

Question # 1 of 25 ( Start time: 08:10:31 PM ) Total Marks: 1

Distribution of product to get it in the market refers to which of the following activities?

Select correct option:

Selling activities

Advertising activities

Promotion activities

Place or distribution activities

Question # 3 of 25 ( Start time: 08:11:37 PM ) Total Marks: 1

Organizations that rely heavily on personal selling are likely to use other promotional efforts. What is the purpose of these promotional efforts?

Select correct option:

Promote their less expensive products.

Urge consumers to send their comments and ideas to the firm.

Promote free gifts to consumers.

Improve the effectiveness of salespeople

Question # 4 of 25 ( Start time: 08:12:37 PM ) Total Marks: 1

Marketing plan is started from which one of the following component?

Select correct option:

Executive summary

Marketing strategy

Action programs

Opportunity analysis.

Question # 5 of 25 ( Start time: 08:13:50 PM ) Total Marks: 1

British Steel provides steel to various manufacturers in Britain. British Steel would most likely segment markets based on which one of the following variables:

Select correct option:

Demographic

Psychographic

Type of organization

Market density

Question # 6 of 25 ( Start time: 08:14:53 PM ) Total Marks: 1

Setting low prices to encourage initial product trial and to generate sales growth reflects which one of the following pricing method?

Select correct option:

Penetration pricing

Skimming pricing

Competition-Based Pricing

Cost-Based Pricing

**Note: Solve these mcqs by yourself**

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Question # 7 of 25 ( Start time: 08:15:49 PM ) Total Marks: 1  
Customers buy from stores and firms that offer the highest \_\_\_\_\_.

Select correct option:

- Value for the dollar
- Customer perceived value
- Level of customer satisfaction**
- Company image

Question # 8 of 25 ( Start time: 08:16:57 PM ) Total Marks: 1  
Marketers argue that most companies avoid deceptive practices because such practices \_\_\_\_.

Select correct option:

- Deliver only short-term profits
- Create more competition
- Harm their business in the long run**
- Create long-term negative feelings among consumers

Question # 9 of 25 ( Start time: 08:18:22 PM ) Total Marks: 1  
\_\_\_\_ is arguably now the best known and most admired beverage brand in the world.

Select correct option:

- Pepsi**
- Coca-Cola
- Gatorade
- Miranda

Question # 10 of 25 ( Start time: 08:19:41 PM ) Total Marks: 1  
What are the companies doing from the following options as a result of an explosion of more focused media that better match today's targeting strategies?

Select correct option:

- More narrowcasting and less broadcasting
- Less broadcasting and more narrowcasting
- Less narrowcasting and broadcasting
- More narrowcasting and broadcasting**

Question # 11 of 25 ( Start time: 08:21:01 PM ) Total Marks: 1  
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?

Select correct option:

- Joint
- Derived
- Inelastic
- More fluctuating**

Question # 12 of 25 ( Start time: 08:22:16 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?

Select correct option:

- A producer market

**Note: Solve these mcqs by yourself**

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A reseller market

**An institutional market**

A government market

Question # 13 of 25 ( Start time: 08:22:48 PM ) Total Marks: 1

Which of the following management is responsible for setting the company's mission, objectives, broad strategies and policies?

Select correct option:

**Top management**

Middle level management

Low level management

Functional management

Question # 15 of 25 ( Start time: 08:23:33 PM ) Total Marks: 1

Which one of the following represents large growing kid and teen market?

Select correct option:

Baby boomers

Generation-X

Generation-Y

**Echo boomers**

Select correct option:

Car

Shirt

**Soft drink**

Television set

Question # 17 of 25 ( Start time: 08:24:15 PM ) Total Marks: 1

All of the following are examples of public relations tools EXCEPT which one of the following concepts?

Select correct option:

Press conferences

Feature articles

**Annual reports**

Special events

Question # 18 of 25 ( Start time: 08:25:32 PM ) Total Marks: 1

Which one of the following is the primary purpose of a broker?

