA+WWW&hl=en&gl=pk Q#3

Question No: 8 (Marks: 1) - Please choose one

Which one of the following options is best to explain the purpose of intranets?

- ▶ Buying and selling processes
- ▶ Business-to-business purchasing
- ▶ **Communication among employees**
- ▶ Maintaining customer relations

Intranets--connecting with others in the company P#23

Question No: 9 (Marks: 1) - Please choose one

Which of the following sets refers to the order or sequence of marketing management functions?

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

(page 37) marketing management functions. The four functions are: analysis, planning, implementation, and control

Question No: 10 (Marks: 1) - Please choose one

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

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

Marketing service agencies (such as marketing research firms, advertising agencies, media firms, etc.) help the company target and promote its products P#43

Question No: 11 (Marks: 1) - Please choose one

Marketing information from which of the following databases can be accessed more quickly and cheaply?

- ▶ External
- ▶ Internal & External
- ▶ **Internal**
- ▶ Representatives

Marketing information from this type of database usually can be accessed more quickly and cheaply than other information sources. Which one is it?

- a. External.
- b. MDSS.
- c. EIS.

d. Internal.

e. Field representatives.

(Answer: d; p. 99; Easy)

Question No: 12 (Marks: 1) - Please choose one

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

- ▶ Descriptive
- ▶ **Exploratory**
- ▶ Causal
- ▶ Corrective

(page 55) Exploratory research where the objective is to gather preliminary information that will help to better define problems and suggest hypotheses for their solution.

Question No: 13 (Marks: 1) - Please choose one

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

- ▶ **Observations**
- ▶ Focus groups
- ▶ Personal interviews
- ▶ Questionnaires

(page 56) Observational research can be used to obtain information that people are unwilling or unable to provide

Question No: 14 (Marks: 1) - Please choose one

A person on the University Book Shop's survey asks respondents to tell the shop, in their own words, what they like least about textbook shopping. What is a type of this question?

- ▶ **An open-ended**
- ▶ A dichotomous
- ▶ A multiple choice
- ▶ A scale

(Q#19) <http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Question No: 15 (Marks: 1) - Please choose one

ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

- ▶ Respondents who refuse to cooperate or give biased answers
- ▶ Interviewers who make mistakes or take shortcuts
- ▶ **Interpreting and reporting the findings**
- ▶ Primary data that conflict with secondary data

41. AMF Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

- a. Contacting respondents.
- b. Respondents who refuse to cooperate or give biased answers.
- c. Interviewers who make mistakes or take shortcuts.
- d. Interpreting and reporting the findings.
- e. Primary data that conflict with secondary data.

(Answer: d; p. 112; Challenging)

Question No: 16 (Marks: 1) - Please choose one

Society's relatively permanent and ordered divisions whose members share similar values, interests and behaviors reflect which one of the following option?

► **Social classes**

- Habitual buyers
- Charismatic leaders
- Opinion leaders

21. _____ are society's relatively permanent and ordered divisions whose members share similar values, interests, and behaviors.

- a. Social classes
- b. Purchase decisions
- c. Perceptions
- d. Attitudes
- e. Lifestyles

(Answer: a; p. 132; Easy)

Question No: 17 (Marks: 1) - Please choose one

In a reference group, people having special skills, knowledge, personality, or other characteristics, exert influence on others. Which one of the following option refers to these people?

► **Opinion leaders**

- Habitual buyers
- Charismatic personalities
- Wild ducks

opinion leaders—people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others. Pg no 64

http://docs.google.com/viewer?a=v&q=cache:f9rg4NXTTHMsJ:140.114.53.170:8080/StudentProject/NTUTProject/Projects/Others/AKMAI8_IRCD/content/Chapter_05/Assess/TIF/armstrong_mai08_tif_05.doc+In+a+reference+group,+people+who+have+special+skills,+knowledge,+personality,+or+other+characteristics,+and+exert+influence+on+others+are+called:+%E2%96%BA+Opinion+leaders+%E2%96%BA+Habitual+buyers+%E2%96%BA+Charismatic+personalities+%E2%96%BA+Wild+ducks&hl=en&gl=pk&pid=bl&srcid=ADGEESjdTacwEAbFm_a2xtxANWpN4AZrKRGn7N8YVi8WiSy52aTb6QfdZ_IMU_F6I-V_pMy2QOZkomSQkG-7uBTxayrmVOyLI05YL0L05NS_m_GkFAII9BI5ZpMpPbnkcZaRZ5VIf4DN&sig=AHIEtbRuQGYHESLVMpahMij_su9N8iqeBQ

Question No: 18 (Marks: 1) - Please choose one

A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

► **Learning**

- Role selection
- Perception
- Motivation

http://books.google.com/books?id=Lx5dxjc_Kq0C&pg=PA123&dq=Groups+of+people+with+shared+value+systems+based+on+common+life+experiences+and+situations+in+a+culture&hl=en&ei=M1eGTbCfBlukvgPlvYXdCA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CCwQ6AEwAQ#v=onepage&q=Learning&f=false

Question No: 19 (Marks: 1) - Please choose one

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

► **Personal characteristics**

- Psychological characteristics
- Behavioral characteristics
- Demographical characteristics

http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/32608/8347734_cw/content/index.html Q#11

Question No: 20 (Marks: 1) - Please choose one

Identify the process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment?

- Personality

► **Perception**

- Selective group
- Habitual behaviour

P#68, Each of us receives, organizes, and interprets this sensory information in an individual way. Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

Question No: 21 (Marks: 1) - Please choose one

A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

- Straight rebuy purchase
- Delayed purchase

► **New-task purchase**

- Modified rebuy purchase

(Q#11) <http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A>

Question No: 22 (Marks: 1) - Please choose one

In its purchase of a small business computer, Mr. Ateeq asked that potential suppliers provide information only on units with 1Mb of memory. As management evaluates the purchase, it finds that 1Mb is inadequate for many of the software programs they use. In this instance, the firm would need to modify which aspect of the purchase process?

- Searching

► **Specification development**

- ▶ Alternative evaluation
- ▶ Performance evaluation

<http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A-Q#17>

Question No: 23 (Marks: 1) - Please choose one

Following are the variables for the segmentation of international markets

EXCEPT:

- ▶ Geographic factors
- ▶ Economic factors
- ▶ Cultural factors
- ▶ **Psychological factors**

Geographic location.

Economic factors. Political and legal factors. Cultural factors. P#86

Question No: 24 (Marks: 1) - Please choose one

With concentrated marketing, the marketer goes after a _____ share of _____.

- ▶ Small; a small market
- ▶ Small; a large market
- ▶ **Large; one or a few niches**
- ▶ Large; the mass market

P#87,88,,the firm goes after a large share of one or a few segments or niches.

Question No: 25 (Marks: 1) - Please choose one

Beyond quality level, high quality also can mean high levels of quality consistency. Here, "Freedom from defects and consistency in delivering a targeted level of performance" refers to which of the following qualities?

- ▶ Perceived quality
- ▶ Product quality
- ▶ Adherence quality
- ▶ **Conformance quality**

37. Beyond quality level, high quality also can mean high levels of quality consistency. Here, product quality means _____ — freedom from defects and consistency in delivering a targeted level of performance.

- private brand
 - product quality
 - total quality management
 - conformance quality
- (d; Challenging; p. 284)

Question No: 26 (Marks: 1) - Please choose one

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

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

Chapter 9

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

(b; Challenging; p. 288)

Question No: 27 (Marks: 1) - Please choose one

In which of the following cases two established brand names of different companies are used on the same product?

- ▶ Brand extension
- ▶ Brand equity
- ▶ **Co-branding**
- ▶ Cannibalization

68. _____ occurs when two established brand names of different companies are used

on the same product.

- Brand extension
- Brand equity
- Co-branding
- Internal marketing

(c; Moderate; p. 295)

Question No: 28 (Marks: 1) - Please choose one

With what groups do firms conduct concept testing for new products?

- ▶ Suppliers
- ▶ Employees
- ▶ **Target customers**
- ▶ Focus groups

(page 231) Concept testing involves testing the concepts with a group of target consumers to find out if the concepts have strong consumer appeal

Question No: 29 (Marks: 1) - Please choose one

Once the product or service passes the business analysis test, it moves into which stage?

- ▶ Concept development
- ▶ **Product development**
- ▶ Market testing
- ▶ Product proposal

If the product concept passes the business test, it moves into product development, P#103.

Question No: 30 (Marks: 1) - Please choose one

Which one of the following groups of people get the product exposure but is not

often perceived by the majority of potential buyers as typical consumers?

- ▶ Early Majority
- ▶ Late Majority
- ▶ Early Adopter

▶ **Innovators**

(page 106) Innovators. Innovators help get the product exposure but are not often perceived by the majority of potential buyers as typical consumers

Question No: 31 (Marks: 1) - Please choose one

First National Bank launches an innovative in-home banking system tied to personal computers. The product is not widely accepted because bank customers don't see the need for such a service. Which one of the following is the best discretion of product failure?

▶ **Establishment of a customer information system**

- ▶ Organization structure
- ▶ Technological advancement
- ▶ Scanning corporate capabilities

(Q#10) <http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 32 (Marks: 1) - Please choose one

In Boston Consulting Group approach, which one of the following is a measure of company's strength in the market?

- ▶ Relative market share
- ▶ Market share

▶ **Business portfolio**

- ▶ Market growth rate

P#30 Analyzing the Current Business Portfolio:

Question No: 33 (Marks: 1) - Please choose one

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

- ▶ Develops marketing plans

▶ **Turns plans into actions**

- ▶ Takes corrective actions
- ▶ Develops strategic plans

http://www.zainbooks.com/books/marketing/principles-of-marketing_10_marketing-process.html

Question No: 34 (Marks: 1) - Please choose one

Finance, research and development, purchasing and manufacturing all are the activities of which element of the micro environment?

- ▶ Suppliers
- ▶ Retailers

▶ **Companies**

- ▶ Publics

The Company: Areas such as finance, R & D, purchasing, manufacturing, and accounting all produce better results when aligned by common objectives and goals,,P#42.

Question No: 35 (Marks: 1) - Please choose one

Buying goods and services for further processing or for use in the production process refers to which of the following markets?

- ▶ Consumer markets
- ▶ Government markets
- ▶ **Business markets**
- ▶ International markets

(page 43) **Business markets (buy goods and services for further processing or for use in their production process).**

Question No: 36 (Marks: 1) - Please choose one

Political force is one of the forces of marketing macro environment. Identify the view of marketer about the political forces.

- ▶ Simple to recognize
- ▶ **Beyond their control**
- ▶ Easily ignored
- ▶ Easily influenced

Question No: 37 (Marks: 1) - Please choose one

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?

- ▶ An image
- ▶ **A service**
- ▶ A good
- ▶ An idea

Question No: 38 (Marks: 1) - Please choose one

What does it show “Increasing demand, as well as changing or even reducing demand”?

- ▶ **Marketing management**
- ▶ Marketing myopia
- ▶ Demarketing
- ▶ Relationship management

P#14,,marketing management is concerned with increasing demand, as well as changing or even reducing demand

Question No: 39 (Marks: 1) - Please choose one

Environmental groups are one kind of which of the following publics?

- ▶ **Citizen-action publics**
- ▶ Media publics
- ▶ Government publics
- ▶ Local publics

(page63)

http://books.google.com/books?id=Lx5dxjc_Kq0C&pg=PR28&dq=principle+of+marketing+kotler+13th&hl=en&ei=JjqCTZSvDs_IrQfhqc3dCA&sa=X&oi=book_result&ct=result&resnum=8&ved=0CFUQ6AEwBw#v=onepage&q=Environmental%20groups%20&f=false

Question No: 40 (Marks: 1) - Please choose one

Which one of the following is **NOT** considered as competitive differentiation of a company?

- ▶ Product
- ▶ Service
- ▶ Image
- ▶ **Sales**

Paper 7

MIDTERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 3)

Question No: 1 (Marks: 1) - Please choose one

An automobile manufacturing company places steel beams in the doors of its cars for which of the following purposes?

▶ **Reduce the possibility of accidents (not sure)**

- ▶ Increase short run customer satisfaction
- ▶ Increase long run customer satisfaction
- ▶ Add style to its cars

Question No: 2 (Marks: 1) - Please choose one

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

- ▶ Sales promotion
- ▶ Direct marketing

▶ **Advertising**

- ▶ Personal selling

#237,,Advertising is described as being any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor

Question No: 3 (Marks: 1) - Please choose one

Which one of the following options refers to “The art and science of choosing target markets and building profitable relationships”?

- ▶ Customer relationship management
- ▶ Knowledge management
- ▶ Total quality management

▶ **Marketing management**

P#14,,Marketing Management:

Marketing management is “the art and science of choosing target markets and building profitable relationships with them

Question No: 4 (Marks: 1) - Please choose one

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

▶ **We have organized our business to satisfy the customer needs**

- ▶ We believe that marketing department must organize to sell what we produce
- ▶ We try to produce only high quality, technically efficient products
- ▶ We try to encourage company growth in the market

<http://www.brainmass.com/homework-help/business/marketing/87074>

Question No: 5 (Marks: 1) - Please choose one

The marketing concept is a philosophy that states that an organization determines the needs and wants of target markets and delivers the desired satisfactions more effectively and efficiently than competitors do. What is the impact of this philosophy on the organization?

- ▶ Increase market share
- ▶ Increase sales of the products

▶ **Achieve the organization’s goals**

- ▶ Provide quality products

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions.

<http://en.wikipedia.org/wiki/Marketing>

Question No: 6 (Marks: 1) - Please choose one

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

- ▶ A few businesses

▶ **Every business**

- ▶ Established businesses

- ▶ Starting up businesses

Chapter 3

2. The new model will fundamentally change customers' notions of convenience, speed, price, product information, and service. This new consumer thinking will affect _____.
- e. a few businesses
 - f. every business
 - g. established businesses
 - h. starting up businesses

(b; Easy; p. 74)

Question No: 7 (Marks: 1) - Please choose one

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

- ▶ Product development
- ▶ Market development
- ▶ **Diversification**
- ▶ Market penetration

1 - Webintec

2. In 1999, Starbucks purchased Hear Music and began making compilation music CDs to play and sell in its stores. It has also tested new restaurant concepts, such as Circadia in San Francisco. Starbucks is considering _____.
- a. new product development
 - b. market development
 - c. diversification
 - d. market penetration

Answer: (c) Difficulty: (2) Page: 49

Question No: 8 (Marks: 1) - Please choose one

Which of the following is an intensive growth strategy of increasing sales in current markets with current products?

- ▶ Market development
- ▶ **Market penetration**
- ▶ Product development

► Market saturation

http://books.google.com/books?id=d_CyGUpYBYwC&pg=PA32&lpg=PA32&dq=Market+penetration+is+an+intensive+growth+strategy+of+increasing+sales+in+current+markets+with+current+products&source=bl&ots=SvI3OuxIrp&sig=XFOLRqDJERyjAAaB-FNs2AGOvaM&hl=en&ei=6zuCTdiqC9DirAfr2Im8CA&sa=X&oi=book_result&ct=result&resnum=6&ved=0CDkQ6AEwBQ#v=onepage&q=Market%20penetration%20is%20an%20intensive%20growth%20strategy%20of%20increasing%20sales%20in%20current%20markets%20with%20current%20products&f=false (page 32)

Question No: 9 (Marks: 1) - Please choose one

The strategic marketing process is how an organization allocates its marketing mix resources to reach its:

- Stated business idea
- **Target market**
- Competition
- Area of expertise

An organization uses the strategic marketing process to allocate its marketing mix resources to reach its target markets.

http://highered.mcgraw-hill.com/sites/0072828803/student_view0/chapter2/chapter_in_review.html

Question No: 10 (Marks: 1) - Please choose one

Which of the following sets refers to the order or sequence of marketing management functions?

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

(page 14) Marketing Management is defined as the analysis, planning, implementation, and control

Question No: 11 (Marks: 1) - Please choose one

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

- Insurance company

▶ Financial intermediary

▶ **Marketing services agency**

▶ Physical distribution firm

Marketing service agencies (such as marketing research firms, advertising agencies, media firms, etc.) help the company target and promote its productsP#43

Question No: 12 (Marks: 1) - Please choose one

Which type of management is responsible for setting the company's mission, objectives, broad strategies and policies?

▶ **Top management**

▶ Middle level management

▶ Low level management

▶ Functional management

Question No: 13 (Marks: 1) - Please choose one

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

▶ **Cultural environment**

▶ Fictitious environment

▶ Natural environment

▶ Political environment

P#47,,The cultural environment is made up of institutions and other forces that affect society's basic values, perceptions, preferences, and behaviors.

Question No: 14 (Marks: 1) - Please choose one

Gathering secondary information is one of the steps of developing the research plan. What does the meaning of secondary information in marketing research?

▶ That does not currently exist in an organized form

▶ **That already exists somewhere, having been collected for another purpose**

▶ That the researcher can obtain through surveys and observation

- ▶ That already exists somewhere in an organized form

Question No: 15 (Marks: 1) - Please choose one

How would you describe the primary data being used by your firm?

▶ **Collected for the specific purpose**

- ▶ Original information
- ▶ First-time information
- ▶ Fresh and reliable than secondary data

(page 56) **Primary data is information collected for the specific purpose at hand.**

Question No: 16 (Marks: 1) - Please choose one

In the previous three years, four studies have been conducted on the characteristics of ABC Company's clients. As the firm seeks to put together a report showing trends in this area, it has a hard time locating the information contained in these study reports. What does this firm seem to need?

- ▶ A marketing research manager

▶ **A marketing databank**

- ▶ Survey research
- ▶ Primary data

(Q#2) <http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Question No: 17 (Marks: 1) - Please choose one

General Motors need to assess the company's image relative to a new competitor. The time schedule is flexible, the research budget is very limited and a low response rate will not be a major problem. Which one of the following survey would be used by General Motors?

▶ **Mai**

- ▶ Telephone
- ▶ Personal interview
- ▶ Population

<http://www.scribd.com/doc/27111863/Marketing-Research-and-Information->

Systems-Section-AQ#17

Question No: 18 (Marks: 1) - Please choose one

Which one of the following stage is **NOT** a part of buyer's black box?

- ▶ Brand choice
- ▶ Product choice
- ▶ **Need recognition**
- ▶ Dealer choice



Question No: 19 (Marks: 1) - Please choose one

Groups of people with shared value systems based on common life experiences and situations in a culture represent which one of the following option?

- ▶ Motives
- ▶ Attitudes
- ▶ Cognitive dissonances

▶ **Subcultures**

(123)http://books.google.com/books?id=Lx5dxjc_Kq0C&pg=PA123&dq=Groups+of+people+with+shared+value+systems+based+on+common+life+experiences+and+situations+in+a+culture&hl=en&ei=M1eGTbCfBlukvgPlvYXdCA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CCwQ6AEwAQ#v=onepage&q=Groups%20of%20people%20with%20shared%20value%20systems%20based%20on%20common%20life%20experiences%20and%20situations%20in%20a%20culture&f=false

Question No: 20 (Marks: 1) - Please choose one

Which one of the following three-step process represents "Perception"?

- ▶ Motivation, personality and attitudes
- ▶ Collecting, eliminating and organizing information inputs
- ▶ **Receiving, organizing and interpreting information inputs**
- ▶ Anticipating, classifying and discarding information inputs

Perception is the process of selecting, organizing and interpreting information inputs to produce meaning.

<http://www.udel.edu/alex/chapt6.html>

Question No: 21 (Marks: 1) - Please choose one

Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following **EXCEPT**:

- ▶ Physiological needs
- ▶ Safety needs
- ▶ **Need recognition**
- ▶ Self-actualization

In order of importance, they are physiological needs, safety needs, social needs, esteem needs, and self-actualization.,P#68

Question No: 22 (Marks: 1) - Please choose one

Identify the process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment?

- ▶ Personality
- ▶ **Perception**
- ▶ Selective group
- ▶ Habitual behaviour

P#68,Each of us receives, organizes, and interprets this sensory information in an individual way. Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

Question No: 23 (Marks: 1) - Please choose one

Mr. Salman works for an organization in which his purchases must be

accountable to the public. His buying procedures are extremely complex. Based on this description, he works for an organization in which market type?

- ▶ Reseller
- ▶ Producer
- ▶ Supplier

▶ **Government**

(Q#3)<http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A>

Question No: 24 (Marks: 1) - Please choose one

The fact that organizational customers purchase products to be used directly or indirectly in the production of goods and services to satisfy customers' needs. This situation shows which of the following demands?

- ▶ Joint

▶ **Derived**

- ▶ Inelastic
- ▶ Fluctuating

(Q#8)<http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A>

Question No: 25 (Marks: 1) - Please choose one

The receptionist at a doctor's office throws away certain product circulars mailed by pharmaceutical companies and keeps the ones on products she believes are useful. The receptionist is performing which role in the buying centre?

- ▶ Influencer
- ▶ Buyer
- ▶ Decider

▶ **Gatekeeper**

<http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A>

Question No: 26 (Marks: 1) - Please choose one

In its purchase of a small business computer, Mr. Ateeq asked that potential suppliers provide information only on units with 1Mb of memory. As management evaluates the purchase, it finds that 1Mb is inadequate for many of the software programs they use. In this instance, the firm would need to modify which aspect of the purchase process?

▶ Searching

▶ **Specification development**

▶ Alternative evaluation

▶ Performance evaluation

<http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A> Q#17

Question No: 27 (Marks: 1) - Please choose one

Income segmentation is used to target which of the following groups?

▶ Affluent

▶ Middle class

▶ Lower income class

▶ **All of the given options**

8. Income segmentation is used to target the _____.

a. affluent

b. middle class

c. lower income class

d. all of the above

e. none of the above

(Answer: d; p. 168; Moderate)

Question No: 28 (Marks: 1) - Please choose one

Demographic segmentation divides the market into groups based on which of the following variables?

▶ Size, location, industry, customer

▶ Size, company, industry, technology

▶ **Location, size, occupation, race**

- ▶ Customer, technology, company, industry

P#84,,Demographic segmentation divides the market into groups based on variables such as age, gender,family size, family life cycle, income, occupation, education, religion, race,

Question No: 29 (Marks: 1) - Please choose one

When the size, purchasing power and profiles of business market segments can be determined, they are said to possess the requirement of being what?

▶ **Measurable**

- ▶ Accessible
- ▶ Substantial
- ▶ Actionable

P#228,, Measurable:Size, purchasing power, profiles of segments can be measured

Question No: 30 (Marks: 1) - Please choose one

The three groups of industrial products and services include all of the following **EXCEPT**:

- ▶ Materials and parts
- ▶ Capital items

▶ **Maintenance and operations**

- ▶ Supplies and services

19. The three groups of industrial products and services include all of the following

except _____.

- a. materials and parts**
- b. capital items**
- c. maintenance and operations**
- d. supplies and services**

(c; Moderate; p. 281

Question No: 31 (Marks: 1) - Please choose one

Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?

▶ Specialty products

▶ **Shopping products**

▶ Unsought products

▶ Industrial products

Shopping products are less frequently purchased consumer products and services

that customers compare carefully on suitability, quality, price, and style. When

buying shopping products and services, consumers spend much time,P#93

Question No: 32 (Marks: 1) - Please choose one

You have an upset stomach. Your spouse rushes to the corner convenience store for a medicine. This product falls under which of the following categories?

▶ Unsought

▶ Convenience

▶ Shopping

▶ **Specialty**

Question No: 33 (Marks: 1) - Please choose one

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

▶ Brand equity services

▶ **Product support services**

▶ Social marketing services

▶ Unsought product services

. Customer service is another element of product strategy. The first step is

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

- a. brand equity services
- b. product support services
- c. social marketing services
- d. unsought product services

(b; Challenging; p. 288)

Question No: 34 (Marks: 1) - Please choose one

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

- ▶ Awareness
- ▶ Interest
- ▶ Trial

▶ **Adoption**

Adoption: The consumer decides to make full and regular use of the new product.P#73

Question No: 35 (Marks: 1) - Please choose one

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

- ▶ Growth
- ▶ Introduction

▶ **Decline**

- ▶ Maturity

(page 107) **Decline is the period when sales fall off and profits drop.**

Question No: 36 (Marks: 1) - Please choose one

First National Bank launches an innovative in-home banking system tied to personal computers. The product is not widely accepted because bank

customers don't see the need for such a service. Which one of the following is the best discretion of product failure?

