

Question # 25 of 25 ( Start time: 06:50:14 PM ) Total Marks: 1

Which one of the following is the most basic cause of a person's wants and behavior?

Select correct option:

**Culture**

Brand personality

New product

Selective perception

Question # 2 of 25 ( Start time: 06:54:39 PM ) Total Marks: 1

Marketing strategies are developed on the basis of which of the following?

Select correct option:

**Opportunities**

Strength

Threats

Weakness

Question # 3 of 25 ( Start time: 06:55:19 PM ) Total Marks: 1

Those factors that determine the size and means of payment exchanged for goods and services are part of which one of the following mix?

Select correct option:

**Price promotion mix**

Price factor mix

Basic price mix

Production price mix

Question # 4 of 25 ( Start time: 06:56:19 PM ) Total Marks: 1

Which one of the following is the first step of marketing research process?

Select correct option:

**Define problem**

Data analysis

Interpretation

Implementation

Question # 5 of 25 ( Start time: 06:56:38 PM ) Total Marks: 1

Economic factors focus on which one of the following concepts?

**Note: Solve these mcqs by yourself**

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Select correct option:

**Level of economic development**

- Bureaucracy
- Behavioral pattern
- Stability of government

6 of 25 ( Start time: 06:56:57 PM ) Total Marks: 1

Which one of the following SBUs is low-growth, high share businesses which generate a lot of cash that the firm uses to pay its bills and support other SBUs that need investment.

Select correct option:

Stars

**Cash cows**

- Question marks
- Stars and cash cows

Question # 7 of 25 ( Start time: 06:57:22 PM ) Total Marks: 1

What is the basic objective of organization?

Select correct option:

**Making a Profit**

- Marketing the product
- Satisfying the customers
- Maintaining relationship with the customers

Abrar Bukhari: 8 of 25 ( Start time: 06:57:55 PM ) Total Marks: 1

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?

Select correct option:

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

**Note: Solve these mcqs by yourself**

**VU Cafeteria Group is not responsible for any solved content**

Question # 9 of 25 ( Start time: 06:58:25 PM ) Total Marks: 1

ABC Company developed its successful new line of ketchup by observing and listening to its which of the following groups?

Select correct option:

- Employees
- Sales force
- Customers**
- Suppliers

Question # 10 of 25 ( Start time: 06:58:55 PM ) Total Marks: 1

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

Select correct option:

- Profit can increase**
- Profit can decrease
- No change observed in profits
- Infinite change in profits

Question # 11 of 25 ( Start time: 06:59:22 PM ) Total Marks: 1

Society and culture shape the basic form of human needs refers to which one of the following option?

Select correct option:

- Needs
- Wants
- Values**
- An exchange

# 12 of 25 ( Start time: 06:59:47 PM ) Total Marks: 1

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

Select correct option:

- Learning**
- Role selection
- Perception
- Motivation

**Note: Solve these mcqs by yourself**

**VU Cafeteria Group is not responsible for any solved content**

13 of 25 ( Start time: 07:00:14 PM ) Total Marks: 1

A product in the maturity stage may require which type of the following advertising?

Select correct option:

- Informative
- Comparative
- Persuasive**
- Reminder

Question # 14 of 25 ( Start time: 07:00:56 PM ) Total Marks: 1

The important characteristics that affect pricing are \_\_\_\_\_, distinctiveness, and the stage in the product lifecycle.

Select correct option:

- Affordability
- Perishability
- Elasticity**
- Penetration

Question # 15 of 25 ( Start time: 07:01:30 PM ) Total Marks: 1

After analysis and processing data, it is converted into which of the following forms?

Select correct option:

- Facts
- Postulates
- Information**
- Results

Question # 16 of 25 ( Start time: 07:02:00 PM ) Total Marks: 1

A manufacturer spends a large amount of money on research and development leading to the introduction of a product that is likely to present the firm with a breakthrough opportunity. The manufacturer prices the product with the goal of achieving a 20 percent return on its investment. Which of the following types of pricing objectives is the company using?

Select correct option:

- Target return**
- Profit maximization
- Nonprice competition
- Meeting competition

**Note: Solve these mcqs by yourself**

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Qaisar Mahmood has joined.

Question # 17 of 25 ( Start time: 07:02:40 PM ) Total Marks: 1

Which of the following method is simple to use and helps management think about the relationships among promotion spending, selling price, and profit per unit?

Select correct option:

Percentage-of-sales

Affordable

Competitive-parity

Objective-and-task

Question # 18 of 25 ( Start time: 07:03:25 PM ) Total Marks: 1

“Increasing demand, as well as changing or even reducing demand” which one of the following concept is consistent with this statement?

Select correct option:

**Marketing management**

Marketing myopia

Demarketing

Relationship management

Question # 19 of 25 ( Start time: 07:04:30 PM ) Total Marks: 1

A person’s buying choices are further influenced by four major psychological factors. Which is NOT one of these factors?

Select correct option:

Motivation

Perception

**Habitual buying behavior**

Learning

Question # 20 of 25 ( Start time: 07:04:58 PM ) Total Marks: 1

An activity and/or material that offers added value or incentive to resellers, salespersons, or consumers. Which one of the following promotional tools offers added value?

Select correct option:

Advertising

Personal selling

**Note: Solve these mcqs by yourself**

**VU Cafeteria Group is not responsible for any solved content**

Publicity

Sales promotion

Question # 21 of 25 ( Start time: 07:05:39 PM ) Total Marks: 1

Which of the following environment involves natural resources that are needed as inputs by marketers or that are affected by marketing activities?

Select correct option:

Cultural environment

Natural environment

Political environment

Technological environment

22 of 25 ( Start time: 07:06:02 PM ) Total Marks: 1

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?

Select correct option:

Product line

Line extension

Private brand

Product bandwidth

Question # 23 of 25 ( Start time: 07:06:20 PM ) Total Marks: 1

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?

Select correct option:

An open-ended

A dichotomous

A multiple choice

A scale

Question # 24 of 25 ( Start time: 07:06:40 PM ) Total Marks: 1

The network that connect people within a company to each other and to the company network reflect which of the following technologies?

Select correct option:

**Note: Solve these mcqs by yourself**

**VU Cafeteria Group is not responsible for any solved content**

WAN  
Intranet  
**Extranet**  
Internet

Question # 25 of 25 ( Start time: 07:06:52 PM ) Total Marks: 1

Which one of the following is a part of 4 C's?

Select correct option:

Consumer  
Company  
**Convenience**  
Competitors

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