Select correct option:

Take title to a producer's goods

Sell directly to the final consumer

Sell directly to producers

**Bring buyers and sellers together**

**Note: Solve these mcqs by yourself**

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Question # 20 of 25 ( Start time: 08:27:08 PM ) Total Marks: 1

Which one of the following faces three challenges: expanding the total market, protecting market share and expanding market share?

Select correct option:

**Market leader**

Market challenger

Market follower

Market niche

Question # 21 of 25 ( Start time: 08:27:41 PM ) Total Marks: 1

Which one of the following is NOT a product attribute?

Select correct option:

Product quality

Product features

Product style and design

**Product price**

Question # 22 of 25 ( Start time: 08:28:17 PM ) Total Marks: 1

Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market?

Select correct option:

Persuasive advertising

**Informative advertising**

Comparative advertising

Institutional advertising

Question # 23 of 25 ( Start time: 08:29:21 PM ) Total Marks: 1

Which one of the following is NOT an ethical pricing issue?

Select correct option:

**Product dumping**

Predatory pricing

Price fixing

Slow Skimming

Question # 24 of 25 ( Start time: 08:30:29 PM ) Total Marks: 1

Ratio of new entrants in the industry refers to which one of the following option?

Select correct option:

**Threat of new entrants**

Bargaining power of buyers

Bargaining power of suppliers

Rivalry among competing firms

**Note: Solve these mcqs by yourself**

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Question # 25 of 25 ( Start time: 08:30:50 PM ) Total Marks: 1

Mr. A sales person from Philips, develops a list of potential customers and evaluates them on the basis of their ability, willingness, and authority to purchase copy machines. What is the name of this process?

Select correct option:

**Customer search**

Sales preparation

Audience identification

Prospecting

Question # 2 of 25 ( Start time: 08:33:32 PM ) Total Marks: 1

LG is going to introduce a new mobile set in the market. How the consumers will be aware of this product?

Select correct option:

**By Promotion**

By Personal relationships

By Positioning

By People

Mehwish sohail: Question # 4 of 25 ( Start time: 08:35:52 PM ) Total Marks: 1

How many stages involved in the consumer adoption process?

Select correct option:

Six

Seven

Three

**Five**

Question # 5 of 25 ( Start time: 08:36:56 PM ) Total Marks: 1

What does the term sales quota refer to?

Select correct option:

Sales objectives

Time to make a sale

Sales methods

Number of customers

Question # 6 of 25 ( Start time: 08:38:23 PM ) Total Marks: 1

The flip side of e-marketing is \_\_\_\_, the buying side of e-commerce.

Select correct option:

E-purchasing

**E-commerce**

E-supply

E-business

**Note: Solve these mcqs by yourself**

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Question # 7 of 25 ( Start time: 08:39:50 PM ) Total Marks: 1

Which one of the following affects both demographic and psychological factors?

Select correct option:

**Quantity discounts**

Price elasticity

Quality discounts

Mark-up pricing

Question # 8 of 25 ( Start time: 08:41:19 PM ) Total Marks: 1

Which of the following is the last step in marketing research process?

Select correct option:

Developing the research plan

**Interpreting and reporting the findings**

Defining the problem and research objectives

Implementing the research plan

Question # 15 of 25 ( Start time: 08:49:23 PM ) Total Marks: 1

Selecting the right competitive advantage is part of which one of the following concepts?

Select correct option:

Target marketing

**Market Positioning**

Market segmentation

Undifferentiated Marketing

For a day care center, disposable diapers, juice boxes, cleaning supplies and electricity are examples of which one of the following costs?

Select correct option:

Fixed costs

**Variable costs**

Derived costs

Total costs

Which one of the following research instruments is used to collect information quickly?

Select correct option:

Mail questionnaires

**Telephone interviewing**

Personal interviewing

Computer interviewing

Question # 18 of 25 ( Start time: 08:52:35 PM ) Total Marks: 1

Which one of the following research instrument is used to collect large amount of information at the low cost?

Select correct option:

**Note: Solve these mcqs by yourself**

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**Mail questionnaires**

Telephone interviewing  
Personal interviewing  
Computer interviewing

Question # 20 of 25 ( Start time: 08:54:59 PM ) Total Marks: 1

“The task of dealing with the ongoing reality of demographic change” statement refers to which of the following Cs?