▶ **Establishment of a customer information system**

- ▶ Organization structure
- ▶ Technological advancement
- ▶ Scanning corporate capabilities

(Q#10) <http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 37 (Marks: 1) - Please choose one

Honda Atlas Cars Pakistan Limited is introducing a faster model of car in the market regardless of whether the customers are interested or not in more speed, Honda Atlas Cars Pakistan Limited is practicing which of the following concepts?

- ▶ Social

▶ **Production(not sure)**

- ▶ Sales
- ▶ Marketing

Question No: 38 (Marks: 1) - Please choose one

The marketing concept holds that delivering the desired satisfaction to customers more effectively and efficiently creates customer loyalty. What might be another reason that creates customer loyalty?

▶ **The customers' needs are met at a price that represents value for money**

- ▶ The company produces a product with enough features to satisfy everybody
- ▶ A company offers numerous 'specials' to customers in the market
- ▶ The company's marketing activities are persuasive enough

The marketing concept is more difficult to apply. It requires careful study and flexibility to meet the needs of sometimes fickle consumers. This may require a business to rethink its entire mission. But if consumer needs and wants are not met, the business will eventually fail.

(page 223) 2). The marketing concept takes an “outside-in” perspective (focuses on customer needs, values, and satisfactions).

Question No: 39 (Marks: 1) - Please choose one

Buying goods and services for further processing or for use in the production process refers to which of the following markets?

- ▶ Consumer markets
- ▶ Government markets
- ▶ **Business markets**
- ▶ International markets

page 43) Business markets (buy goods and services for further processing or for use in their production process).

Question No: 40 (Marks: 1) - Please choose one

Markets can be segmented into group of non-users, ex-users, potential users, first-time users and regular users of a product. It refers to which type of segmentation?

- ▶ **User status**
- ▶ Usage rate
- ▶ Loyalty status
- ▶ Seller status

User status can also be used to divide the market. Segments of nonusers, ex-users, potential users, first-time users, and regular users of a product are potential ways to segment.,P#85

Paper 8

MIDTERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 4)

Question No: 1 (Marks: 1) - Please choose one

A business can have excellent products and services due to excellent marketing skills and techniques that are essential for a company's success. So what are the requirements needed for today's marketer to achieve the organization's goals?

▶ Neither creativity nor critical thinking skills

▶ **Both creativity and critical thinking skills**

▶ Critical thinking skills but not creativity

▶ Creativity but not critical thinking

(Q#10) <http://www.oup.com/uk/orc/bin/9780199290437/01student/cgs/ch01/>

Question No: 2 (Marks: 1) - Please choose one

An automobile manufacturing company places steel beams in the doors of its cars for which of the following purposes?

▶ Reduce the possibility of accidents

▶ Increase short run customer satisfaction

▶ Increase long run customer satisfaction

▶ Add style to its cars

Question No: 3 (Marks: 1) - Please choose one

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

▶ Product

▶ **Positioning**

▶ Promotion

▶ Place

(page 3)Positioning—what place do you want your product to hold in the consumer’s mind?

Question No: 4 (Marks: 1) - Please choose one

Relationship marketing is a consistent application of up to date knowledge of individual customers to product and service design. Why it is communicated interactively to customers?

▶ For delivering short term value & satisfaction to customers

▶ **For delivering long term value & satisfaction to customers**

▶ For delivering short term value to management

- ▶ For delivering long term value to management

(page 181) relationship marketing, which emphasizes maintaining profitable long-term relationships with customers by creating superior customer value and satisfaction.

(page 11)

relationship marketing is to deliver long-term value to the customer and thereby secure customer satisfaction and retention of patronage.

1). Competition is increasingly between networks.

2). Build a good network of relationships with key stakeholders and profits will follow.

(slide 22) <http://www.slideshare.net/alafito/marketing-concepts-chap-1>

Question No: 5 (Marks: 1) - Please choose one

When a church targets different demographic groups to increase attendance, it is an example of which of the following options?

▶ **Not-for-profit marketing**

- ▶ Mindless marketing
- ▶ Ethics in marketing
- ▶ Societal marketing

(Q#6) <http://flashcarddb.com/cardset/77455-marketing-flashcards>

Question No: 6 (Marks: 1) - Please choose one

Airlines offer frequent flier marketing programs to build value and satisfaction into the customer relationship. Using this approach, airlines add which of the following benefits to the customer relationship?

- ▶ Social benefits
- ▶ Structural benefits

▶ **Financial benefits**

- ▶ Old age benefits

174. Airlines offer frequent flier marketing programs to build value and satisfaction into the customer relationship. Using this approach, airlines add _____ to the customer relationship.

- a. social benefits**
- b. structural benefits**
- c. financial benefits**

d. excitement

e. add-ons

(Answer: c; p. 15; Challenging)

Question No: 7 (Marks: 1) - Please choose one

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

▶ Dissatisfaction of one segment affects the satisfaction of other segments

▶ **Consumers do not understand what the marketing concept is (not sure)**

▶ Dealers do not support the marketing concept

▶ A product may fit the needs of too many segments

Question No: 8 (Marks: 1) - Please choose one

Which one of the following is a key to build lasting relationships with consumers?

▶ Price of the product

▶ Need recognition

▶ **Customer satisfaction**

▶ Quality of product

[http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA40&dq=Customer %E2%80%99s+evaluation+of+the+difference+between+all+the+benefits+and+all+the+costs+of+a+marketing+offer+relative&hl=en&ei=FnGHTd2mM8vIswa095COAw&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDgQ6AEwAw#v=onepage&q=build%20lasting%20relationships%20with%20consumers&f=false](http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA40&dq=Customer+%E2%80%99s+evaluation+of+the+difference+between+all+the+benefits+and+all+the+costs+of+a+marketing+offer+relative&hl=en&ei=FnGHTd2mM8vIswa095COAw&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDgQ6AEwAw#v=onepage&q=build%20lasting%20relationships%20with%20consumers&f=false) P#59

Question No: 9 (Marks: 1) - Please choose one

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

▶ A few businesses

▶ **Every business**

▶ Established businesses

▶ Starting up businesses

. The new model will fundamentally change customers' notions of convenience, speed, price, product information, and service. This new consumer thinking will affect _____.

- a. a few businesses
- b. every business
- c. established businesses
- d. starting up businesses

(b; Easy; p. 74)

Question No: 10 (Marks: 1) - Please choose one

Which of the following is an intensive growth strategy of increasing sales in current markets with current products?

▶ Market development

▶ **Market penetration**

▶ Product development

▶ Market saturation

http://books.google.com/books?id=d_CyGUpYBYwC&pg=PA32&lpg=PA32&dq=Market+penetration+is+an+intensive+growth+strategy+of+increasing+sales+in+current+markets+with+current+products&source=bl&ots=SvI3OuxIrp&sig=XFOLRqDJERyjAAaB-FNs2AGOVaM&hl=en&ei=6zuCTdiqC9DirAfr2Im8CA&sa=X&oi=book_result&ct=result&resnum=6&ved=0CDkQ6AEwBQ#v=onepage&q=Market%20penetration%20is%20an%20intensive%20growth%20strategy%20of%20increasing%20sales%20in%20current%20markets%20with%20current%20products&f=false (page 32)

Question No: 11 (Marks: 1) - Please choose one

Research of buying decisions by large companies to find out what they buy, where they buy, how and how much they buy refers to which one of the following buying decision?

▶ Market buying decision

▶ **Consumer buying decision**

▶ Social buying decision

▶ Group buying decision

(page 62)consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy.

Question No: 12 (Marks: 1) - Please choose one

Which one of the following option refers to the set of actions and activities

associated with each position one holds within a family, clubs and organizations?

▶ Personality

▶ **A role**

▶ Perception

▶ An attitude

Roles and Status :A person belongs to many groups—family, clubs, organizations. The person's position in each group can be defined in terms of both role and status. A role consists of the activities people are expected to perform according to the persons around them.

http://www.zainbooks.com/books/marketing/principles-of-marketing_15_consumer-buying-behavior.html

Question No: 13 (Marks: 1) - Please choose one

Which one of the following factor influences the consumer buying decision process?

▶ Person-specific

▶ **Social**

▶ Demographic

▶ Situational

Q#8<http://www.scribd.com/doc/27111825/Consumer-Buying-Behaviour-Section-A>

Question No: 14 (Marks: 1) - Please choose one

How do consumers respond to various marketing efforts the company might use? What is a starting point of a buyer's behavior?

▶ Belief

▶ Subculture

▶ Post purchase feeling

▶ **Stimulus-response Model**

The starting point is the stimulus-response model of buyer behavior...P#62

Question No: 15 (Marks: 1) - Please choose one

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

▶ Income

▶ **Number of children in family**

▶ Occupation

▶ Education

but is measured as a combination of occupation, income, education, wealth, and other variables..P#64

Question No: 16 (Marks: 1) - Please choose one

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

▶ Motive

▶ **Role**

▶ Lifestyle

▶ Tradition

A role consists of the activities people are expected to perform according to the persons around them.

<http://faculty.sheltonstate.edu/~tmajor/BUS285/Outlines/ch05outline.pdf>

Question No: 17 (Marks: 1) - Please choose one

Which one of the following three-step process represents "Perception"?

▶ Motivation, personality and attitudes

▶ Collecting, eliminating and organizing information inputs

▶ **Receiving, organizing and interpreting information inputs**

▶ Anticipating, classifying and discarding information inputs

Perception is the process of selecting, organizing and interpreting information inputs to produce meaning.

<http://www.udel.edu/alex/chapt6.html>

Question No: 18 (Marks: 1) - Please choose one

How do business-to-business marketers keep a customer's sales?

▶ By purchasing, direct marketing techniques and supplier development and supplier development

▶ **By meeting current needs and by partnering with customers to help them solve their problems**

▶ By identifying new supply techniques and by partnering with competitors

▶ By developing systematic marketing efforts, innovative techniques, and new products

http://wps.prenhall.com/bp_kotler_pom_11/31/8125/2080165.cw/index.html

Question No: 19 (Marks: 1) - Please choose one

Inelastic demand in industrial markets refers to which of the following situation?

▶ Demand for a given product fluctuates very little over time.

▶ **Price increases or decreases will not significantly alter demand for a given product.**

▶ The demand for one product depends heavily on the demand for another product.

▶ Supply for a given product cannot keep up with the demand for it.

(Q#7) <http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A>

Question No: 20 (Marks: 1) - Please choose one

The receptionist at a doctor's office throws away certain product circulars mailed by pharmaceutical companies and keeps the ones on products she believes are useful. The receptionist is performing which role in the buying centre?

▶ Influencer

▶ Buyer

▶ Decider

▶ **Gatekeeper**

<http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A>

Question No: 21 (Marks: 1) - Please choose one

In its purchase of a small business computer, Mr. Ateeq asked that potential suppliers provide information only on units with 1Mb of memory. As management

evaluates the purchase, it finds that 1Mb is inadequate for many of the software programs they use. In this instance, the firm would need to modify which aspect of the purchase process?

▶ Searching

▶ **Specification development**

▶ Alternative evaluation

▶ Performance evaluation

[http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A Q#17](http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A-Q#17)

Question No: 22 (Marks: 1) - Please choose one

Mobilink divides buyers into groups based on their knowledge, attitudes, uses or responses to a product. It is obviously using which type of segmentation?

▶ **Behavioral**

▶ Psychographic

▶ Demographic

▶ Geographic

http://books.google.com/books?id=Lx5dxjc_Kq0C&pg=PA177&dq=divides+buyers+into+groups+based+on+their+knowledge,+attitudes,+uses+or+responses+to+a+product&hl=en&ei=dVuGTbbEKI2qvgOqyt3DCA&sa=X&oi=book_result&ct=result&resnum=2&ved=0CC0Q6AEwAQ#v=onepage&q=divides%20buyers%20into%20groups%20based%20on%20their%20knowledge%2C%20attitudes%2C%20uses%20or%20responses%20to%20a%20product&f=false

Question No: 23 (Marks: 1) - Please choose one

Which of the following factors are often used for segmenting customer groups?

▶ Geographic factors

▶ Psychographic factors

▶ Behavioral factors

▶ **Demographic factors**

page 84) Demographic factors are the most popular bases for segmenting customer groups

Question No: 24 (Marks: 1) - Please choose one

“Segments of consumers having similar needs and buying behavior even they are located in different countries” refers to which of the following segmentation?

- ▶ International marketing segmentation
- ▶ Consumer marketing segmentation
- ▶ Business marketing segmentation

▶ **Intermarket segmentation**

116. Doral Machinery International forms segments of consumers who have similar needs and buying behavior even though they are located in different countries. What is this form of segmentation called?

- a. Political and legal.
- b. Cross-cultural.
- c. Effective.
- d. Intermarket.
- e. Individual.

(Answer: d; p. 176; Easy Chapter 7)

Question No: 25 (Marks: 1) - Please choose one

Products and services fall into two broad classes based on the types of consumers that use them. Which is one of these broad classes?

▶ **Industrial products**

- ▶ Core product
- ▶ Actual product
- ▶ Augmented product

(pag150)http://books.google.com/books?id=7d7jrY_q-XYC&pg=PA150&dq=Products+and+services+fall+into+two+broad+classes+based+on+the+types+of+consumers+that+use+them.&hl=en&ei=lp6HTZyCBMAswbbvr2cAw&sa=X&oi=book_result&ct=book-thumbnail&resnum=2&ved=0CDAQ6wEwAQ#v=onepage&q=Products%20and%20services%20fall%20into%20two%20broad%20classes%20based%20on%20the%20types%20of%20consumers%20that%20use%20them.&f=false

Question No: 26 (Marks: 1) - Please choose one

With what groups do firms conduct concept testing for new products?

- ▶ Suppliers
- ▶ Employees

▶ **Target customers**

- ▶ Focus groups

(page 231) Concept testing involves testing the concepts with a group of target consumers to find out if the concepts have strong consumer appeal

Question No: 27 (Marks: 1) - Please choose one

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

▶ **Marketing strategy development P#103**

- ▶ Business analysis
- ▶ Product development
- ▶ Test marketing

http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/32608/8347855.cw/content/index.html

Question No: 28 (Marks: 1) - Please choose one

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

- ▶ Growth
- ▶ Introduction

▶ **Decline**

- ▶ Maturity

(page 107) Decline is the period when sales fall off and profits drop.

Question No: 29 (Marks: 1) - Please choose one

Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

- ▶ Pricing

▶ **Promotion**

- ▶ Distribution
- ▶ Product

(page 151) Public relations activities, such as press conferences and speeches, store openings, special events, newsletters, magazines, and public service activities, are always available to retailers.

Question No: 30 (Marks: 1) - Please choose one

Customer relationship management (CRM) focuses on creating two-way exchanges with customers so that firms have an intimate knowledge of their needs, wants and buying patterns. What does CRM deliver to customers for maintaining profitable customer relationships?

▶ Superior customer value

- ▶ Less expensive goods
- ▶ Quality products
- ▶ Variety of products

Most companies today are moving away from transaction marketing, with its emphasis on making a sale. Instead, they are practicing relationship marketing, which emphasizes maintaining profitable long-term relationships with customers by creating superior customer value and satisfaction pg no 181

Question No: 31 (Marks: 1) - Please choose one

Honda Atlas Cars Pakistan Limited is introducing a faster model of car in the market regardless of whether the customers are interested or not in more speed, Honda Atlas Cars Pakistan Limited is practicing which of the following concepts?

- ▶ Social

▶ Production(not sure)

- ▶ Sales
- ▶ Marketing

Question No: 32 (Marks: 1) - Please choose one

In case of an intense competition there are a number of manufacturers and buyers who have more options for product switching. Which one of the following forces represents it?

- ▶ Threat of new entrants

▶ **Bargaining power of buyers**

- ▶ Bargaining power of suppliers
- ▶ Rivalry among competing firms

Bargaining Power of Buyers: When competition is intense and number of manufacturer is greater the buyer have more options for product switching over this will increase the buying power of buyer

http://www.zainbooks.com/books/marketing/principles-of-marketing_7_marketing-challenges.html

Question No: 33 (Marks: 1) - Please choose one

"The networks that connect people within a company to each other and to the company" reflect which one of the following networks?

- ▶ WAN

▶ **Intranets**

- ▶ Extranets
- ▶ Internets

http://www.globalguideline.com/xml/index.php/interview_questions/Answer.php?are_networks_that_connect_people_within_a_company_to_each_other_and_to_the_company_network

Question No: 34 (Marks: 1) - Please choose one

Mr. ABC examined his firm's recently completed market attractiveness-business position model; he finds that the firm's sport sunglasses unit is high on both dimensions. Which one of the following strategies would this placement dictate?

- ▶ Invest
- ▶ Harvest

▶ **Divest**

- ▶ Maintain

<http://www.concepts2rowingmachines.com/concept-2-model-c/>

Question No: 35 (Marks: 1) - Please choose one

One of the contents of formal marketing plan that includes a market description, a product review, a review of competition and a review of distribution is called:

- ▶ Threats and opportunity analysis
- ▶ Objectives and issues
- ▶ Marketing strategy

▶ **Current marketing situation**

<http://mmauc.blogspot.com/2010/06/class31-strategic-planning-and.html>

Question No: 36 (Marks: 1) - Please choose one

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

- ▶ Customer control

▶ **Convenience**

- ▶ Consideration
- ▶ Customer relationship

P#37,, Perhaps a better classification would be the 4 Cs:

- a). Product = Customer Solution.
- b). Price = Customer Cost.
- c). Place = Convenience.
- d). Promotion = Communication

Question No: 37 (Marks: 1) - Please choose one

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

- ▶ Analyzing marketing opportunities
- ▶ Selecting target market

▶ **Designing the business portfolio**

- ▶ Develop marketing mix

The marketing process consists of four steps: analyzing market opportunities; developing marketing strategies; planning marketing programs, which entails choosing the marketing mix (the four Ps of product, price, place, and promotion); and organizing, implementing, and controlling the marketing effort. Marketing is the organizational function charged with defining customer targets and the best way to satisfy needs and wants competitively and profitably.pg no 6

Question No: 38 (Marks: 1) - Please choose one

Press releases provided by public listed companies help to meet the needs of which of the following publics?

- ▶ Local
- ▶ Financial
- ▶ Citizen-action

▶ Media

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7110/1820178.cw/content/index.html

Question No: 39 (Marks: 1) - Please choose one

"Consumers are spending more on products and services that will improve their lives rather than their image" reflects which aspect of the cultural environment?

▶ People's view of others

- ▶ People's view of themselves
- ▶ People's view of organizations
- ▶ People's view of nature

P#48,,**People's views of others.** Observers have noted a shift from a "me-society" to a "we-society." Consumers are spending more on products and services that will improve their lives rather than their image.

Question No: 40 (Marks: 1) - Please choose one

When Nokia introduced its new mobile set in the market in response to consumer demand, it was applying which one of the following concepts?

- ▶ Selling concept
- ▶ Production concept
- ▶ Customer concept

▶ Marketing concept

This customer focused philosophy is known as the 'marketing concept'. The marketing concept is a philosophy, not a system of marketing or an organizational structure. It is founded on the belief that profitable sales and satisfactory returns on investment can only be achieved by identifying,

anticipating and satisfying customer needs and desires

<http://www.concepts2rowingmachines.com/concept-2-model-c/>

Paper 9

MGT301- Principles of Marketing

Question No: 1 (Marks: 1) - Please choose one

A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

- ▶ Selling
- ▶ Advertising
- ▶ Barter
- ▶ **Marketing**

Marketing is defined as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.” Pg 1

Question No: 2 (Marks: 1) - Please choose one

Customer’s evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options?

- ▶ **Customer perceived value**
- ▶ Marketing myopia
- ▶ Customer relationship management
- ▶ Customer satisfaction

http://books.google.com/books?id=cRsxku7O06UC&pg=PA13&dq=Customer%E2%80%99s+evaluation+of+the+difference+between+all+the+benefits+and+all+the+costs+of+a+marketing+offer+relative&hl=en&ei=E3GHTf7fHdGHrAe9ju0q&sa=X&oi=book_result&ct=result&resnum=2&ved=0CC0Q6AEwAQ#v=onepage&q=Customer%E2%80%99s%20evaluation%20of%20the%20difference%20between%20all%20the%20benefits%20and%20all%20the%20costs%20of%20a%20marketing%20offer%20relative&f=false

P#13

Question No: 3 (Marks: 1) - Please choose one

Which one of the following options refers to “The art and science of choosing target markets and building profitable relationships”?

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

P#14, Marketing Management:

Marketing management is “the art and science of choosing target markets and building profitable relationships with them

Question No: 4 (Marks: 1) - Please choose one

Which one of the following phrases reflects the marketing concept?

- ▶ The supplier is a king in the market

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

<http://222.221.250.14:8088/text.asp?KindId=0805&Lan=Cn>

According to the famed father of Direct Marketing, Lester Wunderman, which of the following phrases reflects the marketing concept?

- a. The supplier is king.
- b. Marketing should be viewed as hunting and not gardening.
- c. This is what I make, won't you please buy it?
- d. This is what I want, won't you please make it?

Answer: (d) Difficulty (3)

Question No: 5 (Marks: 1) - Please choose one

Which one of the following options enables consumers and companies to access and share huge amounts of information with just a few mouse clicks?

- ▶ Digital age
- ▶ **Internet**
- ▶ Extranet
- ▶ WWW

The Internet enables consumers and companies to access and share huge amounts of information with just a few mouse clicks.

http://webcache.googleusercontent.com/search?q=cache:5puqcFKk_I AJ:140.114.53.170:8080/StudentProject/NTUTProject/Projects/Others/AKMAI8_I RCD/content/Chapter_14/Assess/TIF/armstrong_mai08_tif_14.doc+Which+one+of+the+following+options+enables+consumers+and+companies+to+access+and+share+huge+amounts+of+information+with+just+a+few+mouse+clicks?+%E2%96%BA+Digital+age+%E2%96%BA+Internet+%E2%96%BA+Extranet+%E2%96%BA+WWW&hl=en&gl=pk Q#3

Question No: 6 (Marks: 1) - Please choose one

All of the following are accurate descriptions of a company's mission statement, EXCEPT which one?

- ▶ Mission statement should fit the market environment
- ▶ Mission statement should be realistic
- ▶ **Mission statement should be broad**
- ▶ Mission statement should be motivating

(page 30)

- 1) Be realistic.
- 2) Be specific.
- 3) Fit the market environment.
- 4) Indicate distinctive competencies.
- 5) Be motivating.

Question No: 7 (Marks: 1) - Please choose one

What are we going to do? And, how are we going to do? In which of the following categories these two questions fall?

- ▶ Researching
- ▶ **Planning**
- ▶ Controlling
- ▶ Managing

(page 28) Planning is basically concerned with what are we going to do and how are we going to do it?

Question No: 8 (Marks: 1) - Please choose one

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

- ▶ **Market penetration**
- ▶ Market development
- ▶ Horizontal diversification
- ▶ Conglomerate diversification

- Seeking increased market share for present products or services in present markets through greater marketing efforts

(page 23) <http://www.scribd.com/doc/16243054/Marketing-Strategies>

Question No: 9 (Marks: 1) - Please choose one

The strategic marketing process is how an organization allocates its marketing mix resources to reach its:

- ▶ Stated business idea
- ▶ **Target market**
- ▶ Competition
- ▶ Area of expertise

An organization uses the strategic marketing process to allocate its marketing mix resources to reach its target markets.

http://highered.mcgraw-hill.com/sites/0072828803/student_view0/chapter2/chapter_in_review.html

Question No: 10 (Marks: 1) - Please choose one

Which of the following sets refers to the order or sequence of marketing management functions?

