

Question # 1 of 25 (Start time: 07:10:07 PM) Total Marks: 1

What is the initial stage in the development of an advertising campaign?

Select correct option:

- Setting the budget for advertising
- Identifying and analyzing the target audience
- Defining the advertising objectives**
- Creating the advertising platform

Question # 2 of 25 (Start time: 07:10:46 PM) Total Marks: 1

A growing trend for many companies is to use a group of people from sales, marketing, engineering, finance, technical support and even upper management to service large, complex accounts. It refers to which one of the following approaches?

Select correct option:

- Department selling**
- Simultaneous selling
- Multiple selling
- Team selling

Question # 3 of 25 (Start time: 07:11:53 PM) Total Marks: 1

Which of the following statements about rebates is?

Select correct option:

- Refunds paid to consumers after a purchase.**
- Final consumer gets a producer's price reduction.
- Offered but then never request the refund.
- All of the above.

Question # 4 of 25 (Start time: 07:12:29 PM) Total Marks: 1

Relationship marketing is an integral part of which type of marketing philosophy?

Select correct option:

- Customer and marketing philosophy**
- Product philosophy
- Production philosophy
- Selling philosophy

Question # 5 of 25 (Start time: 07:13:19 PM) Total Marks: 1

Which of the following firm aggressively tries to expand its market share by attacking the leader, other runner-up firms, or smaller firms in the industry?

Select correct option:

- Market leader
- Market challenger**
- Market follower
- Market niche

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Question # 6 of 25 (Start time: 07:14:22 PM) Total Marks: 1

Network television advertising is very expensive. The media planner looks both at the total cost of using a medium and at which of the following cost?

Select correct option:

Cost per exposure

Cost of premium offers

Cost of the magazine it is using

Opportunity cost

Question # 7 of 25 (Start time: 07:15:31 PM) Total Marks: 1

___ includes all electronics-based information exchanges within or between companies and customers.

Select correct option:

E-commerce

E-business

The Internet

E-marketing

Question # 8 of 25 (Start time: 07:16:49 PM) Total Marks: 1

Price plays the role of a ___ when price offers a way to quickly attack competitors or, alternatively, to position a firm away from direct competition.

Select correct option:

Signal to the buyer

Instrument of competition

Improvement in financial performance

Design strategy

Question # 9 of 25 (Start time: 07:17:38 PM) Total Marks: 1

Which one of the following can be estimated from historical data or from price/quantity data across sales districts?

Select correct option:

Price elasticity

Features/benefits

Price/quantity

Pricing patterns

Question # 10 of 25 (Start time: 07:18:42 PM) Total Marks: 1

Ford Motors is producing a new van with four-wheel drive, which one of the following would be a likely variable for segmenting the market for this new model?

Note: Solve these mcqs by yourself

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Select correct option:

- Religion
- Geographic location**
- Income
- Race

Question # 11 of 25 (Start time: 07:19:52 PM) Total Marks: 1

A company decides on its promotion budget by using four common methods to set the total budget for advertising. What is NOT one of these methods?

Select correct option:

- The affordable method
- The percentage-of-sales method
- The integrated method**
- The competitive-parity method

Question # 12 of 25 (Start time: 07:21:16 PM) Total Marks: 1

Three main strategies for intensive growth are market penetration, product development and the other one?

Select correct option:

- Product improvement
- Market saturation
- Market growth
- Market development**

Question # 13 of 25 (Start time: 07:22:01 PM) Total Marks: 1

During which stage of new product development does the firm consider profitability?

Select correct option:

- Idea generation**
- Business analysis
- Product development
- Compatibility research

Question # 14 of 25 (Start time: 07:23:11 PM) Total Marks: 1

Competitor price increases are more likely to be followed when they are due to:

Select correct option:

- Falling sales
- General rising costs**
- Increased advertising
- Price wars

Question # 15 of 25 (Start time: 07:23:54 PM) Total Marks: 1

The Students Union is buying office equipment. For a supplier, the Students Union is an example of which one of the following markets?

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Select correct option:

- A producer market
- A reseller market
- An institutional market**
- A government market

Question # 16 of 25 (Start time: 07:24:34 PM) Total Marks: 1

In which of the following research the aim is to describe things such as the market potential for a product or the demographics and attitudes of customers who buy the product?

Select correct option:

- Exploratory research
- Descriptive research**
- Casual research
- Observational research

Question # 17 of 25 (Start time: 07:25:59 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

Which one of the following option is true for the core marketing concept?

Select correct option:

- Needs
- Wants
- Demands
- All of the given options**

Question # 18 of 25 (Start time: 07:27:07 PM) Total Marks: 1

Choose the best description regarding marketing view point.

Select correct option:

- Matching a product with its market
- Promoting and selling products
- Facilitating and satisfying exchange relationships
- Distributing products at the right price to stores

Note: Solve these mcqs by yourself

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Question # 19 of 25 (Start time: 07:28:28 PM) Total Marks: 1

Marketers explain that planned obsolescence is in general not a problem for all of the following reasons except one. Which one?