Select correct option:

**Challenge**

Care  
Choice  
Community

Question # 21 of 25 ( Start time: 08:56:02 PM ) Total Marks: 1

Anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need refers to which one of the following concepts?

Select correct option:

**Product**

Price  
Place  
Promotion

Question # 22 of 25 ( Start time: 08:57:11 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

Question # 23 of 25 ( Start time: 08:57:57 PM ) Total Marks: 1

Which of the following is NOT a form of direct marketing?

Select correct option:

Personal selling

**Advertising**

Telephone marketing  
Direct-mail marketing

Question # 24 of 25 ( Start time: 08:58:44 PM ) Total Marks: 1

In international pricing companies that market their products internationally must decide what prices to charge in the different countries in which they operate.

Select correct option:

**Note: Solve these mcqs by yourself**

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True

False

Question # 25 of 25 ( Start time: 08:59:56 PM ) Total Marks: 1

All of the following are the logistics functions EXCEPT?

Select correct option:

Order processing

Warehousing

Inventory management

Retailing

Question # 1 of 25 ( Start time: 09:01:35 PM ) Total Marks: 1

A cash discount of "2/10, net 30," means that:

Select correct option:

The buyer gets a 10 percent discount off the face value of the invoice if the invoice is paid within 2 days.

Payment is due within 30 days; the buyer can deduct 2 percent if the bill is paid within 10 days.

The buyer makes a 2 percent down payment on the face value of the invoice within 10 days; the remainder is due in 30 days.

The buyer gets a 2/10 (20 percent) discount if the invoice is paid within 30 days.

Question # 16 of 25 ( Start time: 09:18:05 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

Question # 18 of 25 ( Start time: 09:21:00 PM ) Total Marks: 1

Before deciding whether to operate internationally, a company must thoroughly understand the \_\_\_\_.

Select correct option:

Management contract

Economic community

International marketing environment

Adapted marketing mix

**Note: Solve these mcqs by yourself**

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Question # 19 of 25 ( Start time: 09:21:38 PM ) Total Marks: 1

Sales usually start to decline at which one of the following stages of the product life cycle?

Select correct option:

At the beginning of the termination stage

At the end of the growth stage

At the beginning of the decline stage

**During the maturity stage**

When Nokia introduced its new mobile set in the market in response to consumer demand, which one of the following philosophy is consistent with such action?

Select correct option:

Selling concept

Production concept

Customer concept

**Marketing concept**

One risk of \_\_\_ is that sales may come at the expense of other items.

Select correct option:

**Line extension**

Packaging

Social marketing

Internet marketing

Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified as which one of the following products?

Select correct option:

Shopping

**Convenience**

Industrial

Unsought

Question # 4 of 25 ( Start time: 09:33:37 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 # 8 of 25 ( Start time: 09:37:04 PM ) Total Marks: 1

Developing and maintaining a strategic fit between the organization's goals and capabilities and its

**Note: Solve these mcqs by yourself**

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changing marketing opportunities represent which one of the following concepts?

Select correct option:

Marketing objectives

**Strategy planning**

Marketing activities

Corporate strategy

Question # 9 of 25 ( Start time: 09:38:24 PM ) Total Marks: 1

Product elimination can BEST be described as the process of deleting a product from the product mix when it:

Select correct option:

Is perceived as a failure by top management

**Increases production costs and decreases profits**

No longer responds to promotional efforts

No longer satisfies a sufficient number of customers

Question # 10 of 25 ( Start time: 09:39:31 PM ) Total Marks: 1

To reduce time demands on their outside sales forces, many companies have increased the size of their inside sales forces, which include technical support people and sales assistants. Which one of the following can also be another part of the sales force?

Select correct option:

Order takers

Order getters

**Telemarketers**

Secretaries

Question # 12 of 25 ( Start time: 09:41:14 PM ) Total Marks: 1

Which one of the following is the fastest growing form of marketing that reach more customers and save money?