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

- ▶ **Marketing planning – implementation – control**

(page 14) Marketing Management is defined as the analysis, planning, implementation, and control

Question No: 11 (Marks: 1) - Please choose one

Agencies that buy goods and services in order to produce public services or transfer them to those that need them reflect which of the following markets?

- ▶ Reseller markets

▶ **Government markets**

- ▶ International markets
- ▶ Business markets

(page 43) **Government markets (agencies that buy goods and services in order to produce public services or transfer them to those that need them)**

Question No: 12 (Marks: 1) - Please choose one

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

▶ **Cultural environment**

- ▶ Fictitious environment
- ▶ Natural environment
- ▶ Political environment

P#47,,The cultural environment is made up of institutions and other forces that affect society's basic values, perceptions, preferences, and behaviors

Question No: 13 (Marks: 1) - Please choose one

Your marketing department is attempting to improve strategic decision making, assess and track competitors' actions and provide early warning of opportunities and threats. For this purpose which of the following will be used by your department?

- ▶ Internal databases
- ▶ External databases

▶ **Marketing intelligence**

- ▶ Company reports only

(page93)http://books.google.com.pk/books?id=Lx5dxjc_Kq0C&pg=PA207&lpg=PA207&dq=Which+of+the+following+are+the+products+bought+by+individuals+and+organizations+for+further+processing+or+for+use+in+conducting+a+business%3F&source=bl&ots=xbEGBr0aWO&sig=EPiR9ZLiXk1iATwkita2wgUAOCc&hl=en&ei=JSkStf2_NouOjAekkKn2BQ&sa=X&oi=book_result&ct=result&resnum=5&ved=0CDMQ6AEwBA#v=snippet&q=improve%20strategic%20decision%20marketing&f=false

Question No: 14 (Marks: 1) - Please choose one

Harvard University is using the systematic design, collection, analysis, and reporting of data relevant to marketing its programs to minority students. What do we call this?

- ▶ Promotion
- ▶ Self-study

▶ **Marketing research**

- ▶ Cost-benefit analysis

Marketing Research

The systematic design, collection, analysis, and reporting of data relevant to a specific marketing situation facing an organization pg no 53

Question No: 15 (Marks: 1) - Please choose one

Which one of the following scheme is TRUE regarding marketing research in sequence?

▶ **Gathering data, analysis, interpretation**

- ▶ Analysis, gathering data, interpretation
- ▶ Interpretation, gathering data, analysis
- ▶ Interpretation, reporting, analysis

<http://www.quickmba.com/marketing/research/>

Once the need for marketing research has been established, most marketing research projects involve these steps:

1. Define the problem
2. Determine research design
3. Identify data types and sources
4. Design data collection forms and questionnaires
5. Determine sample plan and size
6. Collect the data
7. Analyze and interpret the data
8. Prepare the research report

Question No: 16 (Marks: 1) - Please choose one

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

- ▶ Descriptive
- ▶ **Exploratory**
- ▶ Causal
- ▶ Corrective

(page 55) Exploratory research where the objective is to gather preliminary information that will help to better define problems and suggest hypotheses for their solution.

Question No: 17 (Marks: 1) - Please choose one

If Unilever needs to survey retailer's attitudes on the availability of product literature in athletic shoe shops and needs the results within four working days, Unilever will probably use what kind of survey?

- ▶ A mail
- ▶ **A telephone**
- ▶ Computer interviewing
- ▶ A personal interview

(Q#18) <http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Question No: 18 (Marks: 1) - Please choose one

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

- ▶ Personality
- ▶ Culture
- ▶ **Lifestyle**
- ▶ Motive

(page 66) Life style is a person's pattern of living as expressed in his or her psychographics

Question No: 19 (Marks: 1) - Please choose one

Which of the following is NOT a primary motivation?

- ▶ Achievement
- ▶ **Self-esteem**
- ▶ Self-expression
- ▶ Attitude

75. Which of the following is not a primary motivation?

- a. Achievement.
- b. Self-esteem.
- c. Ideals.
- d. Self-expression.
- e. Attitudes

(Answer: b; p. 136; Moderate)

Question No: 20 (Marks: 1) - Please choose one

You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?

- ▶ Modified rebuy
- ▶ **Straight rebuy**
- ▶ Modified straight rebuy
- ▶ Consumer buy

(reference)

131. You purchase cleaning supplies for your custodial help regularly. It is therefore a _____.

- a. modified rebuy
- b. new task
- c. straight rebuy
- d. modified straight rebuy
- e. consumer buy

(Answer: c; p. 151; Moderate)

Question No: 21 (Marks: 1) - Please choose one

Which of the following demands that business markets have more?

- ▶ Derived demands
- ▶ Steady demands
- ▶ **Fluctuating**
- ▶ Competitive

(Q#4)

http://wps.prenhall.com/bp_kotler_pom_11/31/8125/2080165.cw/index.html

Question No: 22 (Marks: 1) - Please choose one

When a company identifies the parts of the market it can serve best and most profitably. Which one of the following factor is in the practice of a company?

- ▶ Concentrated marketing
- ▶ Mass marketing
- ▶ Targeted marketing
- ▶ **Market segmentation**

(page82) sometimes against superior competitors, each company must identify the parts of the market that it can serve best and most profitable

Question No: 23 (Marks: 1) - Please choose one

Mr. ABC and his staff have decided to use target marketing to reach their sales goals. Which are their three steps (in order) to target marketing?

- ▶ Market segmentation, market positioning and target marketing
- ▶ **Market segmentation, target marketing and market positioning**
- ▶ Market alignment, market segmentation and market positioning

- ▶ Market recognition, market preference and market insistence

(page 82)

The first is market segmentation

The second step is market targeting

The third step is market positioning

Question No: 24 (Marks: 1) - Please choose one

Demographic segmentation divides the market into groups based on which of the following variables?

- ▶ Size, location, industry, customer
- ▶ Size, company, industry, technology

▶ **Location, size, occupation, race**

- ▶ Customer, technology, company, industry

#84,,Demographic segmentation divides the market into groups based on variables such as age, gender,family size, family life cycle, income, occupation, education, religion, race,

Question No: 25 (Marks: 1) - Please choose one

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

▶ **Undifferentiated marketing strategy**

- ▶ Differentiated marketing strategy
- ▶ Concentrated marketing strategy
- ▶ Custom marketing strategy

(page 5-10) http://books.google.com/books?id=tQVizifrtRMC&pg=SA5-PA10&dq=A+marketer+has+brought+same+products+in+the+market+for+all+segments+without+considering+the+needs+and+wants+of+the+customers&hl=en&ei=OR-HTfH_JYnPsgaLp8GVAw&sa=X&oi=book_result&ct=book-thumbnail&resnum=1&ved=0CCkQ6wEwAA#v=onepage&q&f=false

Question No: 26 (Marks: 1) - Please choose one

With concentrated marketing, the marketer goes after a _____ share of _____.

- ▶ Small; a small market
- ▶ Small; a large market
- ▶ **Large; one or a few niches**
- ▶ Large; the mass market

74. With concentrated marketing, the marketer goes after a _____ share of _____.

- a. small; a small market
- b. small; a large market
- c. large; one or a few niches
- d. large; the mass market
- e. none of the above

(Answer: c; p. 180; Challenging)

Question No: 27 (Marks: 1) - Please choose one

Buyer- seller similarities is an attribute comes under which one of the following concepts?

- ▶ Demographic factors
- ▶ **Personal characteristics**
- ▶ Situational factors
- ▶ Operating variables

Personal characteristics

- Ø Buyer-seller similarity of values
- Ø Attitude towards risk (risk taking or averse)
- Ø Loyalty (to companies who show high loyalty to suppliers)

<http://uptodatearticles.com/2010/09/strategic-marketing-planning/>

Another

personal characteristics

Personal comparisons can lead to segmentation by buyer-seller similarity (companies with similar personnel and values), attitudes toward risk (focus on risk-taking or risk-avoiding companies), or loyalty (focus on companies that show high loyalty to their suppliers).

<http://www.eauc.hk/show.asp?id=136>

Question No: 28 (Marks: 1) - Please choose one

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

- ▶ Consumers
- ▶ **Industrial users**
- ▶ Co-branders
- ▶ Wholesalers

21. Manufactured materials and parts are sold directly to _____. Price and service are the major marketing factors; branding and advertising tend to be less important.

- a. consumers
- b. industrial users
- c. brand extensions
- d. co-branders

(b; Challenging; p. 281

Question No: 29 (Marks: 1) - Please choose one

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

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

Business analysis involves a review of the sales, costs, and profit projections to find out whether they satisfy the company's objectives

http://webcache.googleusercontent.com/search?q=cache:oXzSOcz6zKwJ:https://secure.suu.edu/faculty/robertsw/AAA%2520MKTG%25203010%252013th%2520ed%2520F%252010/Powerpoint%2520CRS/ch09/kotler13e_crs_09.ppt+A+review+of+the+sales,+costs+and+profit+projections+for+a+new+pro

[duct+to+find+out+whether+they+satisfy&cd=4&hl=en&ct=clnk&source=ww
w.google.com](https://www.google.com)

Question No: 30 (Marks: 1) - Please choose one

If BATA Company Ltd. has slow sales growth, profits are nonexistence and there are heavy expenses incurred. Which of the following stage is being faced by the BATA?

▶ **Introduction**

- ▶ Growth
- ▶ Maturity
- ▶ Decline

Chapter5

. Introduction: A period of slow sales growth as the product is introduced in the market. Profits are nonexistent because of the heavy expenses incurred with product introduction.

Question No: 31 (Marks: 1) - Please choose one

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

▶ Decline

▶ **Growth**

- ▶ Maturity
- ▶ Introduction

Growth is a period of rapid market acceptance and increasing profits.
http://www.zainbooks.com/books/marketing/principles-of-marketing_22_product-lifecycle.html

Question No: 32 (Marks: 1) - Please choose one

A threat is a major unfavorable situation in a firm's environment. Threats are key impediments to the firm's current or desired position. Which one of the following represents threat to a firm's success?

▶ Relaxation of international tariffs

▶ **The entrance of new competitors in the market**

- ▶ Undifferentiated products or services
- ▶ Cost advantages present because of advanced technology

A threat is a major unfavourable situation in a firm's environment. Threats are key impediments to the firm's current or desired position. The entrance of new competitors, slow market growth, increased bargaining power of key buyers or suppliers, technological changes, and new or revised regulations could represent threats to a firm's success.
http://university-essays.tripod.com/swot_tows_analysis.html

Question No: 33 (Marks: 1) - Please choose one

Fast-food restaurants offer tasty and convenient food at affordable prices; they contribute to fatness that harms consumer health. Which one of the following concepts is **NOT** being followed by this company?

▶ Product concept

▶ Production concept

▶ **Societal marketing concept**

▶ Marketing concept

According to the authors of your text, fast-food restaurants offer tasty and convenient food at affordable prices; they contribute to a national obesity epidemic that harms consumer health and causes environmental problems in the long run. This statement reflects that they often overlook the _____ business philosophy.

- a. marketing concept
- b. product concept
- c. production concept
- d. societal marketing concept
- e. new-idea

(Answer: d; p. 11; Moderate)

Question No: 34 (Marks: 1) - Please choose one

Press releases provided by public listed companies help to meet the needs of which of the following publics?

- ▶ Local
- ▶ Financial
- ▶ Citizen-action
- ▶ **Media**

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7110/1820178_cw/content/index.html

Question No: 35 (Marks: 1) - Please choose one

Which of the following environment consists of the factors that affect consumer purchasing power and spending patterns?

- ▶ Demographic environment
- ▶ Cultural environment
- ▶ **Economic environment**
- ▶ Consumer environment

5. The _____ environment consists of factors that affect consumer purchasing power and spending patterns.

- a. social-cultural
- b. political-legal
- c. technological
- d. economic
- e. natural

(Answer: d; p. 79; Easy)

Question No: 36 (Marks: 1) - Please choose one

Which one of the following are the **MOST** useful source of speedier and more comprehensive information?

- ▶ Suppliers
- ▶ Key customers
- ▶ **Company reports**
- ▶ Sales force

(page 52) Many companies have developed advanced computer-based internal reports systems to allow for speedier and more comprehensive information

Question No: 37 (Marks: 1) - Please choose one

Which one of the following steps in the marketing research process deals in "defining

the problems and research objectives, implementing the research plan, and interpreting and reporting the findings"?

- ▶ Developing the research budget
- ▶ Choosing the research agency
- ▶ Choosing the research method
- ▶ **Developing the research plan**

<http://www.proprofs.com/flashcards/tableview.php?title=midterm-marketing-principles>

Question No: 38 (Marks: 1) - Please choose one

ABC Company wants to learn about consumer attitudes toward mail order purchases and conducts a study to acquire this information. Which one of the following data would **BEST** be classified for this study?

- ▶ Causal
- ▶ Experimental
- ▶ **Primary**
- ▶ Secondary

(Q#6) <http://www.scribd.com/doc/27111863/Marketing-Research-and-Information-Systems-Section-A>

Question No: 39 (Marks: 1) - Please choose one

Which one of the following characteristics is **NOT** a requirement for effective segmentation?

- ▶ Differential
- ▶ **Achievable**
- ▶ Accessible
- ▶ Measurable

(page 222)

http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA121&dq=Consumers+are+spending+more+on+products+and+services+that+will+improve+their+lives+rather+than+their+image&hl=en&ei=ICqHTdrPKYzPsgammvilAw&sa=X&oi=book_result&ct=book-thumbnail&resnum=2&ved=0CC4Q6wEwAQ#v=onepage&q=effective%20segmentation%20&f=false

Question No: 40 (Marks: 1) - Please choose one

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

- ▶ Personal characteristics
- ▶ Operating variables
- ▶ **Selling approaches**
- ▶ Situational factors

Businesses segment using variables of operating characteristics, purchasing approaches, situational factors, and personal characteristics.

Paper 10

Question No: 1 (Marks: 1) - Please choose one

A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

- ▶ Selling
- ▶ Advertising
- ▶ Barter

▶ **Marketing** (repeated)

Question No: 2 (Marks: 1) - Please choose one

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

- ▶ Marketing plan
- ▶ Marketing strategy

▶ **Marketing mix**

- ▶ Market offering

(Q#12) <http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 3 (Marks: 1) - Please choose one

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

- ▶ Product

▶ **Positioning**

- ▶ Promotion
- ▶ Place

(page 3) **Positioning**—what place do you want your product to hold in the

consumer's mind?

Question No: 4 (Marks: 1) - Please choose one

When a church targets different demographic groups to increase attendance, it is an example of which of the following options?

▶ **Not-for-profit marketing**

- ▶ Mindless marketing
- ▶ Ethics in marketing
- ▶ Societal marketing

(Q#6)<http://flashcarddb.com/cardset/77455-marketing-flashcards>

Question No: 5 (Marks: 1) - Please choose one

Stew Leonard, owner/operator of supermarkets, reacts adversely to losing a single customer sale. He feels that this amounts to losing the entire stream of future purchases that a customer is likely to make if he/she remains in the area. Which one is an illustration of the following concepts?

- ▶ Market share
- ▶ Profitability

▶ **Customer lifetime value**

- ▶ Market share maintenance

178. Stew Leonard, owner/operator of supermarkets, reacts adversely to losing a single customer sale. He feels that this amounts to losing the entire stream of future purchases that a customer is likely to make if he/she remains in the area. This is an illustration of _____.

- a. share of customer**
- b. market share**
- c. profitability**
- d. customer lifetime value**
- e. market share maintenance**

(Answer: d; p. 20; Challenging)

Question No: 6 (Marks: 1) - Please choose one

A network of networks that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services. Which one of the following networks represents it?

- ▶ LAN
- ▶ Intranet
- ▶ Extranet

▶ Internet

It is a "network of networks" that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services, such as electronic mail, online chat, file transfer, and the interlinked web pages and other resources of the World Wide Web

http://www.willamettehosting.com/host_terms.shtml

Question No: 7 (Marks: 1) - Please choose one

Which one of the following options is best to explain the purpose of intranets?

- ▶ Buying and selling processes
- ▶ Business-to-business purchasing

▶ Communication among employees

- ▶ Maintaining customer relations

Question No: 8 (Marks: 1) - Please choose one

Which of the following sets refers to the order or sequence of marketing management functions?

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

▶ Marketing planning – implementation - control

Question No: 9 (Marks: 1) - Please choose one

Which of the following sets refers to the order of action in marketing control process?

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

(page 39)

- 1). Set specific goals (What do we want to achieve?).
- 2). Measure performance (What is happening?).
- 3). Evaluate performance (Why is it happening?).
- 4). Take corrective action (What should we do about it?).

Question No: 10 (Marks: 1) - Please choose one

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

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

Question No: 11 (Marks: 1) - Please choose one

Agencies that buy goods and services in order to produce public services or transfer them to those that need them reflect which of the following markets?

- ▶ Reseller markets
- ▶ **Government markets**
- ▶ International markets

- ▶ Business markets

Government markets (agencies that buy goods and services in order to produce public services or transfer them to those that need them).

Question No: 12 (Marks: 1) - Please choose one

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

▶ Use care in the wording and ordering of questions

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

38. In creating research questionnaires, which of the following is good advice for Mark Hammel, research specialist at New Wave Data, to follow?

- a. Use care in the wording and ordering of questions.**
- b. Questions do not have to be arranged in a logical order.**
- c. Ask difficult questions in the beginning to “weed out” uninterested respondents.**
- d. Ask personal questions in the middle of the instrument.**
- e. Avoid eye contact as it may confuse the respondents.**

(Answer: a; p. 111; Moderate)

Question No: 13 (Marks: 1) - Please choose one

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

- ▶ Product

▶ Political

- ▶ Price

- ▶ Promotion

Question No: 14 (Marks: 1) - Please choose one

Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following **EXCEPT**:

▶ Physiological needs

▶ Safety needs

▶ **Need recognition**

▶ Self-actualization

Question No: 15 (Marks: 1) - Please choose one

Learning occurs through the interplay of all of the following **EXCEPT**:

▶ Drives

▶ Stimuli

▶ Cues

▶ **Behavior**

47. Learning occurs through the interplay of all of the following except

_____.

a. drives

b. stimuli

c. cues

d. dissonance behavior

e. A and C

(Answer: d; p. 140; Challenging)

Question No: 16 (Marks: 1) - Please choose one

The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

▶ Motive

▶ **Belief**

▶ Behavior

▶ Attitude

Belief: the mental act, condition, or habit of placing trust or confidence in another.
<http://www.spirithome.com/definif.html>

Question No: 17 (Marks: 1) - Please choose one

Which one of the following is **NOT** the stage that customers go through in the process of adopting a new product?

- ▶ Awareness
- ▶ Interest
- ▶ Evaluation

▶ Culture

(page 73) • Awareness: • Interest: • Evaluation: • Trial: • Adoption:
Question No: 18 (Marks: 1) - Please choose one

Which of the following is **NOT** a primary motivation?

- ▶ Achievement

▶ Self-esteem

- ▶ Self-expression
- ▶ Attitude

75. Which of the following is not a primary motivation?
a. Achievement.
b. Self-esteem.
c. Ideals.
d. Self-expression.
e. Attitudes
(Answer: b; p. 136; Moderate)

Question No: 19 (Marks: 1) - Please choose one

A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

- ▶ Straight rebuy purchase
- ▶ Delayed purchase

▶ New-task purchase

- ▶ Modified rebuy purchase

(Q#11) <http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A>

Question No: 20 (Marks: 1) - Please choose one

Most organizational purchase decisions are made by which of the following categories?

- ▶ The sales force
- ▶ A team of purchasing agents

▶ A firm's buying centre

- ▶ Inventory control personnel

http://books.google.com/books?id=R1zRakeLJqC&pg=PA239&dq=Most+organizational+purchase+decisions+are+made+by&hl=en&ei=1FqGTaDaFoSgvqOEx6TCCA&sa=X&oi=book_result&ct=result&resnum=3&ved=0CDIQ6AEwAg#v=onepage&q=Most%20organizational%20purchase%20decisions%20are%20made%20by&f=false

Question No: 21 (Marks: 1) - Please choose one

In its purchase of a small business computer, Mr. Ateeq asked that potential suppliers provide information only on units with 1Mb of memory. As management evaluates the purchase, it finds that 1Mb is inadequate for many of the software programs they use. In this instance, the firm would need to modify which aspect of the purchase process?

- ▶ Searching

▶ Specification development

- ▶ Alternative evaluation
- ▶ Performance evaluation

<http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A Q#17>

Question No: 22 (Marks: 1) - Please choose one

When Burger King targets different groups from children and teens to adults and seniors with different ads and media, it is practicing which one of the following segmentation?

▶ Demographic

▶ **Age and life cycle**

▶ Psychographic

▶ Behavioral

Chapter 7

8. When Burger King targets different groups—from children and teens to adults and seniors—with different ads and media, it is practicing _____ segmentation.
- demographic
 - age and life cycle
 - psychographic
 - behavioral
 - end-use

(Answer: b; p. 167; Moderate)

Question No: 23 (Marks: 1) - Please choose one

This type of segmentation centers on the use of the word “**when**” such as when consumers get the idea to buy, when they actually make their purchase, or when they use the purchased item. What do marketers call this?

▶ Behavioral

▶ **Occasion**

▶ Impulse

▶ Emergency

Occasion segmentation consists of dividing the market into groups according to occasions when buyers get the idea to buy, actually make their purchase, or use the purchased item.

(page 104)

http://books.google.com/books?id=kpHCdNTtoC14C&pg=PA104&dq=Occasion+such+as+when+consumers+get+the+idea+to+buy,+when+they+actually+make+their+purchase,+or+when+they+use+the+purchased+item&hl=en&ei=YAWFTYjQEou0vgOspInHCA&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDcO6AEwAw#v=onepage&q&f=false

Question No: 24 (Marks: 1) - Please choose one

Which of the segmenting strategies carries higher-than-average risks in consumer markets?

▶ **Concentrated**

- ▶ Differentiated
- ▶ Undifferentiated
- ▶ Multiple-segment

38. Which of the segmenting strategies carries higher-than-average risks in consumer markets?

- a. Concentrated.**
- b. Niche.**
- c. Differentiated.**
- d. Undifferentiated.**
- e. Multiple-segment.**

(Answer: a; p. 181; Moderate)

Question No: 25 (Marks: 1) - Please choose one

Which of the following are those products purchased for further processing or for use in conducting a business?

- ▶ Unsought products
- ▶ Specialty products
- ▶ Shopping products

▶ **Industrial products**

Question No: 26 (Marks: 1) - Please choose one

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

▶ **Brand**

- ▶ Package
- ▶ Label
- ▶ Style

Question No: 27 (Marks: 1) - Please choose one

In which of the following cases two established brand names of different companies are used on the same product?

▶ Brand extension

▶ Brand equity

▶ **Co-branding**

▶ Cannibalization

68. _____ occurs when two established brand names of different companies are used on the same product.

a. Brand extension

b. Brand equity

c. Co-branding

d. Internal marketing

(c; Moderate; p. 295)

Question No: 28 (Marks: 1) - Please choose one

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

▶ **Line extensions**

▶ Product mix

▶ Service variability

▶ Service intangibility

(page 98) *line extensions*. Existing brand names are extended to new forms, sizes, and flavors of an existing product category

Question No: 29 (Marks: 1) - Please choose one

New product development starts with which one of the following steps of new product development?

- ▶ Idea screening
- ▶ **Idea generation**
- ▶ Test marketing
- ▶ Concept testing

(page 105) Idea generation, Idea Screening, Product concept, Concept testing, Business analysis, Product development, Commercialization

Question No: 30 (Marks: 1) - Please choose one

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

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

▶ **Large number; reduce**

Question No: 31 (Marks: 1) - Please choose one

Which one of the following groups of people get the product exposure but is not often perceived by the majority of potential buyers as typical consumers?