Select correct option:

- Consumers like change
- No one is forced to buy the new product
- It will eventually wear out anyway
- None of the above

Question # 20 of 25 (Start time: 07:29:40 PM) Total Marks: 1

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?

Select correct option:

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

Question # 21 of 25 (Start time: 07:30:24 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 # 22 of 25 (Start time: 07:31:30 PM) Total Marks: 1

If a company raises its price per unit, but keeps total fixed cost and variable cost per unit the same, the break-even point will be lower.

Select correct option:

- True**
- False

Question # 23 of 25 (Start time: 07:32:26 PM) Total Marks: 1

The total market approach to finding a target market will probably be UNSUCCESSFUL when:

Select correct option:

- Product differentiation is used
- The firm defines the total market as its target market
- People within the market have heterogeneous needs**
- People within the market have homogeneous needs

Question # 24 of 25 (Start time: 07:33:18 PM) Total Marks: 1

An established company with respected brands might introduce, which one of the following options to compete against low priced rivals?

Note: Solve these mcqs by yourself

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Select correct option:

Value pricing

A fighter brand

Special sales promotions

Price cuts

Question # 25 of 25 (Start time: 07:34:38 PM) Total Marks: 1

Which one of the following step in developing new product involves determining whether the product idea is compatible with company objectives, needs and resources on a general level?

Select correct option:

Product development

Screening

Idea generation

Business analysis

Orders can be submitted by which of the following ways:

Select correct option:

By mail or telephone

Through salespeople

Via computer

All of the given options

Mr. ABC examined his firm's recently completed market attractiveness-business position model; he finds that the firm's biscuit unit is low on both dimensions. Which one of the following strategies would this placement dictate?

Select correct option:

Invest

Harvest

Divest

Maintain

Value pricing" means setting a fair price for a marketing mix that gives the target market superior customer value.

Select correct option:

True

Fals

Note: Solve these mcqs by yourself

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raja naseer: 1

Which of the following method is the most logical budget-setting and deals more with specific promotion goals and accomplishments?

Select correct option:

Percentage-of-sales

Competitive-parity

Objective-and-task

Exponential smoothing

Question # 10 of 25 (Start time: 07:38:46 PM) Total Marks: 1

Products that are used directly in the production of a final product but are not easily identifiable are categorized as which one of the following?

Select correct option:

Component parts

Consumable supplies

Assembly components

Process materials

The greater the comparative advantage of a new product over those already in the market, the more quickly the product will move through the early stages of the product life cycle.

Select correct option:

True

False

A firm that operates in more than one country known as:

Select correct option:

Global firm

Marketing firm

Operating firm

Outside firm

Marketing stimuli consist of the four Ps. Which is NOT one of these Ps?

Select correct option:

Product

Political

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Promotion

Place

Which one of the following option is NOT correct for marketing management?

Select correct option:

It increases demand

It reduces demand

It destroys demand

It finds demand

The concept of ___ marketing communications suggests that the company must blend the promotion tools carefully into a coordinated ___.

Select correct option:

Affordable; promotion mix

Integrated; promotion mix

Percent-of-sales; integration

None of the given options

Collecting, analyzing and interpretation of data refer to which of the following concepts?

Select correct option:

Marketing research

Marketing intelligence

Marketing information

Marketing knowledge

A sales representative from a software company shows an accounting firm that a new software package can perform bookkeeping tasks that the firm's present package cannot. The accounting firm is most likely in which stage of the organizational buying decision process?

Select correct option:

Problem recognition

Product specification

Product selection

Product purchase

How many forces are in a Porter's model of competition?

Select correct option:

Three

Four

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Five

Six

The group lies in the shadow of the boomers and lack obvious characteristics reflect which of the following options?

Select correct option:

Baby boomer

Generation-X

Generation-Y

Echo boomer

The best known product portfolio planning method was developed by:

Select correct option:

Philip Kotler

Harvard University

Boston Consulting Group

James P. Hess

Winning a new customer is usually more costly than retaining an existing customer. How much time it is costly?

Select correct option:

5-10 times

10-15 times

15-20 times

20-25 times

A _____ combines successive stages of production and distribution under single ownership.

Select correct option:

Administered vertical marketing system

Conventional marketing channel

Use of power brokers in a channel framework

Corporate vertical marketing system

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Question # 1 of 25 (Start time: 07:50:07 PM) Total Marks: 1

In relation to a product launch strategy, a company engaged in high levels of promotion at the same time as selling at a high price is following which one of the strategy?

Select correct option:

- Slow penetration strategy
- Rapid penetration strategy
- Rapid skimming strategy**
- Slow skimming strategy

Question # 2 of 25 (Start time: 07:51:09 PM) Total Marks: 1

In establishing sales promotion objectives, what does a marketer should always do?