Select correct option:

Personal selling

Advertising

Direct marketing

**Public relations**

Question # 14 of 25 ( Start time: 09:43:20 PM ) Total Marks: 1

The three groups of industrial products and services include all of the following EXCEPT:

Select correct option:

**Note: Solve these mcqs by yourself**

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Materials and parts

Capital items

**Maintenance and operations**

Supplies and services

Question # 15 of 25 ( Start time: 09:44:12 PM ) Total Marks: 1

Marketing environment is made up of which of the following environment?

Select correct option:

**Micro and micro environment**

Demographic Environment

Economic Environment

Natural Environment

Question # 16 of 25 ( Start time: 09:44:58 PM ) Total Marks: 1

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

Select correct option:

**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 # 17 of 25 ( Start time: 09:45:33 PM ) Total Marks: 1

The product life cycle is similar to a biological cycle.

Select correct option:

**True**

False

Question # 18 of 25 ( Start time: 09:46:04 PM ) Total Marks: 1

The process of shaping and refining potential product ideas refers to which one of the following options?

Select correct option:

Prototype development

**Concept development**

Test marketing

Idea screening

**Note: Solve these mcqs by yourself**

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Question # 19 of 25 ( Start time: 09:47:22 PM ) Total Marks: 1

Which one of the following is a part of marketing functions?

Select correct option:

- Standardizing and grading
- Financing & Risk taking
- Securing Marketing Information
- All of the above

Question # 20 of 25 ( Start time: 09:48:02 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 # 21 of 25 ( Start time: 09:49:16 PM ) Total Marks: 1

Which one of the following is NOT base for marketing segmentation?

Select correct option:

- Consumer markets
- Industrial markets
- Business markets
- International markets

Question # 22 of 25 ( Start time: 09:50:28 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 # 23 of 25 ( Start time: 09:51:33 PM ) Total Marks: 1

What do subcultures include?

Select correct option:

- Nationalities, religions, racial groups & geographic regions
- Ethnic groups and geographic regions

**Note: Solve these mcqs by yourself**

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Religions and geographic regions  
Nationalities, religions, and racial groups

Question # 24 of 25 ( Start time: 09:52:07 PM ) Total Marks: 1

Publics including workers, managers, volunteers and the board of directors show which of the following publics?

Select correct option:

Citizen-action publics  
Local publics  
General publics  
**Internal Publics**

Question # 25 of 25 ( Start time: 09:53:07 PM ) Total Marks: 1

Open-ended questions are especially useful in which of the following research when the researcher is trying to find out what people think but not measuring how many people think in a certain way?

Select correct option:

**Causal research**  
Observational research  
Experimental research  
Exploratory research

Which one of the following is NOT a part of market potential

Select correct option:

Size  
Growth rate  
Size and growth rate  
**Inflation**

Question # 2 of 25 ( Start time: 09:59:40 PM ) Total Marks: 1

Technical personnel who help in developing the specifications and evaluate alternative products for possible use refers to which of the following?

Select correct option:

Users  
**Influencers**  
Buyers  
Deciders

Which of the following is a synonym name of Echo boomers?

Select correct option:

**Baby boomlets**  
Baby boomers

Generation-X

Generation-Y

The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in which of the following behavior?

Select correct option:

Dissonance-Reducing Buying Behavior

Habitual buying behavior

Post purchase behavior

Variety-seeking buying behavior

To ensure the effectiveness of segmentation, the segments should be measurable, substantial, accessible and which one of the followings?

Select correct option:

Precise

Stable

Economic

Reachable

Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

Select correct option:

Publicity

Sales promotion

Personal selling

Public relations

Three common techniques sales managers use to boost sales force morale that include the organizational climate, sales quotas and which one of the following is the third technique?

Select correct option:

Positive incentives

Positive thinking

Positive recognition

Positive feedback

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

Select correct option:

Awareness

Interest

Evaluation

Culture

**Note: Solve these mcqs by yourself**

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"Rs.10 per unit for less than 100 units, Rs. 9 per unit for 100 or more units." It is a typical example of which one of the following discounts?

Select correct option:

**Quantity discount**

Seasonal discount

Functional discount

Cash discount

Question # 6 of 25 ( Start time: 10:12:03 PM ) Total Marks: 1

When a toy manufacturer advertises a product on Saturday-morning television and tells children to ask for the product at their favorite toy shops, it is implementing which one of the following policies from its promotion mix?