- ▶ Early Majority
- ▶ Late Majority
- ▶ Early Adopter

▶ **Innovators**

(page 106) Innovators. Innovators help get the product exposure but are not often perceived by the majority of potential buyers as typical consumers

Question No: 32 (Marks: 1) - Please choose one

First National Bank launches an innovative in-home banking system tied to personal computers. The product is not widely accepted because bank customers don't see the need for such a service. Which one of the following is the best discretion of product failure?

▶ **Establishment of a customer information system**

- ▶ Organization structure
- ▶ Technological advancement
- ▶ Scanning corporate capabilities

(Q#10)<http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 33 (Marks: 1) - Please choose one

What does this statement show “Trade of value between two parties”?

- ▶ Competition

▶ **Transaction**

- ▶ Exchange
- ▶ Need

(page 222) a transaction (a trade of values between two parties)

Question No: 34 (Marks: 1) - Please choose one

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

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

7. The collection of businesses and products that make up a company is

- called its _____.
- a. strategic business unit
 - b. mission statement
 - c. strategic plan
 - d. business portfolio

Answer: (d) Difficulty: (1) Page: 44

Question No: 35 (Marks: 1) - Please choose one

Finance, research and development, purchasing and manufacturing all are the activities of which element of the micro environment?

- ▶ Suppliers
- ▶ Retailers
- ▶ **Companies**
- ▶ Publics

The Company: Areas such as finance, R & D, purchasing, manufacturing, and accounting all produce better results when aligned by common objectives and goals.,P#42

Question No: 36 (Marks: 1) - Please choose one

Political force is one of the forces of marketing macro environment. Identify the view of marketer about the political forces.

- ▶ Simple to recognize
- ▶ **Beyond their control**
- ▶ Easily ignored
- ▶ Easily influenced

Question No: 37 (Marks: 1) - Please choose one

Which of the following forces show the marketing macro environment?

- ▶ Demographic, economic, natural, technological, political, and social
- ▶ Demographic, natural, economic, political, social, and cultural

▶ Demographic, economic, natural, technological, political, and cultural

- ▶ Demographic, economic, natural, social, political, and legal

(page 41) The macro environmental components are thought to be: demographic, economic, natural, technological, political, and cultural forces.

Question No: 38 (Marks: 1) - Please choose one

Information about consumers, competitors and channel members (wholesalers, and retailers) is collected mostly from which one of the following sources?

▶ External environment

- ▶ Internal environment
- ▶ Top management
- ▶ Middle management

(page 13) Collecting information about consumers, competitors, information and channel members (wholesalers, and retailers) for use in making marketing decisions. Almost all marketing functions are based on information acquired from external environment and information distributed out of organization.

Question No: 39 (Marks: 1) - Please choose one

In BCG matrix, which one of the following SBUs finances the company's question marks and stars?

- ▶ Dogs
- ▶ Stars

▶ Cash cows

- ▶ Question marks

80. In the BCG matrix, income from _____ will help finance the company's question marks and stars.

- a. dogs
- b. SBUs
- c. cash cows
- d. sales revenue

Answer: (c) Difficulty: (2) Page: 45

Question No: 40 (Marks: 1) - Please choose one

Which one of the following is **NOT** considered as competitive differentiation of a company?

▶ Product

▶ Service

▶ Image

▶ **Sales**

Paper 11

Question No: 1 (Marks: 1) - Please choose one

If XYZ Insurance Company observes a sudden increase in the number of farmers seeking flood insurance in Pakistan due to major floods in India, Which one of the following is representing flood situation for the company?

▶ **Marketing opportunity**

▶ Marketing strategy

▶ Marketing concept

▶ Marketing threat

Question No: 2 (Marks: 1) - Please choose one

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

▶ Marketing plan

▶ Marketing strategy

▶ **Marketing mix**

▶ Market offering

(Q#12) <http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 3 (Marks: 1) - Please choose one

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

- ▶ Selling concept
- ▶ Product concept
- ▶ **Production concept**
- ▶ Marketing concept

(page 36)

http://books.google.com/books?id=yr4OsLe7oFEC&pg=PA40&dq=Customer%E2%80%99s+evaluation+of+the+difference+between+all+the+benefits+and+all+the+costs+of+a+marketing+offer+relative&hl=en&ei=FnGHTd2mM8vIswa095COAw&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDgQ6AEwAw#v=onepage&q=concepts%20is%20a%20useful%20philosophy%20in%20a%20situation%20when%20the%20product%E2%80%99s%20cost%20is%20too%20high%20and%20marketers%20look%20for%20ways%20to%20bring%20it%20down&f=false

Question No: 4 (Marks: 1) - Please choose one

The strategic marketing process is how an organization allocates its marketing mix resources to reach its:

- ▶ Stated business idea
- ▶ **Target market**
- ▶ Competition
- ▶ Area of expertise

Question No: 5 (Marks: 1) - Please choose one

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

- ▶ Budget
- ▶ **Production**

- ▶ Objectives
- ▶ Control

Question No: 6 (Marks: 1) - Please choose one

Beliefs and values that are passed on from parents to children and are reinforced by schools, churches, business and government refer to which of the following beliefs and values?

- ▶ Crucial
- ▶ **Core**
- ▶ Secondary
- ▶ Primary

Question No: 7 (Marks: 1) - Please choose one

Which one of the following represents large growing kid and teen market?

- ▶ Baby boomers
- ▶ Generation-X
- ▶ Generation-Y
- ▶ **Echo boomers**

(page 45) b). *Echo boomers* (baby boomlets) are the large growing kid and teen market.

Question No: 8 (Marks: 1) - Please choose one

Harvard University is using the systematic design, collection, analysis, and reporting of data relevant to marketing its programs to minority students. What do we call this?

- ▶ Promotion
- ▶ Self-study

▶ **Marketing research**

- ▶ Cost-benefit analysis

Question No: 9 (Marks: 1) - Please choose one

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

▶ **Observations**

- ▶ Focus groups
- ▶ Personal interviews
- ▶ Questionnaires

Question No: 10 (Marks: 1) - Please choose one

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

- ▶ Unknown

▶ **Causal**

- ▶ Complicated
- ▶ Interactive

27. Experimental research is best suited for gathering _____ information.

- a. unknown**
- b. causal**
- c. complicated**
- d. interactive**
- e. descriptive**

(Answer: b; p. 107; Challenging)

Question No: 11 (Marks: 1) - Please choose one

General Motors need to assess the company's image relative to a new competitor. The time schedule is flexible, the research budget is very limited and a low response rate will not be a major problem. Which one of the following survey would be used by General Motors?

▶ **Mail**

- ▶ Telephone
- ▶ Personal interview
- ▶ Population

Question No: 12 (Marks: 1) - Please choose one

A person on the University Book Shop's survey asks respondents to tell the shop, in their own words, what they like least about textbook shopping. What is a type of this question?

▶ **An open-ended**

- ▶ A dichotomous
- ▶ A multiple choice
- ▶ A scale

Question No: 13 (Marks: 1) - Please choose one

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

▶ **Use care in the wording and ordering of questions**

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

Question No: 14 (Marks: 1) - Please choose one

How do consumers respond to various marketing efforts the company might use? What is a starting point of a buyer's behavior?

- ▶ Belief

- ▶ Subculture
- ▶ Post purchase feeling

▶ **Stimulus-response Model**

Question No: 15 (Marks: 1) - Please choose one

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

- ▶ Product
- ▶ **Political**
- ▶ Price
- ▶ Promotion

Question No: 16 (Marks: 1) - Please choose one

Which one of the following stage is **NOT** a part of buyer's black box?

- ▶ Brand choice
- ▶ Product choice
- ▶ **Need recognition**
- ▶ Dealer choice

Question No: 17 (Marks: 1) - Please choose one

In a reference group, people having special skills, knowledge, personality, or other characteristics, exert influence on others. Which one of the following option refers to these people?

- ▶ **Opinion leaders**
- ▶ Habitual buyers
- ▶ Charismatic personalities

- ▶ Wild ducks

opinion leaders—people within a reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others. Pg no 64

Question No: 18 (Marks: 1) - Please choose one

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

- ▶ **Personal characteristics**
- ▶ Psychological characteristics
- ▶ Behavioral characteristics
- ▶ Demographical characteristics

Question No: 19 (Marks: 1) - Please choose one

Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?

- ▶ Belief
- ▶ Culture
- ▶ **Personality**
- ▶ Self-awareness

Question No: 20 (Marks: 1) - Please choose one

Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following **EXCEPT**:

- ▶ Physiological needs
- ▶ Safety needs
- ▶ **Need recognition**

- ▶ Self-actualization

Question No: 21 (Marks: 1) - Please choose one

The buying process starts from which one of the following stage in which the buyer recognizes a problem or need?

- ▶ **Need recognition**

- ▶ Information search
- ▶ Evaluation of alternative
- ▶ Purchase decision

Question No: 22 (Marks: 1) - Please choose one

Which of the following is **NOT** a primary motivation?

- ▶ Achievement

- ▶ **Self-esteem**

- ▶ Self-expression
- ▶ Attitude

75. Which of the following is not a primary motivation?

- a. Achievement.**
- b. Self-esteem.**
- c. Ideals.**
- d. Self-expression.**
- e. Attitudes**

(Answer: b; p. 136; Moderate)

Question No: 23 (Marks: 1) - Please choose one

When the purchasing manager of ABC Company buys material and thread, he considers a variety of factors. Which one of the following is **LEAST** likely to concern the buyer in the purchase decision?

- ▶ Does the quality of the goods meet company specifications?
- ▶ Does the supplier consistently deliver on time?

▶ Does the supplier also sell to my competitors?

- ▶ Does the price meet the company budget requirements?

(Q#5) <http://www.scribd.com/doc/27111875/Organisational-Markets-and-Buying-Behaviour-Section-A>

Question No: 24 (Marks: 1) - Please choose one

When a company identifies the parts of the market it can serve best and most profitably. Which one of the following factor is in the practice of a company?

- ▶ Concentrated marketing
- ▶ Mass marketing
- ▶ Targeted marketing

▶ Market segmentation

Question No: 25 (Marks: 1) - Please choose one

A firm has decided to localize its products and services to meet local market demands. Which one of the following approach is a good approach for this segmentation?

▶ Geographic

- ▶ Demographic
- ▶ Psychographics
- ▶ Behavioral

7. Your firm has decided to localize its products and services to meet local market demands. A good approach to use would be _____ segmentation.

- a. geographic**
- b. benefit**
- c. end-use**
- d. customer**
- e. image**

(Answer: a; p. 165; Easy)

Question No: 26 (Marks: 1) - Please choose one

When Burger King targets different groups from children and teens to adults and seniors with different ads and media, it is practicing which one of the following segmentation?

▶ Demographic

▶ **Age and life cycle**

▶ Psychographic

▶ Behavioral

Question No: 27 (Marks: 1) - Please choose one

Demographic segmentation divides the market into groups based on which of the following variables?

▶ Size, location, industry, customer

▶ Size, company, industry, technology

▶ **Location, size, occupation, race**

▶ Customer, technology, company, industry

Question No: 28 (Marks: 1) - Please choose one

“Segments of consumers having similar needs and buying behavior even they are located in different countries” refers to which of the following segmentation?

▶ International marketing segmentation

▶ Consumer marketing segmentation

▶ Business marketing segmentation

▶ **Intermarket segmentation**

Question No: 29 (Marks: 1) - Please choose one

Mass marketers, such as Target and Venture Stores, ignore market segment differences and target the whole market with one offer. What is their approach to segmenting?

▶ **Undifferentiated marketing**

- ▶ Differentiated marketing
- ▶ Target marketing
- ▶ Intelligent marketing

Question No: 30 (Marks: 1) - Please choose one

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

- ▶ Consumers

▶ **Industrial users**

- ▶ Co-branders
- ▶ Wholesalers

Question No: 31 (Marks: 1) - Please choose one

Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?

- ▶ Specialty products

▶ **Shopping products**

- ▶ Unsought products
- ▶ Industrial products

Question No: 32 (Marks: 1) - Please choose one

Beyond quality level, high quality also can mean high levels of quality consistency. Here, “Freedom from defects and consistency in delivering a targeted level of performance” refers to which of the following qualities?

- ▶ Perceived quality
- ▶ Product quality
- ▶ Adherence quality

▶ **Conformance quality**

37. Beyond quality level, high quality also can mean high levels of quality consistency. Here, product quality means _____ — freedom from defects and consistency in delivering a targeted level of performance.

- a. private brand
 - b. product quality
 - c. total quality management
 - d. conformance quality
- (d; Challenging; p. 284)

Question No: 33 (Marks: 1) - Please choose one

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

▶ Decline

▶ **Growth**

▶ Maturity

▶ Introduction

Question No: 34 (Marks: 1) - Please choose one

McDonald's run advertisement featuring children, senior citizens and minority groups. What does this ad show?

- ▶ Company is product oriented
- ▶ Company considers only environmental factors

▶ **Company has several target markets**

▶ Company is market oriented

Question No: 35 (Marks: 1) - Please choose one

First National Bank launches an innovative in-home banking system tied to personal computers. The product is not widely accepted because bank customers don't see the need for such a service. Which one of the following is the best discretion of product failure?

▶ **Establishment of a customer information system**

- ▶ Organization structure
- ▶ Technological advancement
- ▶ Scanning corporate capabilities

Question No: 36 (Marks: 1) - Please choose one

Customer relationship management (CRM) focuses on creating two-way exchanges with customers so that firms have an intimate knowledge of their needs, wants and buying patterns. What does CRM deliver to customers for maintaining profitable customer relationships?

▶ **Superior customer value**

- ▶ Less expensive goods
- ▶ Quality products
- ▶ Variety of products

Question No: 37 (Marks: 1) - Please choose one

One of the contents of formal marketing plan that includes a market description, a product review, a review of competition and a review of distribution is called:

- ▶ Threats and opportunity analysis
- ▶ Objectives and issues
- ▶ Marketing strategy

▶ **Current marketing situation**

The current marketing situation describing the target market and company's position in it, including information about the market, product performance, competition and distribution is presented.

Question No: 38 (Marks: 1) - Please choose one

Marketing Information System consists of people, equipment, and procedures to gather, sort, _____, evaluate, and distribute information to marketing decision makers.

▶ **Analyze**

▶ Arrange

▶ Test

▶ Control

Question No: 39 (Marks: 1) - Please choose one

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?

▶ An image

▶ **A service**

▶ A good

▶ An idea

Question No: 40 (Marks: 1) - Please choose one

In BCG matrix, which one of the following SBUs finances the company's question marks and stars?

▶ Dogs

▶ Stars

▶ **Cash cows**

▶ Question marks

Paper 12

MIDTERM EXAMINATION

Spring 2009

MGT301- Principles of Marketing (Session - 1)

Question No: 1 ___ (Marks: 1) - Please choose one

If XYZ Insurance Company observes a sudden increase in the number of farmers seeking flood insurance in Pakistan due to major floods in India, Which one of the following is representing flood situation for the company?

Marketing opportunity (repeated)

Marketing strategy

Marketing concept

Marketing threat

Question No: 2 ___ (Marks: 1) - Please choose one

Parents against drunk drivers are a group that acts to change attitudes and laws about driving under the influence of alcohol. This group primarily markets which one of the following options?

Goods

Ideas

Services

Political messages

(Q#4) <http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 3 (Marks: 1) - Please choose one

Stew Leonard, owner/operator of supermarkets, reacts adversely to losing a single customer sale. He feels that this amounts to losing the entire stream of future purchases that a customer is likely to make if he/she remains in the area. Which one is an illustration of the following concepts?

Market share

Profitability

Customer lifetime value

Market share maintenance

178. Stew Leonard, owner/operator of supermarkets, reacts adversely to losing a single customer sale. He feels that this amounts to losing the entire stream of future purchases that a customer is likely to make if he/she remains in the area. This is an illustration of ____.

a. share of customer

b. market share

c. profitability

d. customer lifetime value

e. market share maintenance

(Answer: d; p. 20; Challenging)

Question No: 4 (Marks: 1) - Please choose one

When Nokia introduced its new mobile set in the market in response to consumer demand, it was which one of the following concepts?

Selling concept

Production concept

Customer concept

Marketing concept (repeated)

Question No: 5 __ (Marks: 1) - Please choose one

The marketing concept is a philosophy that states that an organization determines the needs and wants of target markets and delivers the desired satisfactions more effectively and efficiently than competitors do. What is the impact of this philosophy on the organization?

Increase market share

Increase sales of the products

Achieve the organization's goals (repeated)

Provide quality products

Question No: 6 (Marks: 1) - Please choose one

Which of the following is an intensive growth strategy of increasing sales in current markets with current products?

Market development

Market penetration (repeated)

Product development

Market saturation

Question No: 7 __ (Marks: 1) - Please choose one

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

Market penetration(repeated)

Market development

Horizontal diversification

Conglomerate diversification

Question No: 8 (Marks: 1) - Please choose one

Which type of management is responsible for setting the company's mission, objectives, broad strategies and policies?

Top management(repeated)

Middle level management

Low level management

Functional management

Question No: 9 __ (Marks: 1) - Please choose one

Which one of the following environment includes laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society?

Natural environment

Political environment

Societal environment

Cultural environment

(page 47)The political environment includes laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society.

Question No: 10 __ (Marks: 1) - Please choose one

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

Marketing goals

Information needs

Dollar amounts

Results that justify the means

(page 56) **Determine specific information needs. In this step research objectives are translated into specific information needs**

Question No: 11 __ (Marks: 1) - Please choose one

ABC Company wants to learn about consumer attitudes toward mail order purchases and conducts a study to acquire this information. Which one of the following data would BEST be classified for this study?

Casual

Experimental

Primary(repeated)

Secondary

Question No: 12 __ (Marks: 1) - Please choose one

Which one of the following option refers to the set of actions and activities associated with each position one holds within a family, clubs and organizations?

Personality

A role (repeated)

Perception

An attitude

Question No: 13 __ (Marks: 1) - Please choose one

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?

Social class

Opinion leader

Reference group

Family

26. The _____ is the most important consumer buying organization in society. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of different products and services.

a. family

b. social class

c. opinion leader

d. information search

e. reference group

(Answer: a; p. 134; Easy)

Question No: 14 __ (Marks: 1) - Please choose one

Which one of the following factor relates to family that influences consumer behavior?

Cultural

Social (repeated)

Personal

Business

Question No: 15 __ (Marks: 1) - Please choose one

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

Personality

Culture

Lifestyle(repeated)

Motive

Question No: 16 __ (Marks: 1) - Please choose one

The consumer can obtain information from any of several sources. Which is NOT one of these sources?

Personal

Commercial

Attitude (repeated)

Public

Question No: 17 __ (Marks: 1) - Please choose one

Which one of the following is NOT the stage that customers go through in the process of adopting a new product?

Awareness

Interest

Evaluation

Culture(repeated)

Question No: 18 __ (Marks: 1) - Please choose one

The fact that organizational customers purchase products to be used directly or indirectly in the production of goods and services to satisfy customers' needs.

This situation shows which of the following demands?

Joint

Derived(repeated)

Inelastic

Fluctuating

Question No: 19 (Marks: 1) - Please choose one

The receptionist at a doctor's office throws away certain product circulars mailed by pharmaceutical companies and keeps the ones on products she believes are useful. The receptionist is performing which role in the buying centre?

Influencer

Buyer

Decider

Gatekeeper (repeated)

Question No: 20 __ (Marks: 1) - Please choose one

This type of segmentation centers on the use of the word "when" such as when consumers get the idea to buy, when they actually make their purchase, or when they use the purchased item. What do marketers call this?

Behavioral

Occasion (repeated)

Impulse

Emergency

Question No: 21 (Marks: 1) - Please choose one

Which of the following factors are often used for segmenting customer groups?

Geographic factors
Psychographic factors
Behavioral factors

Demographic factors (repeated)

Question No: 22 (Marks: 1) - Please choose one

“Segments of consumers having similar needs and buying behavior even they are located in different countries” refers to which of the following segmentation?

International marketing segmentation

Consumer marketing segmentation

Business marketing segmentation

Intermarket segmentation(repeated)

Question No: 23 (Marks: 1) - Please choose one

The degree to which a market segment is sufficiently large or profitable refers to which of the following concepts?

Sustainable

Accessible

Actionable

Measurable

(page 86)Substantiality refers to the degree to which a market segment is sufficiently large or profitable.

Question No: 24 (Marks: 1) - Please choose one

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

Personal characteristics

Operating variables

Selling approaches(repeated)

Situational factors

Question No: 25 __ (Marks: 1) - Please choose one

Buyer- seller similarities is an attribute comes under which one of the following concepts?

Demographic factors

Personal characteristics(repeated)

Situational factors

Operating variables

Question No: 26 __ (Marks: 1) - Please choose one

Which one of the following product requires a lot of advertising, personal selling and other marketing efforts because consumer either does not know about or knows about but does not normally think about buying?

Specialty products

Shopping products

Industrial products

Unsought products (repeated)

Question No: 27 (Marks: 1) - Please choose one

Which one of the following is a marketer’s major positioning tool that has a direct

impact on product or service performance; thus, it is closely linked to customer value and satisfaction?

Product quality(repeated)

Product style

Product design

Product features

Question No: 28 __ (Marks: 1) - Please choose one

Which of the following are a form of product that consists of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything?

Line extensions

Services(repeated)

Brands

Supplements

Question No: 29 __ (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. They can position brands at any of three levels. At the lowest level, they can position the brand on which of the following basis?

Interactive marketing

Internal marketing

Product attributes(repeated)

Added service

Question No: 30 __ (Marks: 1) - Please choose one

New product development starts with which one of the following steps of new product development?

Idea screening

Idea generation(repeated)

Test marketing

Concept testing

Question No: 31 (Marks: 1) - Please choose one

What do we call a detailed version of a new idea stated in meaningful customer terms?

Product idea

Product concept (repeated)

Product image

Product proposal

Question No: 32 (Marks: 1) - Please choose one

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

Product development(repeated)

Introduction

Growth

Maturity

Question No: 33 __ (Marks: 1) - Please choose one

A threat is a major unfavorable situation in a firm's environment. Threats are key

impediments to the firm's current or desired position. Which one of the following represents threat to a firm's success?

Relaxation of international tariffs

The entrance of new competitors in the market(repeated)

Undifferentiated products or services

Cost advantages present because of advanced technology

Question No: 34 __ (Marks: 1) - Please choose one

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

Marketing management

Customer relationship management

Knowledge management

Total quality management(repeated)

Question No: 35 __ (Marks: 1) - Please choose one

What does this statement show "Trade of value between two parties"?

Competition

Transaction (repeated)

Exchange

Need

Question No: 36 __ (Marks: 1) - Please choose one

The concepts of exchange and relationships lead to the concept of a market.

Which one of the following sets reflects the market?

Actual buyers & Potential buyers(repeated)

Whole sellers & Retailers

Consumers & Customers

Agents & Brokers

Question No: 37 __ (Marks: 1) - Please choose one

The fundamental reason behind America's most admired firms, including Southwest Airlines and Harley-Davidson, conducting extensive research is:

To maximize profits and increase market share

To increase sales and undermine competitors

To understand customers' needs, wants, and demands

To deliver customer value and customer satisfaction

143. The fundamental reason America's most admired firms, including Southwest Airlines and Harley-Davidson, conduct extensive research is to

_____.

a. maximize profits

b. increase market share

c. increase sales

d. understand customers' needs, wants, and demands

e. undermine competitors

(Answer: d; p. 6; Moderate)

Question No: 38 (Marks: 1) - Please choose one

In Boston Consulting Group approach, which one of the following measure

provides a measure of market attractiveness?