Select correct option:

- Concentrate on activities that will increase consumer demand.
- Focus on consumers.
- Be defensive in the methods used.
- Align objectives with the organization's overall objectives.**

Question # 3 of 25 (Start time: 07:52:31 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 # 4 of 25 (Start time: 07:53:24 PM) Total Marks: 1

Which type of cost-oriented pricing is most closely related to markup pricing?

Select correct option:

- Cost-plus pricing**
- Odd pricing
- Price fixing
- Value pricing

Question # 5 of 25 (Start time: 07:54:12 PM) Total Marks: 1

Which of the following tasks are included in marketing management?

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Select correct option:

Marketing analysis

Marketing planning

Marketing implementation

All of the above

Question # 7 of 25 (Start time: 07:55:09 PM) Total Marks: 1

A marketer that wanted to include detailed explanations in advertisements would be most likely to use which one of the following media?

Select correct option:

Radio

Television

Outdoor displays

Magazines

Question # 8 of 25 (Start time: 07:55:52 PM) Total Marks: 1

“Provide more quality products and services without variation in the quality” refers to which of the following marketing functions?

Select correct option:

Standardizing and grading

Transporting

Storing

Selling

Question # 9 of 25 (Start time: 07:56:26 PM) Total Marks: 1

People vary in their emphasis on serving themselves versus serving others reflects which of the following views?

Select correct option:

People’s views of themselves

People’s views of others

People’s views of organizations

People’s views of societies

Question # 11 of 25 (Start time: 07:57:54 PM) Total Marks: 1

Price is used to encourage buyers to try a new product or to purchase existing brands during periods when sales slow down (e.g., recessions). This illustrates the pricing objective of which one of the following options?

Select correct option:

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Gain market share
Achieve financial performance
Create product positioning
Stimulate demand

Question # 12 of 25 (Start time: 07:59:20 PM) Total Marks: 1

Some analysts see which of the following as the major enduring asset of a company, outlasting the company's specific products and facilities?

Select correct option:

Brand

Style
Package
Design

Question # 13 of 25 (Start time: 07:59:58 PM) Total Marks: 1

A distinguishing feature of a contractual VMS (vertical market system) is the coordination and conflicts among the independent members of the channel are attained through ____.

Select correct option:

Oral agreements
Working partnerships
Contractual agreements
Natural competitive forces

Question # 14 of 25 (Start time: 08:00:47 PM) Total Marks: 1

The search for new-product ideas should be ____ rather than haphazard.

Select correct option:

Consistent
Systematic
Continual
Seldom

Question # 15 of 25 (Start time: 08:01:35 PM) Total Marks: 1

____ products have low appeal but may benefit consumerism in the long run.

Select correct option:

Deficient
Pleasing
Salutary
Desirable

Question # 17 of 25 (Start time: 08:03:26 PM) Total Marks: 1

Mr. Afgan gets a shopping list from his wife. The list contains a potted plant, fresh salmon (sea fish), motor oil, bread, milk, and a birthday cake. To make just one stop to save time, he should go to:

Select correct option:

A convenience store

An off-price retailer

A specialty store

A supermarket

Question # 18 of 25 (Start time: 08:04:02 PM) Total Marks: 1

Information that already exists somewhere, having been collected for another refers to which of the following data?

Select correct option:

Primary data

Secondary data

Encrypted data

Bulk data

Question # 19 of 25 (Start time: 08:04:28 PM) Total Marks: 1

Many firms routinely test new product concepts with consumers before attempting to which one of the following?

Select correct option:

Commercialize them in market

Turn them into actual new product

Create advertising and promotion

Develop them for customer

Question # 20 of 25 (Start time: 08:05:47 PM) Total Marks: 1

Defining the problem and research objectives; developing the research plan; collecting information; analyzing the information; and presenting the findings, these are steps of which of the following steps?

Select correct option:

Marketing survey

Marketing intelligence

Marketing research

Marketing study

Question # 22 of 25 (Start time: 08:07:32 PM) Total Marks: 1

Polaroid is aiming its Cool Cam camera at teenagers. Which of the following options reflect Teenagers?

Select correct option:

Note: Solve these mcqs by yourself

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Target audience

Segmentation

Target market

Focus group

Question # 23 of 25 (Start time: 08:08:22 PM) Total Marks: 1

In which of the following research the aim is to describe things such as the market potential for a product or the demographics and attitudes of customers who buy the product?

Select correct option:

Exploratory research

Descriptive research

Casual research

Observational research

Question # 25 of 25 (Start time: 08:09:31 PM) Total Marks: 1

By ___ the market and having several detergent brands, Procter & Gamble has an attractive offering for consumers in all important preference groups.

Select correct option:

Dividing

Researching

Segmenting

Reaching

Note: Solve these mcqs by yourself

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