Select correct option:

Differentiated

Penetration

Push

**Pull**

Question # 7 of 25 ( Start time: 10:13:15 PM ) Total Marks: 1

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?

Select correct option:

Goods

Ideas

**Services**

Political messages

# 8 of 25 ( Start time: 10:14:01 PM ) Total Marks: 1

Which is NOT one of the four major e-commerce domains?

Select correct option:

**E2B**

B2C

C2C

C2B

Question # 9 of 25 ( Start time: 10:14:36 PM ) Total Marks: 1

Which one of the following statements is NOT for mature consumers?

Select correct option:

The best strategy is to appeal to their active, multidimensional lives.

**Note: [Solve these mcqs by yourself](#)**

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They are an ideal market for exotic travel.

High-tech home entertainment products appeal to them.

They place more importance on brand names and are more brands loyal.

# 10 of 25 ( Start time: 10:15:45 PM ) Total Marks: 1

Management at Happy Motors must decide what mix of compensation elements to offer their sales force. Which of the following is NOT one of the four basic types of compensation plans?

Select correct option:

Straight commission

Straight salary

Salary and commission

Commission and bonuses

Question # 11 of 25 ( Start time: 10:16:48 PM ) Total Marks: 1

Specifications of a product relate to which of the following?

Select correct option:

Physical characteristics and level of quality

Financing available with the product

Types of competitors offering a similar product

Price of a product offering to customer

# 12 of 25 ( Start time: 10:17:34 PM ) Total Marks: 1

B2B includes all of the following except \_\_\_\_.

Select correct option:

Trading networks

The web's darker side

Auction sites

Online product catalogs

Question # 13 of 25 ( Start time: 10:18:20 PM ) Total Marks: 1

The correct sequence of an organization's supply chain from a systems perspective is:

Select correct option:

Acquisition of resources, transformation process, delivery to customers

Transformation process, delivery to customers, acquisition of resources

Delivery to customers, acquisition of resources, transformation process

Transformation process, acquisition of resources, delivery to customers

Question # 16 of 25 ( Start time: 10:22:02 PM ) Total Marks: 1

Following are the pricing adjustment strategies EXCEPT one?

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Select correct option:

**Geographical pricing**

International pricing

Segmented pricing

Sociological pricing

Which of the following group is focused by producer to sell their products?

Select correct option:

**Final users**

Intermediaries

The government

Competitors

Question # 20 of 25 ( Start time: 10:25:55 PM ) Total Marks: 1

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**

A reduction from the list price given to channel members based on the job they perform, reflects which one of the following discounts?

Select correct option:

Seasonal discount

Quantity discount

**Trade discount**

Cash discou

Question # 23 of 25 ( Start time: 10:27:54 PM ) Total Marks: 1

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

Select correct option:

Selecting target markets

**Analyzing marketing opportunities**

Managing the marketing effort

Developing the marketing mix

**Note: Solve these mcqs by yourself**

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Question # 24 of 25 ( Start time: 10:28:33 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:

Question # 25 of 25 ( Start time: 10:29:24 PM ) Total Marks: 1

All of the following are the logistics functions EXCEPT?

Select correct option:

Order processing

Warehousing

Inventory management

**Retailing**

Question # 1 of 25 ( Start time: 10:35:34 PM ) Total Marks: 1

“Buy it now” refers to which one of the following options?

Select correct option:

**Personal selling**

Advertising

Sales promotion

Publicity

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

Select correct option:

Age and life cycle

**Gender**

Behavior

Geographic

Question # 4 of 25 ( Start time: 10:38:23 PM ) Total Marks: 1

Critics have charged that some companies follow a program of causing their products to need to be replaced before they actually should need replacement. What is this called?

Select correct option:

Product failure

Short-term planning

**Planned obsolescence**

Nonfunctional warranties

A production operative at a cheese factory discovered that the slicing process could be speeded up if the machine had a certain type of arm attached. He consulted the supervisor about purchasing one. The

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operative would be considered as which of the following members?

Select correct option:

User

Influencer

Buyer

Decider

Question # 5 of 25 ( Start time: 10:45:10 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

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