Business portfolio(repeated)

Market share

Market growth rate

Relative market share

Question No: 39 __ (Marks: 1) - Please choose one

Political force is one of the forces of marketing macro environment. Identify the view of marketer about the political forces.

Simple to recognize

Beyond their control

Easily ignored

Easily influenced

Question No: 40 (Marks: 1) - Please choose one

Which of the following forces show the marketing macro environment?

Demographic, economic, natural, technological, political, and social

Demographic, natural, economic, political, social, and cultural

Demographic, economic, natural, technological, political, and cultural(repeated)

Demographic, economic, natural, social, political, and legal

Paper 13

MIDTERM EXAMINATION

Spring 2009

MGT301- Principles of Marketing (Session - 1)

Question No: 1 __ (Marks: 1) - Please choose one

If a food company gives 5 percent discount in particular burger to increase sales, it is altering which one of the following elements of the marketing mix?

Promotion

Price

Product

Place

<http://www.proprofs.com/quiz-school/quizshow.php?title=mgt301-no9&quesnum=2&showNextQ=no>

Question No: 2 __ (Marks: 1) - Please choose one

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

Sales promotion

Direct marketing

Advertising (repeated)

Personal selling

Question No: 3 __ (Marks: 1) - Please choose one

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

Customer lifetime value

Customer perceived value

Customer relationship management(repeated)

Societal marketing

Question No: 4 (Marks: 1) - Please choose one

Which one of the following phrases reflects the marketing concept?

The supplier is a king in the market

Marketing should be viewed as hunting not gardening

This is what I make, won't you please buy it?

This is what I want, won't you please make it?(repeated)

Question No: 5 (Marks: 1) - Please choose one

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

Dissatisfaction of one segment affects the satisfaction of other segments

Consumers do not understand what the marketing concept is (not sure repeated)

Dealers do not support the marketing concept

A product may fit the needs of too many segments

Question No: 6 __ (Marks: 1) - Please choose one

All of the following are accurate descriptions of a company's mission statement, EXCEPT which one?

Mission statement should be realistic

Mission statement should be broad

Mission statement should be motivating

Mission statement should fit the market environment

Question No: 7 (Marks: 1) - Please choose one

Environmental groups are one kind of which of the following publics?

Citizen-action publics(repeated)

Media publics

Government publics

Local publics

Question No: 8 __ (Marks: 1) - Please choose one

Which one of the following environment includes laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society?

Natural environment

Political environment

Societal environment

Cultural environment

Question No: 9 (Marks: 1) - Please choose one

Harvard University is using the systematic design, collection, analysis, and reporting of data relevant to marketing its programs to minority students. What do we call this?

Promotion

Self-study

Marketing research(repeated)

Cost-benefit analysis

Question No: 10 (Marks: 1) - Please choose one

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

Descriptive

Exploratory(repeated)

Causal

Corrective

Question No: 11 __ (Marks: 1) - Please choose one

Gathering secondary information is one of the steps of developing the research plan. What does the meaning of secondary information in marketing research?

That already exists somewhere in an organized form

That does not currently exist in an organized form

That already exists somewhere, having been collected for another purpose(repeated)

That the researcher can obtain through surveys and observation

Question No: 12 (Marks: 1) - Please choose one

If Proctor and Gamble need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which method this study would be accomplished?

Focus groups

Mail surveys

Personal interviews

Observations(repeated)

Question No: 13 __ (Marks: 1) - Please choose one

In the previous three years, four studies have been conducted on the characteristics of ABC Company's clients. As the firm seeks to put together a report showing trends in this area, it has a hard time locating the information contained in these study reports. What does this firm seem to need?

A marketing research manager

A marketing databank(repeated)

Survey research

Primary data

Question No: 14 (Marks: 1) - Please choose one

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

Group

Sample(repeated)

Target group

Audience

Question No: 15 __ (Marks: 1) - Please choose one

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

Product

Political(repeated)

Price

Promotion

Question No: 16 __ (Marks: 1) - Please choose one

Which one of the following stage is NOT a part of buyer's black box?

Brand choice

Product choice

Need recognition(repeated)

Dealer choice

Question No: 17 (Marks: 1) - Please choose one

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

Culture

Brand personality

Cognitive dissonance

New product

10. _____ is(are) the most basic cause of a person's wants and behavior.

a. Culture

b. Brand personality

c. Cognitive dissonance

d. New product

e. Selective perception

(Answer: a; p. 129; Moderate)

Question No: 18 (Marks: 1) - Please choose one

Groups of people with shared value systems based on common life experiences and situations in a culture represent which one of the following option?

Cognitive dissonances

Subcultures(repeated)

Motives

Attitudes

Question No: 19 __ (Marks: 1) - Please choose one

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?

Social class

Opinion leader

Reference group

Family(repeated)

Question No: 20 __ (Marks: 1) - Please choose one

Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?

Belief

Culture

Personality(repeated)

Self-awareness

Question No: 21 (Marks: 1) - Please choose one

The consumer can obtain information from any of several sources. Which is NOT one of these sources?

Personal

Commercial

Attitude(repeated)

Public

Question No: 22 __ (Marks: 1) - Please choose one

Which one of the following factor is the most effective source of obtaining information that legitimizes or evaluates products for the buyer?

Public

Experimental

Personal (repeated)

Social

Question No: 23 (Marks: 1) - Please choose one

Which of the following is NOT a primary motivation?

Achievement

Self-esteem

Self-expression

Attitude

Question No: 24 __ (Marks: 1) - Please choose one

You enter a shop and call the department manager to assist in the purchase of industrial equipment. You are considering a change in product specifications, terms or suppliers. This specifies which of the following buying situations?

Modified rebuy (repeated)

New task

Straight rebuy

Gatekeeper activity

Question No: 25 __ (Marks: 1) - Please choose one

In its purchase of a small business computer, Mr. Ateeq asked that potential suppliers provide information only on units with 1Mb of memory. As management evaluates the purchase, it finds that 1Mb is inadequate for many of the software programs they use. In this instance, the firm would need to modify which aspect of the purchase process?

Searching

Specification development(repeated)

Alternative evaluation

Performance evaluation

Question No: 26 __ (Marks: 1) - Please choose one

This type of segmentation centers on the use of the word “when” such as when consumers get the idea to buy, when they actually make their purchase, or when they use the purchased item. What do marketers call this?

Behavioral

Occasion (repeated)

Impulse

Emergency

Question No: 27 (Marks: 1) - Please choose one

“Segments of consumers having similar needs and buying behavior even they are located in different countries” refers to which of the following segmentation?

International marketing segmentation

Consumer marketing segmentation

Business marketing segmentation

Intermarket segmentation(repeated)

Question No: 28 (Marks: 1) - Please choose one

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

Undifferentiated marketing strategy(repeated)

Differentiated marketing strategy

Concentrated marketing strategy

Custom marketing strategy

Question No: 29 __ (Marks: 1) - Please choose one

Which of the segmenting strategies carries higher-than-average risks in consumer markets?

Concentrated(repeated)

Differentiated

Undifferentiated

Multiple-segment

Question No: 30 __ (Marks: 1) - Please choose one

Which of the following are industrial products that aid in the buyer's production or operations, including installations and accessory equipment?

Materials

Specialty items

Capital items(repeated)

Supplies

Question No: 31 __ (Marks: 1) - Please choose one

Developing a product or service involves defining the benefits that it will offer.

The benefits such as quality, features and design, style that are communicated and delivered comes under which of the following categories?

Private brands

Product attributes(repeated)

Consumer products

Product mixes

Question No: 32 (Marks: 1) - Please choose one

Mr. ABC has just brainstormed a large number of ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing stage called to arrive at a realistic number to adopt. What is another name of idea reducing stage?

Idea generation

Idea screening (repeated)

Product concept

Concept development

Question No: 33 __ (Marks: 1) - Please choose one

What do we call a detailed version of a new idea stated in meaningful customer terms?

Product idea

Product concept(repeated)

Product image

Product proposal

Question No: 34 ___ (Marks: 1) - Please choose one

Which one of the following sets reflects the marketing strategy statement in new product development?

Idea generation; idea screening; concept development(repeated)

Idea generation; concept development; concept testing

Target market description; planned product positioning; sales goals

Idea generation; test marketing; commercialization

Question No: 35 (Marks: 1) - Please choose one

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

Product development(repeated)

Introduction

Growth

Maturity

Question No: 36 ___ (Marks: 1) - Please choose one

The concepts of exchange and relationships lead to the concept of a market.

Which one of the following sets reflects the market?

Actual buyers & Potential buyers(repeated)

Whole sellers & Retailers

Consumers & Customers

Agents & Brokers

Question No: 37 ___ (Marks: 1) - Please choose one

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

Analyzing marketing opportunities

Selecting target market

Designing the business portfolio(repeated)

Develop marketing mix

Question No: 38 (Marks: 1) - Please choose one

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

Develops marketing plans

Turns plans into actions(repeated)

Takes corrective actions

Develops strategic plans

Question No: 39 (Marks: 1) - Please choose one

Political force is one of the forces of marketing macro environment. Identify the view of marketer about the political forces.

Simple to recognize

Beyond their control(repeated)

Easily ignored

Easily influenced

Question No: 40 (Marks: 1) - Please choose one

"Consumers are spending more on products and services that will improve their lives rather than their image" reflects which aspect of the cultural environment?

People's view of others(repeated)

People's view of themselves
People's view of organizations
People's view of nature

Paper 14

MIDTERM EXAMINATION

Spring 2009

MGT301- Principles of Marketing (Session - 1)

Question No: 1 __ (Marks: 1) - Please choose one

Konica is aiming its Cool Cam camera at teenagers. Which one of the following is reflecting Teenagers?

Target audience

Segmentation

Target market

Focus group

(Q#15)<http://www.scribd.com/doc/27111819/An-Overview-of-Strategic-Marketing-Section-B>

Question No: 2 __ (Marks: 1) - Please choose one

Stew Leonard, owner/operator of supermarkets, reacts adversely to losing a single customer sale. He feels that this amounts to losing the entire stream of future purchases that a customer is likely to make if he/she remains in the area. Which one is an illustration of the following concepts?

Market share

Profitability

Customer lifetime value(repeated)

Market share maintenance

Question No: 3 (Marks: 1) - Please choose one

If a local company wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies?

Making money is our business

The customer is always right(repeated)

Keeping prices low is our objective

Focusing on today is important for us

Question No: 4 __ (Marks: 1) - Please choose one

The marketing concept is a philosophy that states that an organization determines the needs and wants of target markets and delivers the desired satisfactions more effectively and efficiently than competitors do. What is the impact of this philosophy on the organization?

Increase market share

Increase sales of the products

Achieve the organization's goals(repeated)

Provide quality products

Question No: 5 (Marks: 1) - Please choose one

Identify is the name of a vast public web of computer networks that connect users of all types all around the world to each other?

Intranet

Extranet

Internet (repeated)

LAN

Question No: 6 (Marks: 1) - Please choose one

Which of the following is an intensive growth strategy of increasing sales in current markets with current products?

Market development

Market penetration(repeated)

Product development

Market saturation

Question No: 7 __ (Marks: 1) - Please choose one

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

Market penetration(repeated)

Market development

Horizontal diversification

Conglomerate diversification

Question No: 8 (Marks: 1) - Please choose one

Which of the following sets refers to the order or sequence of marketing management functions?

Control – implementation – market planning

Market planning – control implementation

Implementation – control – market planning

Marketing planning – implementation – control(repeated)

Question No: 9 (Marks: 1) - Please choose one

Environmental groups are one kind of which of the following publics?

Citizen-action publics(repeated)

Media publics

Government publics

Local publics

Question No: 10 __ (Marks: 1) - Please choose one

Beliefs and values that are passed on from parents to children and are reinforced by schools, churches, business and government refer to which of the following beliefs and values?

Crucial

Core(repeated)

Secondary

Primary

Question No: 11 __ (Marks: 1) - Please choose one

Which one of the following represents large growing kid and teen market?

Baby boomers
Generation-X
Generation-Y

Echo boomers(repeated)

Question No: 12 __ (Marks: 1) - Please choose one

Your colleague is confused about using the marketing research process. In which footstep he is feeling difficulty?

Defining the problem

Defining the research objectives

Defining the problem and research objectives(repeated)

Researching a research agency to help

Question No: 13 (Marks: 1) - Please choose one

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

Marketing goals

Information needs

Dollar amounts

Results that justify the means

(page 55)1. Determine specific information needs. In this step research objectives are translated into specific information needs.

Question No: 14 __ (Marks: 1) - Please choose one

Which one of the following statements BEST characterizes marketing research?

Research is a continuous process, providing a constant flow of information

Research is conducted on a special-project basis(repeated)

Research is performed when routine information is required

Research is the basis for making recurring marketing decisions

Question No: 15 __ (Marks: 1) - Please choose one

If Unilever needs to survey retailer's attitudes on the availability of product literature in athletic shoe shops and needs the results within four working days, Unilever will probably use what kind of survey?

A mail

A telephone(repeated)

Computer interviewing

A personal interview

Question No: 16 __ (Marks: 1) - Please choose one

Sampling requires the answer to three questions. Which of the following is an inappropriate one?

Who is to be sampled (what sampling unit)?

How many people should be surveyed (what sample size)?

Why should they be sampled (justification)?(repeated)

How should the people be chosen (what sampling method)?

Question No: 17 (Marks: 1) - Please choose one

ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

Respondents who refuse to cooperate or give biased answers

Interviewers who make mistakes or take shortcuts

Interpreting and reporting the findings(repeated)

Primary data that conflict with secondary data

Question No: 18 (Marks: 1) - Please choose one

Which one of the following option refers to the set of actions and activities associated with each position one holds within a family, clubs and organizations?

Personality

A role(repeated)

Perception

An attitude

Question No: 19 ___ (Marks: 1) - Please choose one

How do consumers respond to various marketing efforts the company might use?

What is a starting point of a buyer's behavior?

Belief

Subculture

Post purchase feeling

Stimulus-response Model(repeated)

Question No: 20 (Marks: 1) - Please choose one

Society's relatively permanent and ordered divisions whose members share similar values, interests and behaviors reflect which one of the following option?

Social classes(repeated)

Habitual buyers

Charismatic leaders

Opinion leaders

Question No: 21 ___ (Marks: 1) - Please choose one

Which one of the following factor relates to family that influences consumer behavior?

Cultural

Social(repeated)

Personal

Business

Question No: 22 (Marks: 1) - Please choose one

Which one of the following three-step process represents "Perception"?

Motivation, personality and attitudes

Collecting, eliminating and organizing information inputs

Receiving, organizing and interpreting information inputs(repeated)

Anticipating, classifying and discarding information inputs

Question No: 23 ___ (Marks: 1) - Please choose one

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

Personality

Culture

Lifestyle(repeated)

Motive

Question No: 24 (Marks: 1) - Please choose one

The buying process starts from which one of the following stage in which the

buyer recognizes a problem or need?

Need recognition(repeated)

Information search

Evaluation of alternative

Purchase decision

Question No: 25 (Marks: 1) - Please choose one

Which one of the following factor is the most effective source of obtaining information that legitimizes or evaluates products for the buyer?

Public

Experimental

Personal(repeated)

Social

Question No: 26 __ (Marks: 1) - Please choose one

Which one of the following is NOT the stage that customers go through in the process of adopting a new product?

Awareness

Interest

Evaluation

Culture(repeated)

Question No: 27 __ (Marks: 1) - Please choose one

You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?

Modified rebuy

Straight rebuy(repeated)

Modified straight rebuy

Consumer buy

Question No: 28 __ (Marks: 1) - Please choose one

Through talking to numerous competitors at a regional trade show, you learn that most of them use the most popular base for segmenting markets. This is an example of which type of segmentation?

Demographic

Psychographic

Behavioral

Geographic

9. Through talking to numerous competitors at a regional trade show, you learn that most of them use the most popular base for segmenting markets. What is it?

a. Demographic.

b. Gender.

c. Psychographic.

d. Behavioral.

e. Geographic.

(Answer: a; p. 167; Easy)

Question No: 29 (Marks: 1) - Please choose one

When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?

Demographic

Gender(repeated)

Behavior

Geographic

Question No: 30 __ (Marks: 1) - Please choose one

“A firm decides to target several market segments or niches and designs separate offers for each” Which one of the following strategies BEST describe it?

Undifferentiated marketing strategy

Differentiated marketing strategy

Concentrated marketing strategy

Custom marketing strategy

[http://www.zainbooks.com/books/marketing/principles-of-](http://www.zainbooks.com/books/marketing/principles-of-marketing_17_marketing-segmentation.html)

[marketing_17_marketing-segmentation.html](http://www.zainbooks.com/books/marketing/principles-of-marketing_17_marketing-segmentation.html)

Using a differentiated marketing strategy, a firm decides to target several market segments or niches and designs separate offers for each.

Question No: 31 __ (Marks: 1) - Please choose one

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

Consumers

Industrial users(repeated)

Co-branders

Wholesalers

Question No: 32 __ (Marks: 1) - Please choose one

In which of the following cases two established brand names of different companies are used on the same product?

Brand extension

Brand equity

Co-branding(repeated)

Cannibalization

Question No: 33 __ (Marks: 1) - Please choose one

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

Business feasibility

Feasibility study

Business analysis(repeated)

Product acceptance

Question No: 34 (Marks: 1) - Please choose one

A threat is a major unfavorable situation in a firm's environment. Threats are key impediments to the firm's current or desired position. Which one of the following represents threat to a firm's success?

Relaxation of international tariffs

The entrance of new competitors in the market(repeated)

Undifferentiated products or services

Cost advantages present because of advanced technology

Question No: 35 __ (Marks: 1) - Please choose one

McDonald's run advertisement featuring children, senior citizens and minority

groups. What does this ad show?

Company is product oriented

Company considers only environmental factors

Company has several target markets(repeated)

Company is market oriented

Question No: 36 __ (Marks: 1) - Please choose one

Customer relationship management (CRM) focuses on creating two-way exchanges with customers so that firms have an intimate knowledge of their needs, wants and buying patterns. What does CRM deliver to customers for maintaining profitable customer relationships?

Superior customer value(repeated)

Less expensive goods

Quality products

Variety of products

Question No: 37 __ (Marks: 1) - Please choose one

The marketing concept holds that delivering the desired satisfaction to customers more effectively and efficiently creates customer loyalty. What might be another reason that creates customer loyalty?

A company offers numerous 'specials' to customers in the market

The company's marketing activities are persuasive enough

The customers' needs are met at a price that represents value for money(repeated)

The company produces a product with enough features to satisfy everybody

Question No: 38 __ (Marks: 1) - Please choose one

Mr. ABC examined his firm's recently completed market attractiveness-business position model; he finds that the firm's sport sunglasses unit is high on both dimensions. Which one of the following strategies would this placement dictate?

Invest

Harvest

Divest(repeated)

Maintain

Question No: 39 (Marks: 1) - Please choose one

Marketing Information System consists of people, equipment, and procedures to gather, sort, _____, evaluate, and distribute information to marketing decision makers.

Test

Control

Analyze(repeated)

Arrange

Question No: 40 (Marks: 1) - Please choose one

Which one of the following are the MOST useful source of speedier and more comprehensive information?

Suppliers

Key customers

Company reports(repeated)

Sales force

Paper 15

MIDTERM EXAMINATION

Spring 2009

MGT301- Principles of Marketing (Session - 2)

Question No: 1 __ (Marks: 1) - Please choose one

In a Michael Porter Model, which one of the following options is a major tool in the identification of ways to create value in an organization?

Chain model

The BCG model

Five forces model

Value chain model(repeated)

Question No: 2 __ (Marks: 1) - Please choose one

Parents against drunk drivers are a group that acts to change attitudes and laws about driving under the influence of alcohol. This group primarily markets which one of the following options?

Goods

Ideas (repeated)

Services

Political messages

Question No: 3 __ (Marks: 1) - Please choose one

An automobile manufacturing company places steel beams in the doors of its cars for which of the following purposes?

Increase short run customer satisfaction

Increase long run customer satisfaction

Add style to its cars

Reduce the possibility of accidents (not sure repeated)

Question No: 4 __ (Marks: 1) - Please choose one

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

We have organized our business to satisfy the customer needs(repeated)

We believe that marketing department must organize to sell what we produce

We try to produce only high quality, technically efficient products

We try to encourage company growth in the market

Question No: 5 __ (Marks: 1) - Please choose one

A network of networks that consists of millions of smaller domestic, academic, business,

and government networks, which together carry various information and services. Which

one of the following networks represents it?

LAN

Intranet

Extranet

Internet(repeated)

Question No: 6 (Marks: 1) - Please choose one

Identify is the name of a vast public web of computer networks that connect users of all

types all around the world to each other?

LAN

Intranet

Extranet

Internet(repeated)

Question No: 7 ___ (Marks: 1) - Please choose one

What are we going to do? And, how are we going to do? In which of the following categories these two questions fall?

Researching

Planning(repeated)

Controlling

Managing

Question No: 8 (Marks: 1) - Please choose one

Which one of the following is NOT a trend in the natural environment?

The increased cost of energy

A shortage of raw material

Government intervention

Changing consumer spending pattern(repeated)

Question No: 9 ___ (Marks: 1) - Please choose one

Which one of the following represents large growing kid and teen market?

Baby boomers

Generation-X

Generation-Y

Echo boomers(repeated)

Question No: 10 ___ (Marks: 1) - Please choose one

Marketing information from which of the following databases can be accessed more

quickly and cheaply?

External

Internal & External

Internal(repeated)

Representatives

Question No: 11 (Marks: 1) - Please choose one

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

unable to provide?

Observations(repeated)

Focus groups

Personal interviews

Questionnaires

Question No: 12 ___ (Marks: 1) - Please choose one

If ABC Ltd knows that its market share in Pakistan has dropped 13 percent in the first

quarter of the year but does not know what might have contributed to this decline, it is in

which stage of the marketing research process?

Hypothesis development

Symptom identification

Problem identification(repeated)

Data interpretation

Question No: 13 __ (Marks: 1) - Please choose one

Currently, you find yourself involved in marketing research. The research you are using is flexible, allows explanation of difficult questions and lends itself to showing products and advertisements. What is this form of research?

Personal interviewing(repeated)

Online interviewing

Vision phone interviewing

Mall intercepts

Question No: 14 (Marks: 1) - Please choose one

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

Product

Political(repeated)

Price

Promotion

Question No: 15 __ (Marks: 1) - Please choose one

Which one of the following stage is NOT a part of buyer's black box?

Brand choice

Product choice

Need recognition(repeated)

Dealer choice

Question No: 16 __ (Marks: 1) - Please choose one

Groups of people with shared value systems based on common life experiences and

situations in a culture represent which one of the following option?

Cognitive dissonances

Subcultures

Motives

Attitudes

Question No: 17 __ (Marks: 1) - Please choose one

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?

Social class

Opinion leader

Reference group

Family(repeated)

Question No: 18 __ (Marks: 1) - Please choose one

Which one of the following three-step process represents "Perception"?

Motivation, personality and attitudes

Collecting, eliminating and organizing information inputs

Receiving, organizing and interpreting information inputs(repeated)

Anticipating, classifying and discarding information inputs

Question No: 19 (Marks: 1) - Please choose one

Identify the process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment?

Personality

Perception(repeated)

Selective group

Habitual behavior

Question No: 20 __ (Marks: 1) - Please choose one

Which one of the following option represents the collection of data for the purpose of

applying appropriate actions at a subsequent time?

Lifestyle

Learning(not sure repeated)

Perception

Attitude

Question No: 21 __ (Marks: 1) - Please choose one

The consumer can obtain information from any of several sources. Which is NOT one of

these sources?

Personal

Commercial

Attitude(repeated)

Public

Question No: 22 __ (Marks: 1) - Please choose one

You purchase cleaning supplies for your custodial help regularly. It is showing which

buying situation?

Modified rebuy

Straight rebuy(repeated)

Modified straight rebuy

Consumer buy

Question No: 23 __ (Marks: 1) - Please choose one

Supply's sales force of ABC Company continues to expand, the firm plans to add a fleet of company cars to its sales compensation package. For ABC Company, this would represent which one of the following purchases?

New-task(repeated)

Modified rebuy

Straight rebuy

Repetitive

Question No: 24 (Marks: 1) - Please choose one

When Burger King targets different groups from children and teens to adults and seniors with different ads and media, it is practicing which one of the following segmentation?

Demographic

Age and life cycle

Psychographic

Behavioral

Question No: 25 (Marks: 1) - Please choose one

This type of segmentation centers on the use of the word “when” such as when consumers get the idea to buy, when they actually make their purchase, or when they use the purchased item. What do marketers call this?

Behavioral

Occasion(repeated)

Impulse

Emergency

Question No: 26 __ (Marks: 1) - Please choose one

The degree to which a market segment is sufficiently large or profitable refers to which

of the following concepts?

Sustainable(repeated)

Accessible

Actionable

Measurable

Question No: 27 (Marks: 1) - Please choose one

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

Personal characteristics

Operating variables

Selling approaches(repeated)

Situational factors

Question No: 28 (Marks: 1) - Please choose one

Which of the following are those products purchased for further processing or for use in

conducting a business?

Unsought products

Specialty products

Shopping products

Industrial products(repeated)

Question No: 29 (Marks: 1) - Please choose one

Which of the following are a form of product that consists of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the

ownership of anything?

Line extensions

Services(repeated)

Brands

Supplements

Question No: 30 (Marks: 1) - Please choose one

Which one of the following involves designing and producing the container or wrapper for a product?

Packaging(repeated)

Designing

Branding

Labeling

Question No: 31 ___ (Marks: 1) - Please choose one

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

Product mix(repeated)

Brand mix

Consumer mix

Packaging mix

Question No: 32 (Marks: 1) - Please choose one

Which one of the following groups of people get the product exposure but is not often

perceived by the majority of potential buyers as typical consumers?

Early Majority

Late Majority

Early Adopter

Innovators(repeated)

Question No: 33 (Marks: 1) - Please choose one

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

stop?

Growth

Introduction

Decline (repeated)

Maturity

Question No: 34 ___ (Marks: 1) - Please choose one

First National Bank launches an innovative in-home banking system tied to personal

computers. The product is not widely accepted because bank customers don't see the need

for such a service. Which one of the following is the best discretion of product failure?

Establishment of a customer information system (repeated)

Organization structure

Technological advancement

Scanning corporate capabilities

Question No: 35 (Marks: 1) - Please choose one

What does this statement show "Trade of value between two parties"?

Competition

Transaction(repeated)

Exchange
Need

Question No: 36 (Marks: 1) - Please choose one
In Boston Consulting Group approach, which one of the following measure provides a measure of market attractiveness?

Business portfolio(repeated)

Market share
Market growth rate
Relative market share

Question No: 37 ___ (Marks: 1) - Please choose one
Identify the first step in a strategic planning process.
Plan marketing strategies

Define the company's mission(repeated)

Set objectives and goals
Develop the business portfolio

Question No: 38 (Marks: 1) - Please choose one
Which one of the following is NOT part of the micro environment?

Cultural forces(repeated)

Financial intermediaries
Customer markets
Marketing channel firms

Question No: 39 ___ (Marks: 1) - Please choose one
Press releases provided by public listed companies help to meet the needs of which of the following publics?

Local
Financial
Citizen-action

Media(repeated)

Question No: 40 ___ (Marks: 1) - Please choose one
Which of the following environment consists of the factors that affect consumer purchasing power and spending patterns?

Demographic environment
Cultural environment

Economic environment(repeated)

Consumer environment

Paper 16

MIDTERM EXAMINATION

Spring 2009

MGT301- Principles of Marketing (Session - 2)

Question No: 1 ___ (Marks: 1) - Please choose one
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 products?

An image

An idea

A service

A good

Chimney sweeps inspect, clean, service, repair, and appraise chimneys.

<http://www.jobmonkey.com/uniquejobs/chimney-sweep.html>

Question No: 2 (Marks: 1) - Please choose one

An automobile manufacturing company places steel beams in the doors of its cars for

which of the following purposes?

Increase short run customer satisfaction

Increase long run customer satisfaction

Add style to its cars

Reduce the possibility of accidents(repeated) not sure

Question No: 3 ___ (Marks: 1) - Please choose one

A marketing manager of a large consumer foods company is studying distribution,

promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

Marketing strategy

Marketing mix(repeated)

Market offering

Marketing plan

Question No: 4 (Marks: 1) - Please choose one

Which one of the following phrases reflects the marketing concept?

The supplier is a king in the market

Marketing should be viewed as hunting not gardening

This is what I make, won't you please buy it?

This is what I want, won't you please make it?(repeated)

Question No: 5 (Marks: 1) - Please choose one

Which one of the following options enables consumers and companies to access and share huge amounts of information with just a few mouse clicks?

Digital age

Internet(repeated)

Extranet

WWW

Question No: 6 ___ (Marks: 1) - Please choose one

Which one of the following options is best to explain the purpose of intranets?

Buying and selling processes

Business-to-business purchasing

Communication among employees(repeated)

Maintaining customer relations

Question No: 7 (Marks: 1) - Please choose one

Environmental groups are one kind of which of the following publics?

Citizen-action publics(repeated)

Media publics

Government publics

Local publics

Question No: 8 (Marks: 1) - Please choose one

Beliefs and values that are passed on from parents to children and are reinforced by

schools, churches, business and government refer to which of the following beliefs and

values?

Crucial

Core(repeated)

Secondary

Primary

Question No: 9 (Marks: 1) - Please choose one

Which one of the following is NOT a part of the macro-environment?

Demographic forces

Natural forces

Competitors' forces(repeated)

Political forces

Question No: 10 (Marks: 1) - Please choose one

Harvard University is using the systematic design, collection, analysis, and reporting of

data relevant to marketing its programs to minority students. What do we call this?

Promotion

Self-study

Marketing research(repeated)

Cost-benefit analysis

Question No: 11 (Marks: 1) - Please choose one

Which one of the following scheme is TRUE regarding marketing research in sequence?

Gathering data, analysis, interpretation(repeated)

Analysis, gathering data, interpretation

Interpretation, gathering data, analysis

Interpretation, reporting, analysis

Question No: 12 __ (Marks: 1) - Please choose one

Which form of data can usually be obtained more quickly and at a lower cost?

Primary

Census

Secondary

Tertiary

21. Which form of data can usually be obtained more quickly and at a lower cost?

a. Primary.

- b. Census.
- c. Secondary.
- d. Syndicated.
- e. Tertiary.

(Answer: c; p. 105; Moderate)

Question No: 13 __ (Marks: 1) - Please choose one

If ABC Ltd knows that its market share in Pakistan has dropped 13 percent in the first

quarter of the year but does not know what might have contributed to this decline, it is in

which stage of the marketing research process?

Hypothesis development

Symptom identification

Problem identification(repeated)

Data interpretation

Question No: 14 __ (Marks: 1) - Please choose one

Marketing researchers usually draw conclusions about large groups of consumers by

studying which of the following small component of the total consumer population?

Group

Sample(repeated)

Target group

Audience

Question No: 15 (Marks: 1) - Please choose one

In creating research questionnaires, which of the following is good advice for research

specialist to follow?

Use care in the wording and ordering of questions(repeated)

Questions do not have to be arranged in a logical order

Ask personal questions in the middle of the instrument

Avoid eye contact as it may confuse the respondents

Question No: 16 (Marks: 1) - Please choose one

Culture is the most basic cause of a person's wants and behavior. On which basis it is

divided into subcultures?

Personality characteristics of a consumer

The motives that people have for their behavior

Shared value systems based on common life experiences

Geographic regions and income levels

P#64., Each culture contains smaller subcultures or groups of people with shared value systems based on common life experiences and situations

Question No: 17 (Marks: 1) - Please choose one

Society's relatively permanent and ordered divisions whose members share similar values, interests and behaviors reflect which one of the following option?

Social classes (repeated)

Habitual buyers

Charismatic leaders

Opinion leaders

Question No: 18 ___ (Marks: 1) - Please choose one

Person's pattern of living as expressed in his or her psychographics represents which

one of the following concept?

Personality

Culture

Lifestyle(repeated)

Motive

Question No: 19 (Marks: 1) - Please choose one

Which of the following is NOT a primary motivation?

Achievement

Self-esteem(repeated)

Self-expression

Attitude

Question No: 20 (Marks: 1) - Please choose one

You purchase cleaning supplies for your custodial help regularly. It is showing which

buying situation?

Modified rebuy

Straight rebuy(repeated)

Modified straight rebuy

Consumer buy

Question No: 21 ___ (Marks: 1) - Please choose one

Mr. Salman works for an organization in which his purchases must be accountable to the

public. His buying procedures are extremely complex. Based on this description, he works for an organization in which market type?

Reseller

Producer

Supplier

Government(repeated))

Question No: 22 ___ (Marks: 1) - Please choose one

Inelastic demand in industrial markets refers to which of the following situation?

Demand for a given product fluctuates very little over time.

Price increases or decreases will not significantly alter demand for a given product.(repeated)

The demand for one product depends heavily on the demand for another product.

Supply for a given product cannot keep up with the demand for it.

Question No: 23 ___ (Marks: 1) - Please choose one

Supply's sales force of ABC Company continues to expand, the firm plans to add a fleet of company cars to its sales compensation package. For ABC Company, this would represent which one of the following purchases?

New-task(repeated)

Modified rebuy

Straight rebuy

Repetitive

Question No: 24 __ (Marks: 1) - Please choose one

Most organizational purchase decisions are made by which of the following categories?

The sales force

A team of purchasing agents

A firm's buying centre(repeated)

Inventory control personnel

Question No: 25 (Marks: 1) - Please choose one

This type of segmentation centers on the use of the word “when” such as when consumers get the idea to buy, when they actually make their purchase, or when they use the purchased item. What do marketers call this?

Behavioral

Occasion(repeated)

Impulse

Emergency

Question No: 26 __ (Marks: 1) - Please choose one

Markets can be segmented into group of nonusers, ex-users, potential users, first-time users and regular users of a product. It refers to which type of segmentation?

User status(repeated)

Usage rate

Loyalty status

Seller status

Question No: 27 (Marks: 1) - Please choose one

“Segments of consumers having similar needs and buying behavior even they are located

in different countries” refers to which of the following segmentation?

International marketing segmentation

Consumer marketing segmentation

Business marketing segmentation

Intermarket segmentation(repeated)

Question No: 28 (Marks: 1) - Please choose one

Which one of the following characteristics is NOT a requirement for effective segmentation?

Differential

Achievable(repeated)

Accessible

Measurable

Question No: 29 __ (Marks: 1) - Please choose one

Which one of the following is NOT considered as competitive differentiation of a company?

Produc

Service

Image(repeated)

Sales

Question No: 30 ___ (Marks: 1) - Please choose one

With concentrated marketing, the marketer goes after a _____ share of .

Small; a small market

Small; a large market

Large; one or a few niches(repeated)

Large; the mass market

Question No: 31 (Marks: 1) - Please choose one

Buyer- seller similarities is an attribute comes under which one of the following concepts?

Demographic factors

Personal characteristics(repeated)

Situational factors

Operating variables

Question No: 32 ___ (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. The strongest

brands go beyond attributes or benefit positioning. On which of the following basis the

products are positioned?

Desirable benefit

Good packaging

Strong beliefs and values(repeated)

Customer image

Question No: 33 (Marks: 1) - Please choose one

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

Decline

Maturity

Introduction

Growth(repeated)

Question No: 34 (Marks: 1) - Please choose one

First National Bank launches an innovative in-home banking system tied to personal

computers. The product is not widely accepted because bank customers don't see the need

for such a service. Which one of the following is the best discretion of product failure?

Establishment of a customer information system(repeated)

Organization structure

Technological advancement

Scanning corporate capabilities

Question No: 35 (Marks: 1) - Please choose one

The fundamental reason behind America's most admired firms, including

Southwest

Airlines and Harley-Davidson, conducting extensive research is:

To maximize profits and increase market share

To increase sales and undermine competitors

To understand customers' needs, wants, and demands(repeated)

To deliver customer value and customer satisfaction

Question No: 36 (Marks: 1) - Please choose one

In BCG matrix, which one of the following SBU finances the company's question marks

and stars?

Dogs

Stars

Cash cows(repeated)

Question marks

Question No: 37 __ (Marks: 1) - Please choose one

Mr. ABC examined his firm's recently completed market attractiveness-business position

model; he finds that the firm's sport sunglasses unit is high on both dimensions.

Which one of the following strategies would this placement dictate?

Invest

Harvest

Divest (repeated)

Maintain

Question No: 38 __ (Marks: 1) - Please choose one

One of the contents of formal marketing plan that includes a market description, a product review, a review of competition and a review of distribution is called:

Threats and opportunity analysis

Objectives and issues

Marketing strategy

Current marketing situation(repeated)

Question No: 39 (Marks: 1) - Please choose one

Political force is one of the forces of marketing macro environment. Identify the view of marketer about the political forces.

Simple to recognize

Beyond their control(repeated)

Easily ignored

Easily influenced

Question No: 40 (Marks: 1) - Please choose one

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

People's views of themselves

People's views of others(repeated)

People's views of organizations

People's views of societies Question

Paper 17

MIDTERM EXAMINATION

Spring 2009

MGT301- Principles of Marketing (Session - 2)

Question No: 1 __ (Marks: 1) - Please choose one

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 products?

An image

An idea

A service(repeated)

A good

Question No: 2 (Marks: 1) - Please choose one

An automobile manufacturing company places steel beams in the doors of its cars for

which of the following purposes?

Increase short run customer satisfaction

Increase long run customer satisfaction

Add style to its cars

Reduce the possibility of accidents(not sure repeated)

Question No: 3 __ (Marks: 1) - Please choose one

If a food company gives 5 percent discount in particular burger to increase sales, it is

altering which one of the following elements of the marketing mix?

Promotion(repeated)

Price

Product

Place

Question No: 4 __ (Marks: 1) - Please choose one

Through which process individuals and groups obtain what they need and want by

creating and exchanging products and value with others?

Production process

Marketing process

Managerial process(repeated)

Accounting process

Question No: 5 __ (Marks: 1) - Please choose one

Which one of the following phrases reflects the marketing concept?

The supplier is a king in the market

Marketing should be viewed as hunting not gardening

This is what I make, won't you please buy it?

This is what I want, won't you please make it?(repeated)

Question No: 6 (Marks: 1) - Please choose one

If a local company wants to adopt the marketing concept. To be consistent with this

move, it should adopt which of the following philosophies?

Making money is our business

The customer is always right(repeated)

Keeping prices low is our objective

Focusing on today is important for us

Question No: 7 __ (Marks: 1) - Please choose one

ABC company is identifying and developing new markets for its theme parks.

ABC

company is exploring possibilities for which of the following strategies?

Market penetration

Market development

Diversification

Product development

19. Disney is identifying and developing new markets for its theme parks. Disney is exploring possibilities for _____.

a. market penetration

b. market development

c. Japan

d. product development

Answer: (b) Difficulty: (2) Page: 49

Question No: 8 (Marks: 1) - Please choose one

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

Objectives

Control

Budget

Production(repeated)

Question No: 9 __ (Marks: 1) - Please choose one

Which one of the following environment includes laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society?

Natural environment

Political environment (repeated)

Societal environment

Cultural environment

Question No: 10 (Marks: 1) - Please choose one

Which one of the following environment is made up of institutions and other forces

affecting society's basic values, perceptions, preferences and behaviors?

Cultural environment (repeated)

Fictitious environment

Natural environment

Political environment

Question No: 11 __ (Marks: 1) - Please choose one

Which one of the following represents large growing kid and teen market?

Baby boomers
Generation-X
Generation-Y

Echo boomers(repeated)

Question No: 12 __ (Marks: 1) - Please choose one

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

Observations(repeated)

Focus groups
Personal interviews
Questionnaires

Question No: 13 (Marks: 1) - Please choose one

ABC Company wants to learn about consumer attitudes toward mail order purchases and conducts a study to acquire this information. Which one of the following data would

BEST be classified for this study?

Casual
Experimental

Primary(repeated)

Secondary

Question No: 14 (Marks: 1) - Please choose one

If ABC Ltd knows that its market share in Pakistan has dropped 13 percent in the first

quarter of the year but does not know what might have contributed to this decline, it is in

which stage of the marketing research process?

Hypothesis development
Symptom identification

Problem identification(repeated)

Data interpretation

Question No: 15 (Marks: 1) - Please choose one

If Proctor and Gamble need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which method this study would be accomplished?

Focus groups
Mail surveys
Personal interviews

Observations(repeated)

Question No: 16 __ (Marks: 1) - Please choose one

Marketing researchers usually draw conclusions about large groups of consumers by

studying which of the following small component of the total consumer population?

Group

Sample(repeated)

Target group

Audience

Question No: 17 __ (Marks: 1) - Please choose one

Sampling requires the answer to three questions. Which of the following is an inappropriate one?

Who is to be sampled (what sampling unit)?

How many people should be surveyed (what sample size)?

Why should they be sampled (justification)?(repeated)

How should the people be chosen (what sampling method)?

Question No: 18 (Marks: 1) - Please choose one

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

Product

Political(repeated)

Price

Promotion

Question No: 19 (Marks: 1) - Please choose one

Groups of people with shared value systems based on common life experiences and

situations in a culture represent which one of the following option?

Cognitive dissonances

Subcultures(repeated)

Motives

Attitudes

Question No: 20 __ (Marks: 1) - Please choose one

A new product is a good, service, or idea that is perceived by some potential customers as

new. Our interest is in how consumers learn about products for the first time and make the decision to buy them. Which one of the following option reflects this statement?

New product recognition

Adoption process(repeated)

Variety-seeking buying behavior

Quality assessment

Question No: 21 __ (Marks: 1) - Please choose one

Mobilink divides buyers into groups based on their knowledge, attitudes, uses or responses to a product. It is obviously using which type of segmentation?

Behavioral(repeated)

Psychographic

Demographic

Geographic

Question No: 22 (Marks: 1) - Please choose one

“A firm decides to target several market segments or niches and designs separate offers

for each” Which one of the following strategies BEST describe it?

Undifferentiated marketing strategy

Differentiated marketing strategy(repeated)

Concentrated marketing strategy

Custom marketing strategy

Question No: 23 (Marks: 1) - Please choose one

Mass marketers, such as Target and Venture Stores, ignore market segment differences and target the whole market with one offer. What is their approach to segmenting?

Undifferentiated marketing(repeated)

Differentiated marketing

Target marketing

Intelligent marketing

Question No: 24 __ (Marks: 1) - Please choose one

Which of the following are industrial products that aid in the buyer's production or operations, including installations and accessory equipment?

Materials

Specialty items

Capital items(repeated)

Supplies

Question No: 25 __ (Marks: 1) - Please choose one

Which of the following are those products purchased for further processing or for use in

conducting a business?

Unsought products

Specialty products

Shopping products

Industrial products(repeated)

Question No: 26 __ (Marks: 1) - Please choose one

You have an upset stomach. Your spouse rushes to the corner convenience store for a

medicine. This product falls under which of the following categories?

Unsought

Convenience

Shopping

Specialty(repeated)

Question No: 27 __ (Marks: 1) - Please choose one

Which one of the following is a marketer's major positioning tool that has a direct impact

on product or service performance; thus, it is closely linked to customer value and

satisfaction?

Product quality(repeated)

Product style

Product design

Product features

Question No: 28 __ (Marks: 1) - Please choose one

Beyond quality level, high quality also can mean high levels of quality

consistency. Here,
“Freedom from defects and consistency in delivering a targeted level of performance”

refers to which of the following qualities?

Perceived quality

Product quality (repeated)

Adherence quality

Conformance quality

Question No: 29 ___ (Marks: 1) - Please choose one

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

Product mix (repeated)

Brand mix

Consumer mix

Packaging mix

Question No: 30 (Marks: 1) - Please choose one

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

stages is to _____ that number.

Small number; reduce

Small number; increase

Large number; increase

Large number; reduce(repeated)

Question No: 31 (Marks: 1) - Please choose one

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

Marketing strategy development(repeated)

Business analysis

Product development

Test marketing

Question No: 32 (Marks: 1) - Please choose one

In which of the following stages of consumer adoption process, the consumer determines

whether or not to try the new product?

Awareness

Interest

Trial

Evaluation

(page 106)Evaluation. The consumer determines whether or not to try the new product.

Question No: 33 ___ (Marks: 1) - Please choose one

The difference between values that the customer gain from owning and using a product

and the costs of obtaining the product refers to which of the following options?

Customer value(repeated)

Customer satisfaction

Customer quality

Total quality management

Question No: 34 (Marks: 1) - Please choose one

Which one of the following concept BEST represents the involvement of management

and employees in the continuous improvement of the production of goods and services?

Total quality management(repeated)

Marketing management

Customer relationship management

Knowledge management

Question No: 35 (Marks: 1) - Please choose one

When a customer pays Rs.1000 and receives a television set in return. What does this

example show?

Exchange(repeated)

Transaction

Market

Segment

Question No: 36 ___ (Marks: 1) - Please choose one

The fundamental reason behind America's most admired firms, including Southwest

Airlines and Harley-Davidson, conducting extensive research is:

To maximize profits and increase market share

To increase sales and undermine competitors

To understand customers' needs, wants, and demands(repeated)

To deliver customer value and customer satisfaction

Question No: 37 ___ (Marks: 1) - Please choose one

In Boston Consulting Group approach, which one of the following is a measure of company's strength in the market?

Relative market share

Market share

Business portfolio(repeated)

Market growth rate

Question No: 38 (Marks: 1) - Please choose one

One of the contents of formal marketing plan that includes a market description, a product review, a review of competition and a review of distribution is called:

Threats and opportunity analysis

Objectives and issues

Marketing strategy

Current marketing situation(repeated)

Question No: 39 (Marks: 1) - Please choose one

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

People's views of themselves

People's views of others(repeated)

People's views of organizations

People's views of societies

Question No: 40 (Marks: 1) - Please choose one

Which one of the following sets represents 4 C's of the marketing mix?

Customer solution, cost, convenience, communication(repeated)

Customer, cost, convenience, comfort

Convenience, communication, coverage, cost

Cost, coverage, communication, consultancy

Paper 18

MIDTERM EXAMINATION

Spring 2009

MGT301- Principles of Marketing (Session - 2)

Question No: 1 __ (Marks: 1) - Please choose one

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 products?

An image

An idea

A service(repeated)

A good

Question No: 2 (Marks: 1) - Please choose one

Through which process individuals and groups obtain what they need and want by

creating and exchanging products and value with others?

Production process

Marketing process

Managerial process(repeated)

Accounting process

Question No: 3 (Marks: 1) - Please choose one

Relationship marketing is a consistent application of up to date knowledge of individual

customers to product and service design. Why it is communicated interactively to customers?

For delivering short term value & satisfaction to customers

For delivering long term value & satisfaction to customers(repeated)

For delivering short term value to management

For delivering long term value to management

Question No: 4 (Marks: 1) - Please choose one

What are we going to do? And, how are we going to do? In which of the following

categories these two questions fall?

Researching

Planning(repeated)

Controlling

Managing

Question No: 5 __ (Marks: 1) - Please choose one

Making more sales to current customers without changing a firm's products refers to

which of the following strategies?

Market development

Market growth

Market penetration(repeated)

Product development

Question No: 6 __ (Marks: 1) - Please choose one

The first step in the marketing control process is BEST described when the marketer

performs which of the following activities?

Evaluates performance

Measures performance

Sets specific goals(repeated)

Takes corrective action

Question No: 7 (Marks: 1) - Please choose one

Which of the following sets refers to the order of action in marketing control process?

Measure performance – evaluate performance – corrective action – set goals

Corrective action – set goals - measure performance – evaluate performance

Set goals - Measure performance – evaluate performance - corrective action(repeated)

Set goals - Measure performance – corrective action – evaluate performance

Question No: 8 (Marks: 1) - Please choose one

Environmental groups are one kind of which of the following publics?

Citizen-action publics(repeated)

Media publics

Government publics

Local publics

Question No: 9 (Marks: 1) - Please choose one

Your firm has just developed its first successful MIS. It interacts with information users to assess information needs, develop needed information, _____

the marketing

information and help managers use it in their decision making.

Distribute(repeated)

Collect

Retrieve

Store

Question No: 10 (Marks: 1) - Please choose one

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

the
following?

Marketing goals

Information needs(repeated)

Dollar amounts

Results that justify the means

Question No: 11 (Marks: 1) - Please choose one

Which form of data can usually be obtained more quickly and at a lower cost?

Primary

Census

Secondary(repeated)

Tertiary

Question No: 12 (Marks: 1) - Please choose one

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

Unknown

Causal(repeated)

Complicated

Interactive

Question No: 13 (Marks: 1) - Please choose one

Research of buying decisions by large companies to find out what they buy, where they

buy, how and how much they buy refers to which one of the following buying decision?

Market buying decision

Consumer buying decision(repeated)

Social buying decision

Group buying decision

Question No: 14 ___(Marks: 1) - Please choose one

A new product is a good, service, or idea that is perceived by some potential customers as new. Our interest is in how consumers learn about products for the first time

and make the decision to buy them. Which one of the following option reflects this

statement?

New product recognition

Adoption process(repeated)

Variety-seeking buying behavior

Quality assessment

Question No: 15 ___(Marks: 1) - Please choose one

Which one of the following is NOT the stage that customers go through in the process of adopting a new product?

Awareness

Interest

Evaluation

Culture(repeated)

Question No: 16 __ (Marks: 1) - Please choose one

You enter a shop and call the department manager to assist in the purchase of industrial

equipment. You are considering a change in product specifications, terms or suppliers.

This specifies which of the following buying situations?

Modified rebuy(repeated)

New task

Straight rebuy

Gatekeeper activity

Question No: 17 (Marks: 1) - Please choose one

When the purchasing manager of ABC Company buys material and thread, he considers a

variety of factors. Which one of the following is LEAST likely to concern the buyer in the purchase decision?

Does the quality of the goods meet company specifications?

Does the supplier consistently deliver on time?

Does the supplier also sell to my competitors?(repeated)

Does the price meet the company budget requirements?

Question No: 18 __ (Marks: 1) - Please choose one

Inelastic demand in industrial markets refers to which of the following situation?

Demand for a given product fluctuates very little over time.

Price increases or decreases will not significantly alter demand for a given product.(repeated)

The demand for one product depends heavily on the demand for another product.

Supply for a given product cannot keep up with the demand for it.

Question No: 19 (Marks: 1) - Please choose one

Most organizational purchase decisions are made by which of the following categories?

The sales force

A team of purchasing agents

A firm's buying centre(repeated)

Inventory control personnel

Question No: 20 __ (Marks: 1) - Please choose one

The degree to which a market segment is sufficiently large or profitable refers to which of the following concepts?

Sustainable(repeated)

Accessible

Actionable

Measurable

Question No: 21 (Marks: 1) - Please choose one

When the size, purchasing power and profiles of business market segments can be

determined, they are said to possess the requirement of being what?

Measurable(repeated)

Accessible
Substantial
Actionable

Question No: 22 (Marks: 1) - Please choose one

Which of the segmenting strategies carries higher-than-average risks in consumer markets?

Concentrated(repeated)

Differentiated

Undifferentiated

Multiple-segment

Question No: 23 (Marks: 1) - Please choose one

With concentrated marketing, the marketer goes after a _____ share of .

Small; a small market

Small; a large market

Large; one or a few niches(repeated)

Large; the mass market

Question No: 24 __ (Marks: 1) - Please choose one

Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?

Specialty products

Shopping products(repeated)

Unsought products

Industrial products

Question No: 25 __ (Marks: 1) - Please choose one

You have an upset stomach. Your spouse rushes to the corner convenience store for a

medicine. This product falls under which of the following categories?

Unsought

Convenience

Shopping

Specialty(repeated)

Question No: 26 __ (Marks: 1) - Please choose one

Developing a product or service involves defining the benefits that it will offer.

The

benefits such as quality, features and design, style that are communicated and delivered

comes under which of the following categories?

Private brands

Product attributes(repeated)

Consumer products

Product mixes

Question No: 27 __ (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. The strongest

brands go beyond attributes or benefit positioning. On which of the following basis the products are positioned?

Desirable benefit

Good packaging

Strong beliefs and values(repeated)

Customer image

Question No: 28 (Marks: 1) - Please choose one

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

stages is to _____ that number.

Small number; reduce

Small number; increase

Large number; increase

Large number; reduce(repeated)

Question No: 29 (Marks: 1) - Please choose one

Which one of the following steps calls for testing new-product concepts with groups of

target consumers in new product development?

Concept development

Concept testing(repeated)

Idea generation

Test marketing

Question No: 30 (Marks: 1) - Please choose one

Which one of the following sets reflects the marketing strategy statement in new product

development?

Idea generation; idea screening; concept development(repeated)

Idea generation; concept development; concept testing

Target market description; planned product positioning; sales goals

Idea generation; test marketing; commercialization

Question No: 31 __ (Marks: 1) - Please choose one

Which one of the following groups of people get the product exposure but is not often

perceived by the majority of potential buyers as typical consumers?

Early Majority

Late Majority

Early Adopter

Innovators(repeated)

Question No: 32 __ (Marks: 1) - Please choose one

The consumer decides to make use of the product on a regular basis. Which one of the

following concepts BEST describe it?

Awareness

Interest

Trial

Adoption(repeated)

Question No: 33 (Marks: 1) - Please choose one

A threat is a major unfavorable situation in a firm's environment. Threats are key impediments to the firm's current or desired position. Which one of the following represents threat to a firm's success?

Relaxation of international tariffs

The entrance of new competitors in the market(repeated)

Undifferentiated products or services

Cost advantages present because of advanced technology

Question No: 34 __ (Marks: 1) - Please choose one

What does this statement show "Trade of value between two parties"?

Competition

Transaction(repeated)

Exchange

Need

Question No: 35 __ (Marks: 1) - Please choose one

The concepts of exchange and relationships lead to the concept of a market.

Which one of

the following sets reflects the market?

Actual buyers & Potential buyers(repeated)

Whole sellers & Retailers

Consumers & Customers

Agents & Brokers

Question No: 36 (Marks: 1) - Please choose one

"The networks that connect people within a company to each other and to the company"

reflect which one of the following networks?

WAN

Intranets (repeated)

Extranets

Internets

Question No: 37 __ (Marks: 1) - Please choose one

In a company division, a product line within a division, or sometimes a single product or

brand reflects which one of the following options?

Market

BCG

SBU(repeated)

Initiator

Question No: 38 __ (Marks: 1) - Please choose one

"Planning that involves developing a strategy to meet competition and ensure long-term

survival and growth" represents which one of the following planning types?

Long-range planning

Short-range planning

Annual planning

Strategic planning(repeated)

Question No: 39 __ (Marks: 1) - Please choose one

Mr. ABC examined his firm's recently completed market attractiveness-business position

model; he finds that the firm's sport sunglasses unit is high on both dimensions.

Which one of the following strategies would this placement dictate?

Invest

Harvest

Divest(repeated)

Maintain

Question No: 40 __ (Marks: 1) - Please choose one

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

People's views of themselves

People's views of others(Repeated)

People's views of organizations

People's views of societies

Paper 19

MIDTERM EXAMINATION

Spring 2009

MGT301- Principles of Marketing (Session - 2)

Question No: 1 __ (Marks: 1) - Please choose one

An automobile manufacturing company places steel beams in the doors of its cars for

which of the following purposes?

Increase short run customer satisfaction

Increase long run customer satisfaction

Add style to its cars

Reduce the possibility of accidents (not sure)mostly repeated)

Question No: 2 (Marks: 1) - Please choose one

Through which process individuals and groups obtain what they need and want by

creating and exchanging products and value with others?

Production process

Marketing process

Managerial process(repeated)

Accounting process

Question No: 3 (Marks: 1) - Please choose one

Relationship marketing is a consistent application of up to date knowledge of individual

customers to product and service design. Why it is communicated interactively to customers?

For delivering short term value & satisfaction to customers

For delivering long term value & satisfaction to customers(repeated)

For delivering short term value to management

For delivering long term value to management

Question No: 4 (Marks: 1) - Please choose one

Which one of the following options refers to “The art and science of choosing target

markets and building profitable relationships”?

Customer relationship management

Knowledge management

Total quality management

Marketing management(repeated)

Question No: 5 __ (Marks: 1) - Please choose one

When a church targets different demographic groups to increase attendance, it is an

example of which of the following options?

Mindless marketing

Ethics in marketing

Societal marketing

Not-for-profit marketing(repeated)

Question No: 6 __ (Marks: 1) - Please choose one

Stew Leonard, owner/operator of supermarkets, reacts adversely to losing a single customer sale. He feels that this amounts to losing the entire stream of future purchases that a customer is likely to make if he/she remains in the area.

Which one is an illustration of the following concepts?

Market share

Profitability

Customer lifetime value(repeated)

Market share maintenance

Question No: 7 (Marks: 1) - Please choose one

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

We have organized our business to satisfy the customer needs(repeated)

We believe that marketing department must organize to sell what we produce

We try to produce only high quality, technically efficient products

We try to encourage company growth in the market

Question No: 8 (Marks: 1) - Please choose one

Which one of the following phrases reflects the marketing concept?

The supplier is a king in the market

Marketing should be viewed as hunting not gardening

This is what I make, won't you please buy it?

This is what I want, won't you please make it?(repeated)

Question No: 9 (Marks: 1) - Please choose one

Which one of the following statements is an example of a problem that may arise in the

implementation of the marketing concept?

Dissatisfaction of one segment affects the satisfaction of other segments

Consumers do not understand what the marketing concept is(repeated) not sure)

Dealers do not support the marketing concept

A product may fit the needs of too many segments

Question No: 10 (Marks: 1) - Please choose one

Making more sales to current customers without changing a firm's products refers to

which of the following strategies?

Market development

Market growth

Market penetration(repeated)

Product development

Question No: 11 __ (Marks: 1) - Please choose one

Which of the following is an intensive growth strategy of increasing sales in current

markets with current products?

Market development

Market penetration(repeated)

Product development

Market saturation

Question No: 12 __ (Marks: 1) - Please choose one

Which one of the following is NOT a trend in the natural environment?

The increased cost of energy

A shortage of raw material

Government intervention

Changing consumer spending pattern(repeated)

Question No: 13 (Marks: 1) - Please choose one

Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering which of the following information?

Personal

Attitude

Descriptive(repeated)

Exploratory

Question No: 14 __ (Marks: 1) - Please choose one

Marketing researchers usually draw conclusions about large groups of consumers by

studying which of the following small component of the total consumer population?

Group

Sample(repeated)

Target group

Audience

Question No: 15 (Marks: 1) - Please choose one

ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

Respondents who refuse to cooperate or give biased answers

Interviewers who make mistakes or take shortcuts

Interpreting and reporting the findings(repeated)

Primary data that conflict with secondary data

Question No: 16 __ (Marks: 1) - Please choose one

Research of buying decisions by large companies to find out what they buy, where they

buy, how and how much they buy refers to which one of the following buying decision?

Market buying decision

Consumer buying decision(repeated)

Social buying decision

Group buying decision

Question No: 17 (Marks: 1) - Please choose one

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

Product

Political(repeated)

Price

Promotion

Question No: 18 __ (Marks: 1) - Please choose one

Groups of people with shared value systems based on common life experiences and

situations in a culture represent which one of the following option?

Cognitive dissonances

Subcultures(repeated)

Motives

Attitudes

Question No: 19 __ (Marks: 1) - Please choose one

Which one of the following factor relates to family that influences consumer behavior?

Cultural

Social(repeated)

Personal

Business

Question No: 20 __ (Marks: 1) - Please choose one

Which one of the following three-step process represents "Perception"?

Motivation, personality and attitudes

Collecting, eliminating and organizing information inputs

Receiving, organizing and interpreting information inputs(repeated)

Anticipating, classifying and discarding information inputs

Question No: 21 __ (Marks: 1) - Please choose one

Which of the following demands that business markets have more?

Derived demands

Steady demands

Fluctuating(repeated)

Competitive

Question No: 22 __ (Marks: 1) - Please choose one

A transaction in which the organization is making an initial purchase of an item to be

used to perform a new job refers to which of the following purchases?

Straight rebuy purchase

Delayed purchase

New-task purchase(repeated)

Modified rebuy purchase

Question No: 23 (Marks: 1) - Please choose one

ABC Company divides the pet market according to the owners' race, occupation, income

and family life cycle. Which of the following types of segmentation is being used by the

Company?

Occasion

Age and life cycle

Demographic(repeated)

Psychographic

Question No: 24 __ (Marks: 1) - Please choose one

Which of the following factors are often used for segmenting customer groups?

Geographic factors

Psychographic factors

Behavioral factors

Demographic factors(repeated)

Question No: 25 __ (Marks: 1) - Please choose one

Which one of the following characteristics is NOT a requirement for effective segmentation?

Differential

Achievable(repeated)

Accessibl

Measurable

Question No: 26 __ (Marks: 1) - Please choose one

A marketer has brought same products in the market for all segments without considering

the needs and wants of the customers. Which one of the following strategy is being

practiced by the marketer?

Undifferentiated marketing strategy(repeated)

Differentiated marketing strategy

Concentrated marketing strategy

Custom marketing strategy

Question No: 27 __ (Marks: 1) - Please choose one

Which of the following are those products purchased for further processing or for use in

conducting a business?

Unsought products

Specialty products

Shopping products

Industrial products(repeated)

Question No: 28 (Marks: 1) - Please choose one

Which one of the following attribute may grab attention and produce pleasing aesthetics, but it does not necessarily make the product perform better?

Design

Style(repeated)

Variable

Packaging

Question No: 29 (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. The strongest

brands go beyond attributes or benefit positioning. On which of the following basis the

products are positioned?

Desirable benefit

Good packaging

Strong beliefs and values(repeated)

Customer image

Question No: 30 __ (Marks: 1) - Please choose one

Which one of the following categories refers to a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges?

Product line(repeated)

Line extension

Private brand

Product bandwidth

Question No: 31 __ (Marks: 1) - Please choose one

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

Product mix

Interactive marketing

Product line filling

Co-branding

52. An alternative to product line stretching is _____ — adding more items within the present range of the line. There are several reasons for doing this; some are to reach for extra profits, satisfy dealers, use excess capacity, and to plug holes to keep out competitors.

a. product mix

- b. interactive marketing
- c. product line filling
- d. co-branding

(c; Challenging; p. 289)

Question No: 32 (Marks: 1) - Please choose one

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

Marketing strategy development(repeated)

Business analysis

Product development

Test marketing

Question No: 33 __ (Marks: 1) - Please choose one

First National Bank launches an innovative in-home banking system tied to personal

computers. The product is not widely accepted because bank customers don't see the need for such a service. Which one of the following is the best discretion of product failure?

Establishment of a customer information system(repeated)

Organization structure

Technological advancement

Scanning corporate capabilities

Question No: 34 (Marks: 1) - Please choose one

Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

Distribution

Product

Pricing

Promotion(repeated)

Question No: 35 (Marks: 1) - Please choose one

Honda Atlas Cars Pakistan Limited is introducing a faster model of car in the market

regardless of whether the customers are interested or not in more speed, Honda Atlas Cars Pakistan Limited is practicing which of the following concepts?

Social

Production(repeated) not sure)

Sales

Marketing

Question No: 36 __ (Marks: 1) - Please choose one

Which one of the following options represents the collection of businesses and products

that make up a company?

Strategic business unit

Mission statement

Strategic plan

Business portfolio

Question No: 37 __ (Marks: 1) - Please choose one
“Planning that involves developing a strategy to meet competition and ensure long-term

survival and growth” represents which one of the following planning types?

Long-range planning

Short-range planning

Annual planning

Strategic planning(repeated)

Question No: 38 __ (Marks: 1) - Please choose one

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

and .

Product improvement

Market saturation

Market growth

Market development(repeated)

Question No: 39 (Marks: 1) - Please choose one

"Consumers are spending more on products and services that will improve their lives rather than their image” reflects which aspect of the cultural environment?

People's view of others(repeated)

People's view of themselves

People's view of organizations

People's view of nature

Question No: 40 (Marks: 1) - Please choose one

Marketing Information System consists of people, equipment, and procedures to gather, sort, _____ , evaluate, and distribute information to marketing decision makers.

Test

Control

Analyze(repeated)

Arrange

Paper 20

MIDTERM EXAMINATION

Spring 2009

MGT301- Principles of Marketing (Session - 2)

Question No: 1 __ (Marks: 1) - Please choose one

Konica is aiming its Cool Cam camera at teenagers. Which one of the following is reflecting Teenagers?

Target audience

Segmentation

Target market (repeated)

Focus group

Question No: 2 __ (Marks: 1) - Please choose one

All marketing functions are based on information acquired from which one of the

following sources?

External environment

Internal environment

Top management

Middle management

(page 13) Almost all marketing functions are based on information acquired from external environment and information distributed out of organization

Question No: 3 (Marks: 1) - Please choose one

Which one of the following statements is an example of a problem that may arise in the

implementation of the marketing concept?

Dissatisfaction of one segment affects the satisfaction of other segments

Consumers do not understand what the marketing concept is(repeated)

Dealers do not support the marketing concept

A product may fit the needs of too many segments

Question No: 4 (Marks: 1) - Please choose one

ABC company is identifying and developing new markets for its theme parks.

ABC

company is exploring possibilities for which of the following strategies?

Market penetration

Market development

Diversification

Product development

19. Disney is identifying and developing new markets for its theme parks. Disney is exploring possibilities for _____.

a. market penetration

b. market development

c. Japan

d. product development

Answer: (b) Difficulty: (2) Page: 49

Question No: 5 __ (Marks: 1) - Please choose one

Which type of management is responsible for setting the company's mission, objectives,

broad strategies and policies?

Top management(repeated)

Middle level management

Low level management

Functional management

Question No: 6 (Marks: 1) - Please choose one

"How people feel about corporations, government agencies, trade unions and universities" refers to which of the following views?

People's view of others

People's view of societies

People's view of themselves

People's view of organizations(repeated)

Question No: 7 __ (Marks: 1) - Please choose one

Which one of the following is NOT a part of the macro-environment?

Demographic forces

Natural forces

Competitors' forces(repeated)

Political forces

Question No: 8 __ (Marks: 1) - Please choose one

Which one of the following environment is made up of institutions and other forces

affecting society's basic values, perceptions, preferences and behaviors?

Cultural environment(repeated)

Fictitious environment

Natural environment

Political environment

Question No: 9 (Marks: 1) - Please choose one

Which form of data can usually be obtained more quickly and at a lower cost?

Primary

Census

Secondary(repeated)

Tertiary

Question No: 10 __ (Marks: 1) - Please choose one

Which one of the following statements BEST characterizes marketing research?

Research is a continuous process, providing a constant flow of information

Research is conducted on a special-project basis(repeated)

Research is performed when routine information is required

Research is the basis for making recurring marketing decisions

Question No: 11 (Marks: 1) - Please choose one

Which one of the following option refers to the set of actions and activities associated

with each position one holds within a family, clubs and organizations?

Personality

A role(repeated)

Perception

An attitude

Question No: 12 __ (Marks: 1) - Please choose one

Groups of people with shared value systems based on common life experiences and

situations in a culture represent which one of the following option?

Cognitive dissonances

Subcultures(repeated)

Motives

Attitudes

Question No: 13 (Marks: 1) - Please choose one

People are expected to perform activities according to the persons around them. These

activities reflect which one of the following concept?

Motive

Role(repeated)

Lifestyle

Tradition

Question No: 14 (Marks: 1) - Please choose one

Which one of the following three-step process represents "Perception"?

Motivation, personality and attitudes

Collecting, eliminating and organizing information inputs

Receiving, organizing and interpreting information inputs(repeated)

Anticipating, classifying and discarding information inputs

Question No: 15 (Marks: 1) - Please choose one

Learning occurs through the interplay of all of the following EXCEPT:

Drives

Stimuli

Cues

Behavior(repeated)

Question No: 16 _____ (Marks: 1) - Please choose one

Which of the following is NOT a primary motivation?

Achievement

Self-esteem(repeated)

Self-expression

Attitude

Question No: 17 __ (Marks: 1) - Please choose one

How do business-to-business marketers keep a customer's sales?

• By purchasing, direct marketing techniques and supplier development and supplier

development

• By meeting current needs and by partnering with customers to help them solve

their problems(repeated)

• By identifying new supply techniques and by partnering with competitors

• By developing systematic marketing efforts, innovative techniques, and new products

Question No: 18 __ (Marks: 1) - Please choose one

Supply's sales force of ABC Company continues to expand, the firm plans to add a fleet of company cars to its sales compensation package. For ABC Company, this would represent which one of the following purchases?

New-task(repeated)

Modified rebuy

Straight rebuy

Repetitive

Question No: 19 __ (Marks: 1) - Please choose one

Markets can be segmented into group of nonusers, ex-users, potential users, first-time

users and regular users of a product. It refers to which type of segmentation?

User status(repeated)

Usage rate

Loyalty status

Seller status

Question No: 20 __ (Marks: 1) - Please choose one

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

Personal characteristics

Operating variables

Selling approaches(repeated)

Situational factors

Question No: 21 (Marks: 1) - Please choose one

Product planners need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, "What is the buyer really buying?"

Actual product

Augmented product

Core benefit

Co-branding

10. Product planners need to think about products and services on three levels. Each level adds more customer value. The most basic level is the _____, which addresses the question, "What is the buyer really buying?"

a. actual product

b. augmented product

c. core benefit

d. co-branding

(c; Challenging; p. 279)

Question No: 22 (Marks: 1) - Please choose one

Which of the following are industrial products that aid in the buyer's production or operations, including installations and accessory equipment?

Materials

Specialty items

Capital items(repeated)

Supplies

Question No: 23 __ (Marks: 1) - Please choose one

Less frequently purchased consumer products and services which are compared by the

customer on different product attributes, refers to which one of the following product?

Specialty products

Shopping products(repeated)

Unsought products

Industrial products

Question No: 24 __ (Marks: 1) - Please choose one

You have an upset stomach. Your spouse rushes to the corner convenience store for a

medicine. This product falls under which of the following categories?

Unsought

Convenience

Shopping

Specialty(repeated)

Question No: 25 __ (Marks: 1) - Please choose one

Which one of the following is a marketer's major positioning tool that has a direct impact on product or service performance; thus, it is closely linked to customer value and satisfaction?

Product quality(repeated)

Product style

Product design

Product features

Question No: 26 __ (Marks: 1) - Please choose one

Developing a product or service involves defining the benefits that it will offer. The

benefits such as quality, features and design, style that are communicated and delivered

comes under which of the following categories?

Private brands

Product attributes(repeatrd)

Consumer products

Product mixes

Question No: 27 __ (Marks: 1) - Please choose one

New product development starts with which one of the following steps of new product development?

Idea screening

Idea generation(repeated)

Test marketing

Concept testing

Question No: 28 (Marks: 1) - Please choose one

Mr. ABC has just brainstormed a large number of ideas for adding new products and

services after visiting several buying fairs. The owners will begin the first idea-reducing

stage called to arrive at a realistic number to adopt. What is another name of idea reducing stage?

Idea generation

Idea screening(repeated)

Product concept

Concept development

Question No: 29 __ (Marks: 1) - Please choose one

If BATA Company Ltd. has slow sales growth, profits are nonexistence and there are

heavy expenses incurred. Which of the following stage is being faced by the BATA?

Introduction(repeated)

Growth

Maturity

Decline

Question No: 30 __ (Marks: 1) - Please choose one

McDonald's run advertisement featuring children, senior citizens and minority groups.

What does this ad show?

Company is product oriented

Company considers only environmental factors

Company has several target markets(repeated)

Company is market oriented

Question No: 31 (Marks: 1) - Please choose one

What does this statement show "Trade of value between two parties"?

Competition

Transaction(repeated)

Exchange

Need

Question No: 32 (Marks: 1) - Please choose one

The concepts of exchange and relationships lead to the concept of a market.

Which one of the following sets reflects the market?

Actual buyers & Potential buyers(repeated)

Whole sellers & Retailers

Consumers & Customers

Agents & Brokers

Question No: 33 __ (Marks: 1) - Please choose one

Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

Distribution

Product

Pricing

Promotion(repeated)

Question No: 34 (Marks: 1) - Please choose one

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

Marketing objectives

Strategy planning(repeated)

Marketing activities

Corporate strategies

Question No: 35 __ (Marks: 1) - Please choose one

One of the contents of formal marketing plan that includes a market description, a product review, a review of competition and a review of distribution is called:

Threats and opportunity analysis

Objectives and issues

Marketing strategy

Current marketing situation(repeated)

Question No: 36 __ (Marks: 1) - Please choose one

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

Customer control

Convenience(repeated)

Consideration

Customer relationship

Question No: 37 ___ (Marks: 1) - Please choose one

Press releases provided by public listed companies help to meet the needs of which of the

following publics?

Local

Financial

Citizen-action

Media(repeated)

Question No: 38 ___ (Marks: 1) - Please choose one

Which one of the following forces is NOT the part of company's macro environment? Demographic

Economic

Political

Public(repeated)

Question No: 39 ___ (Marks: 1) - Please choose one

"Consumers are spending more on products and services that will improve their lives rather than their image" reflects which aspect of the cultural environment?

People's view of others(repeated)

People's view of themselves

People's view of organizations

People's view of nature

Question No: 40 (Marks: 1) - Please choose one

Which one of the following steps in the marketing research process deals in "defining the

problems and research objectives, implementing the research plan, and interpreting and

reporting the findings"?

Developing the research budget

Choosing the research agency

Choosing the research method

Developing the research plan(repeated)

Paper 21

MIDTERM EXAMINATION

Spring 2009

MGT301- Principles of Marketing (Session - 2)

Question No: 1 __ (Marks: 1) - Please choose one

A social and managerial process by which individuals and organizations obtain what they

need and want through value creation refers to which one of the following concepts?

Selling

Advertising

Barter

Marketing(repeated)

Question No: 2 __ (Marks: 1) - Please choose one

An important concept in which we realize that losing a customer means losing more than a

single sale. It means losing the entire stream of purchases that the customer would make

over a lifetime of patronage. Which one of the following options reflects this concept?

Net profit

Customer lifetime value(repeated)

Relationship marketing

Market share

Question No: 3 __ (Marks: 1) - Please choose one

Which one of the following phrases reflects the marketing concept?

The supplier is a king in the market

Marketing should be viewed as hunting not gardening

This is what I make, won't you please buy it?

This is what I want, won't you please make it?(repeated)

Question No: 4 __ (Marks: 1) - Please choose one

The digital age will fundamentally change customers' thinking of convenience, speed,

price, product information and service. This new consumer thinking will affect which one

of the following businesses?

A few businesses

Every business(repeated)

Established businesses

Starting up businesses

Question No: 5 (Marks: 1) - Please choose one

Which of the following is an intensive growth strategy of increasing sales in current

markets with current products?

Market development

Market penetration(repeated)

Product development

Market saturation

Question No: 6 __ (Marks: 1) - Please choose one

The first step in the marketing control process is BEST described when the

marketer
performs which of the following activities?

Evaluates performance

Measures performance

Sets specific goals(repeated)

Takes corrective action

Question No: 7 (Marks: 1) - Please choose one

"How people feel about corporations, government agencies, trade unions and universities"

refers to which of the following views?

People's view of others

People's view of societies

People's view of themselves

People's view of organizations(repeated)

Question No: 8 (Marks: 1) - Please choose one

Which one of the following statements BEST characterizes marketing research?

Research is a continuous process, providing a constant flow of information

Research is conducted on a special-project basis(repeated)

Research is performed when routine information is required

Research is the basis for making recurring marketing decisions

Question No: 9 (Marks: 1) - Please choose one

ABC Company wants to learn about consumer attitudes toward mail order purchases and

conducts a study to acquire this information. Which one of the following data would

BEST be classified for this study?

Casual

Experimental

Primary(repeated)

Secondary

Question No: 10 (Marks: 1) - Please choose one

General Motors need to assess the company's image relative to a new competitor. The time

schedule is flexible, the research budget is very limited and a low response rate will not be

a major problem. Which one of the following survey would be used by General Motors?

Mail(repeated)

Telephone

Personal interview

Population

Question No: 11 (Marks: 1) - Please choose one

How do consumers respond to various marketing efforts the company might use?

What is a

starting point of a buyer's behavior?

Belief

Subculture

Post purchase feeling

Stimulus-response Model(repeated)

Question No: 12 __ (Marks: 1) - Please choose one

Which one of the following factor relates to family that influences consumer behavior?

Cultural

Social(repeated)

Personal

Business

Question No: 13 __ (Marks: 1) - Please choose one

Which one of the following three-step process represents "Perception"?

Motivation, personality and attitudes

Collecting, eliminating and organizing information inputs

Receiving, organizing and interpreting information inputs(repeated)

Anticipating, classifying and discarding information inputs

Question No: 14 (Marks: 1) - Please choose one

People change the goods and services they buy over time because of two important factors.

Which of the following sets reflects these factors?

Belief and attitude

Perception and personality

Age and life-cycle stage

Family and tradition

30. People change the goods and services they buy over time because of two important factors. They are _____.

a. belief and attitude

b. perception and personality

c. age and life-cycle stage

d. groups and learning

e. family and tradition

(Answer: c; p. 135; Moderate)

Question No: 15 __ (Marks: 1) - Please choose one

Identify the process by which individuals organize and interpret their sensory impressions in

order to give meaning to their environment?

Personality

Perception(repeated)

Selective group

Habitual behavior

Question No: 16 (Marks: 1) - Please choose one

The mental act, condition or habit of placing trust or confidence in another shows which of

the following options?

Motive

Belief(repeated)

Behavior

Attitude

Question No: 17 (Marks: 1) - Please choose one

What is the stage of the buyer decision process in which the consumer uses information to evaluate brands in the choice set?

The alternative evaluation stage

The situational stage

The experimental stage

The informative stage

(page 71)Evaluation of Alternatives

We have seen how the consumer uses information to arrive at a set of final brand choices

Question No: 18 __ (Marks: 1) - Please choose one

You enter a shop and call the department manager to assist in the purchase of industrial equipment. You are considering a change in product specifications, terms or suppliers.

This specifies which of the following buying situations?

Modified rebuy(repeated)

New task

Straight rebuy

Gatekeeper activity

Question No: 19 (Marks: 1) - Please choose one

Which of the following demands that business markets have more?

Derived demands

Steady demands

Fluctuating(repeated)

Competitive

Question No: 20 (Marks: 1) - Please choose one

When the purchasing manager of ABC Company buys material and thread, he considers a

variety of factors. Which one of the following is LEAST likely to concern the buyer in the

purchase decision?

Does the quality of the goods meet company specifications?

Does the supplier consistently deliver on time?

Does the supplier also sell to my competitors?(repeated)

Does the price meet the company budget requirements?

Question No: 21 __ (Marks: 1) - Please choose one

When Burger King targets different groups from children and teens to adults and seniors

with different ads and media, it is practicing which one of the following segmentation?

Demographic

Age and life cycle(repeated)

Psychographic

Behavioral

Question No: 22 __ (Marks: 1) - Please choose one

Markets can be segmented into group of nonusers, ex-users, potential users, first-time

users and regular users of a product. It refers to which type of segmentation?

User status(repeated)

Usage rate

Loyalty status

Seller status

Question No: 23 (Marks: 1) - Please choose one

Which of the following factors are often used for segmenting customer groups?

Geographic factors

Psychographic factors

Behavioral factors

Demographic factors(repeated)

Question No: 24 __ (Marks: 1) - Please choose one

The degree to which a market segment is sufficiently large or profitable refers to which of

the following concepts?

Sustainable(repeated)

Accessible

Actionable

Measurable

Question No: 25 __ (Marks: 1) - Please choose one

Which one of the following is NOT considered as competitive differentiation of a company?

Produce

Service

Image(repeated)

Sales

Question No: 26 __ (Marks: 1) - Please choose one

Mass marketers, such as Target and Venture Stores, ignore market segment differences

and target the whole market with one offer. What is their approach to segmenting?

Undifferentiated marketing(repeated)

Differentiated marketing

Target marketing

Intelligent marketing

Question No: 27 __ (Marks: 1) - Please choose one

Buyer- seller similarities is an attribute comes under which one of the following concepts?

Demographic factors

Personal characteristics(repeated)

Situational factors

Operating variables

Question No: 28 ___ (Marks: 1) - Please choose one

Which of the following are industrial products that aid in the buyer's production or operations, including installations and accessory equipment?

Materials

Specialty items

Capital items(repeated)

Supplies

Question No: 29 ___ (Marks: 1) - Please choose one

Less frequently purchased consumer products and services which are compared by the

customer on different product attributes, refers to which one of the following product?

Specialty products

Shopping products(repeated)

Unsought products

Industrial products

Question No: 30 ___ (Marks: 1) - Please choose one

Which of the following are those products purchased for further processing or for use in conducting a business?

Unsought products

Specialty products

Shopping products

Industrial products(repeated)

Question No: 31 ___ (Marks: 1) - Please choose one

Which of the following are a form of product that consists of activities, benefits or satisfactions offered for sale that are essentially intangible and do not result in the

ownership of anything?

Line extensions

Services(repeated)

Brands

Supplements

Question No: 32 (Marks: 1) - Please choose one

Customer service is another element of product strategy. The first step is to survey

customers periodically to assess the value of current services and to obtain ideas for new

ones. From this careful monitoring, marketer has learned that buyers are very upset by

repairs that are not done correctly the first time. What is the name of these types of

services?

Brand equity services

Product support services(repeated)

Social marketing services

Unsought product services

Question No: 33 __ (Marks: 1) - Please choose one

Which one of the following sets reflects the marketing strategy statement in new product development?

Idea generation; idea screening; concept development(repeated)

Idea generation; concept development; concept testing

Target market description; planned product positioning; sales goals

Idea generation; test marketing; commercialization

Question No: 34 (Marks: 1) - Please choose one

The difference between values that the customer gain from owning and using a product

and the costs of obtaining the product refers to which of the following options?

Customer value(repeated)

Customer satisfaction

Customer quality

Total quality management

Question No: 35 (Marks: 1) - Please choose one

Honda Atlas Cars Pakistan Limited is introducing a faster model of car in the market

regardless of whether the customers are interested or not in more speed, Honda Atlas Cars

Pakistan Limited is practicing which of the following concepts?

Social

Production(repeated)(not sure)

Sales

Marketing

Question No: 36 __ (Marks: 1) - Please choose one

Identify the name for the recent technology advances including wide use of Internet?

An old economy

Transformation

A new world

The digital age(repeated)

Question No: 37 (Marks: 1) - Please choose one

In a company division, a product line within a division, or sometimes a single product or

brand reflects which one of the following options?

Market

BCG

SBU(repeated)

Initiator

Question No: 38 (Marks: 1) - Please choose one

Buying goods and services for further processing or for use in the production process

refers to which of the following markets?

Consumer markets

Government markets

Business markets(repeated)

International markets

Question No: 39 (Marks: 1) - Please choose one

Which one of the following factor does not affect the economic environment of organizations?

Donation to hospital (repeated)

Exchange rate

Value added tax

Disposable income

Question No: 40 (Marks: 1) - Please choose one

Which one of the following sets represents 4 C's of the marketing mix?

Customer solution, cost, convenience, communication(repeated)

Customer, cost, convenience, comfort

Convenience, communication, coverage, cost

Cost, coverage, communication, consultancy

Paper 22

MIDTERM EXAMINATION

Fall 2008

MGT301- Principles of Marketing (Session - 2)

Question No: 1 (Marks: 1) - Please choose one

If the company's sales are slow down, and profits level off or decline. At which stage the company has reached?

▶ Introduction

▶ Decline

▶ Growth

▶ **Maturity**

(page 107)Maturity is a period of slowdown in sales growth because the product has achieved acceptance by most potential buyers. Profits level off or decline because of increased marketing outlays to defend the product against competition

Question No: 2 (Marks: 1) - Please choose one

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

▶ Decline

▶ Maturity

▶ Introduction

▶ **Growth**

(page106)The growth stage is a period of rapid market acceptance and increasing profits

Question No: 3 (Marks: 1) - Please choose one

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

▶ **Product development**

- ▶ Introduction
- ▶ Growth
- ▶ Maturity

(page 106) The product development stage begins when the company finds and develops a new product idea. During product development, sales are zero and the company's investment costs mount.

Question No: 4 (Marks: 1) - Please choose one

Which one of the following groups is skeptical and adopts innovations only after most of the market has accepted the product?

- ▶ Innovators

▶ **Late majority**

- ▶ Early Adopter
- ▶ Early Majority

(page 106) Late Majority. This group is skeptical and adopts innovations only after most of the market has accepted the product.

Question No: 5 (Marks: 1) - Please choose one

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

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

Business analysis involves a **review** of the **sales**, **costs**, and **profit projections** to **find out whether they satisfy** the company's objectives

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Question No: 6 (Marks: 1) - Please choose one

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

▶ **Marketing strategy development**

- ▶ Business analysis
- ▶ Product development
- ▶ Test marketing

http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/32608/8347855.cw/content/index.html

Question No: 7 (Marks: 1) - Please choose one

Which one of the following categories refers to a group of products that are closely

related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges?

- ▶ **Product line**
- ▶ Line extension
- ▶ Private brand
- ▶ Product bandwidth

(page 100) A product line is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same types of outlets, or fall within given price ranges

Question No: 8 (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attributes or benefit positioning. On which of the following basis the products are positioned?

- ▶ Desirable benefit
- ▶ Good packaging
- ▶ **Strong beliefs and values**
- ▶ Customer image

64. **Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attribute or benefit positioning. They are positioned on _____.**

- a. desirable benefit
- b. good packaging
- c. service inseparability
- d. strong beliefs and values

(d; Easy; p. 292)

Question No: 9 (Marks: 1) - Please choose one

Which one of the following attribute may grab attention and produce pleasing aesthetics, but it does not necessarily make the product perform better?

- ▶ Design
- ▶ **Style**
- ▶ Variable
- ▶ Packaging

(page 197)

http://books.google.com/books?id=cRsxku7O06UC&pg=PA197&dq=attribute+may+grab+attention+and+produce+pleasing+aesthetics&hl=en&ei=xWSHTZ6ZDYvGswbmoymAw&sa=X&oi=book_result&ct=book-thumbnail&resnum=2&ved=0CC8Q6wEwAQ#v=onepage&q&f=false

Question No: 10 (Marks: 1) - Please choose one

You have an upset stomach. Your spouse rushes to the corner convenience store for a medicine. This product falls under which of the following categories?

- ▶ Unsought
- ▶ Convenience

- ▶ Shopping
- ▶ **Specialty**

Question No: 11 (Marks: 1) - Please choose one

Product planners need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, “What is the buyer really buying?”

- ▶ Actual product
- ▶ Augmented product
- ▶ **Core benefit**
- ▶ Co-branding

10. Product planners need to think about products and services on three levels. Each level adds more customer value. The most basic level is the _____, which addresses the question, “What is the buyer really buying?”

- a. actual product**
- b. augmented product**
- c. core benefit**
- d. co-branding**

(c; Challenging; p. 279)

Question No: 12 (Marks: 1) - Please choose one

Mass marketers, such as Target and Venture Stores, ignore market segment differences and target the whole market with one offer. What is their approach to segmenting?

- ▶ **Undifferentiated marketing**
- ▶ Differentiated marketing
- ▶ Target marketing
- ▶ Intelligent marketing

(page87) Undifferentiated Marketing Using an undifferentiated marketing (or mass-marketing) strategy, a firm might decide to ignore market segment differences and go to the whole market with one offer.

Question No: 13 (Marks: 1) - Please choose one

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

- ▶ **Undifferentiated marketing strategy**
- ▶ Differentiated marketing strategy
- ▶ Concentrated marketing strategy
- ▶ Custom marketing strategy

(page 5-10) http://books.google.com/books?id=tQVizifrtRMC&pg=SA5-PA10&dq=A+marketer+has+brought+same+products+in+the+market+for+all+segments+without+considering+the+needs+and+wants+of+the+customers&hl=en&ei=OR-HTfH_JYnPsgaLp8GVAw&sa=X&oi=book_result&ct=book-thumbnail&resnum=1&ved=0CCkQ6wEwAA#v=onepage&q&f=false

Question No: 14 (Marks: 1) - Please choose one

Demographic segmentation divides the market into groups based on which of the following variables?

- ▶ Size, location, industry, customer

- ▶ Size, company, industry, technology

▶ **Location, size, occupation, race**

- ▶ Customer, technology, company, industry

Question No: 15 (Marks: 1) - Please choose one

Income segmentation is used to target which of the following groups?

- ▶ Affluent
- ▶ Middle class
- ▶ Lower income class

▶ **All of the given options**

Question No: 16 (Marks: 1) - Please choose one

When a company identifies the parts of the market it can serve best and most profitably. Which one of the following factor is in the practice of a company?

- ▶ Concentrated marketing
- ▶ Mass marketing
- ▶ Targeted marketing

▶ **Market segmentation**

(page82) sometimes against superior competitors, each company must identify the parts of the market that it can serve best and most profitable

Question No: 17 (Marks: 1) - Please choose one

Which of the following demands that business markets have more?

- ▶ Derived demands
- ▶ Steady demands

▶ **Fluctuating**

- ▶ Competitive

(Q#4)

http://wps.prenhall.com/bp_kotler_pom_11/31/8125/2080165.cw/index.html

Question No: 18 (Marks: 1) - Please choose one

The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

- ▶ Motive

▶ **Belief**

- ▶ Behavior
- ▶ Attitude

Question No: 19 (Marks: 1) - Please choose one

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

- ▶ Motive

▶ **Role**

- ▶ Lifestyle
- ▶ Tradition

Question No: 20 (Marks: 1) - Please choose one

How do consumers respond to various marketing efforts the company might use? What is a starting point of a buyer's behavior?

- ▶ Belief
- ▶ Subculture

- ▶ Post purchase feeling
- ▶ **Stimulus-response Model**

Question No: 21 (Marks: 1) - Please choose one

A person on the University Book Shop's survey asks respondents to tell the shop, in their own words, what they like least about textbook shopping. What is a type of this question?

- ▶ **An open-ended**
- ▶ A dichotomous
- ▶ A multiple choice
- ▶ A scale

Question No: 22 (Marks: 1) - Please choose one

General Motors need to assess the company's image relative to a new competitor. The time schedule is flexible, the research budget is very limited and a low response rate will not be a major problem. Which one of the following survey would be used by General Motors?

- ▶ **Mail**
- ▶ Telephone
- ▶ Personal interview
- ▶ Population

Question No: 23 (Marks: 1) - Please choose one

If Proctor and Gamble need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which method this study would be accomplished?

- ▶ Focus groups
- ▶ Mail surveys
- ▶ Personal interviews
- ▶ **Observations**

Question No: 24 (Marks: 1) - Please choose one

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

- ▶ Descriptive
- ▶ **Exploratory**
- ▶ Causal
- ▶ Corrective

Question No: 25 (Marks: 1) - Please choose one

Harvard University is using the systematic design, collection, analysis, and reporting of data relevant to marketing its programs to minority students. What do we call this?

- ▶ Promotion
- ▶ Self-study
- ▶ **Marketing research**

- ▶ Cost-benefit analysis

Question No: 26 (Marks: 1) - Please choose one

Marketing information from which of the following databases can be accessed more quickly and cheaply?

- ▶ External
- ▶ Internal & External
- ▶ **Internal**
- ▶ Representatives

Question No: 27 (Marks: 1) - Please choose one

The marketing information system is not limited to use by the company. It may also provide information to which of the following?

- ▶ The government
- ▶ **External partners**
- ▶ Various publics
- ▶ Competitors

4. The marketing information system is not limited to use by the company it serves. It may also provide information to _____.

- a. the government**
- b. external partners**
- c. various publics**
- d. competitors**
- e. none of the above**

(Answer: b; p. 97; Moderate)

Question No: 28 (Marks: 1) - Please choose one

Beliefs and values that are passed on from parents to children and are reinforced by schools, churches, business and government refer to which of the following beliefs and values?

- ▶ Crucial
- ▶ **Core**
- ▶ Secondary
- ▶ Primary

Question No: 29 (Marks: 1) - Please choose one

Which of the following forces shows the marketing macro environment?

- ▶ Demographic, economic, natural, technological, political, and social
- ▶ Demographic, natural, economic, political, social, and cultural
- ▶ **Demographic, economic, natural, technological, political, and cultural**
- ▶ Demographic, economic, natural, social, political, and legal

Question No: 30 (Marks: 1) - Please choose one

Finance, research and development, purchasing and manufacturing are all activities of which element of the microenvironment?

- ▶ The suppliers
- ▶ The competitors
- ▶ **The companies**
- ▶ The publics

Question No: 31 (Marks: 1) - Please choose one

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

- ▶ Objectives
- ▶ Control
- ▶ Budget

▶ **Production**

Question No: 32 (Marks: 1) - Please choose one

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

▶ **Market penetration**

- ▶ Market development
- ▶ Horizontal diversification
- ▶ Conglomerate diversification

Question No: 33 (Marks: 1) - Please choose one

Three main strategies for intensive growth are market penetration, product development and the other one?

- ▶ Product improvement
- ▶ Market saturation
- ▶ Market growth

▶ **Market development**

Question No: 34 (Marks: 1) - Please choose one

“Planning that involves developing a strategy to meet competition and ensure long-term survival and growth” represents which one of the following planning type?

- ▶ Long-range planning
- ▶ Short-range planning
- ▶ Annual planning

▶ **Strategic planning**

Question No: 35 (Marks: 1) - Please choose one

In case of an intense competition there are a number of manufacturers and buyers who have more options for product switching. Which one of the following forces represents it?

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

Question No: 36 (Marks: 1) - Please choose one

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

- ▶ Selling concept
- ▶ Product concept
- ▶ **Production concept**
- ▶ Marketing concept

Question No: 37 (Marks: 1) - Please choose one

When a church targets different demographic groups to increase attendance, it is an example of which of the following options?

- ▶ Mindless marketing
- ▶ Ethics in marketing
- ▶ Societal marketing

▶ **Not-for-profit marketing**

Question No: 38 (Marks: 1) - Please choose one

If a food company gives 5 percent discount in particular burger to increase sales, it is altering which one of the following elements of the marketing mix?

▶ **Promotion**

- ▶ Price
- ▶ Product
- ▶ Place

<http://www.proprofs.com/quiz-school/quizshow.php?title=mgt301-no9&quesnum=2&showNextQ=no>

Question No: 39 (Marks: 1) - Please choose one

An automobile manufacturing company places steel beams in the doors of its cars for which of the following purposes?

- ▶ Increase short run customer satisfaction
- ▶ Increase long run customer satisfaction
- ▶ Add style to its cars
- ▶ **Reduce the possibility of accidents** (repeated not sure)

Question No: 40 (Marks: 1) - Please choose one

Identify the name for the recent technology advances including wide use of the Internet?

- ▶ An old economy
- ▶ Transformation
- ▶ A new world.

▶ **The digital age**