

Question # 8 of 25 (Start time: 10:48:44 PM) Total Marks: 1

Each culture contains smaller ____, or groups of people with shared value systems based on common life experiences and situations.

Select correct option:

Alternative evaluations

Subcultures

Motives

Attitudes

Question # 9 of 25 (Start time: 10:49:38 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 # 10 of 25 (Start time: 10:50:43 PM) Total Marks: 1

Of the three typical types of sales force structures, which one is often supported by many levels of sales management positions in specific geographical areas?

Select correct option:

Territorial

Customer

Complex systems

Matrix

Question # 11 of 25 (Start time: 10:52:17 PM) Total Marks: 1

What does this statement shows "Trade of value between at least two parties"?

Select correct option:

Competition

Transaction

Exchange

Need

What do many companies use to set sales force size?

Select correct option:

The workload approach

Note: Solve these mcqs by yourself

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Promotional approach
Need-satisfaction approach
Direct marketing approach

Question # 13 of 25 (Start time: 10:54:56 PM) Total Marks: 1

There are major steps in media selection. Which is NOT one of these steps?
Select correct option:

Deciding on reach, frequency, and impact
Choosing among major media types
Selecting specific media vehicles
Deciding on format elements

Question # 14 of 25 (Start time: 10:56:01 PM) Total Marks: 1

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

True
False

Question # 15 of 25 (Start time: 10:56:54 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 # 16 of 25 (Start time: 10:58:19 PM) Total Marks: 1

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

Question # 17 of 25 (Start time: 10:59:26 PM) Total Marks: 1

Note: Solve these mcqs by yourself
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Connecting with employees in the company refers to which of the following options?

Select correct option:

Extranet

Internet

Intranet

World wide web

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 # 19 of 25 (Start time: 11:01:46 PM) Total Marks: 1

A company division, a product line within a division, or sometimes a single product or brand refers to which one of the following concepts?

Select correct option:

A market

The BCG

An SBU

An initiator

Question # 20 of 25 (Start time: 11:03:00 PM) Total Marks: 1

What do subcultures include?

Select correct option:

Nationalities, religions, racial groups & geographic regions

Ethnic groups and geographic regions

Religions and geographic regions

Nationalities, religions, and racial groups

Question # 22 of 25 (Start time: 11:05:13 PM) Total Marks: 1

What does the meaning of the physical arrangement of the illustration, headline, subheadline, body copy and the signature?

Select correct option:

Copy

Art design

Layout

Note: Solve these mcqs by yourself

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Storyboard

Question # 24 of 25 (Start time: 11:06:45 PM) Total Marks: 1

Which part of BCG matrix shows low-share business units in high-growth markets and requires a lot of cash to hold their share.

Select correct option:

Stars

Dogs

Question marks

Cash cows

Question # 25 of 25 (Start time: 11:07:42 PM) Total Marks: 1

Which of the following are the three major types of vertical marketing systems?

Select correct option:

Corporate, contractual, and chain

Corporate, contractual, and administered

Administered, independent, and franchised

Corporate, contractual, and task

Question # 1 of 25 (Start time: 11:08:50 PM) Total Marks: 1

Gillette was the first marketer of disposable razors to offer a product specifically designed for men. This is an example of segmentation using which of the following variables?

Select correct option:

Demographic

Psychographic

Geographic

Product use

Question # 4 of 25 (Start time: 11:13:15 PM) Total Marks: 1

Following are the elements of the marketing mix EXCEPT:

Select correct option:

Distribution

Product

Target market

Pricing

Question # 5 of 25 (Start time: 11:14:01 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:

Note: Solve these mcqs by yourself

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Product development

Screening

Idea generation

Business analysis

Question # 11 of 25 (Start time: 11:19:38 PM) Total Marks: 1

Studies of the origin of man, religion, and thought-provoking ad campaigns are on the rise. This study reflects which of the following views?

Select correct option:

People's views of the universe

People's views of nature

People's views of society

People's views of organization

A market or an organization where a specific market plan is developed for each specific market or customer refers to which of the following organizations?

Select correct option:

Functional organization

Geographic organization

Product management organization

Customer management organization

14 of 25 (Start time: 11:22:54 PM) Total Marks: 1

The first step in the marketing control process is BEST described as one where the marketer performs which of the following activities?

Select correct option:

Evaluates performance

Measures performance

Sets specific goals

Takes corrective action

15 of 25 (Start time: 11:24:24 PM) Total Marks: 1

In the process of buying routinely purchased items, buyers also play the role of which category?

Select correct option:

Deciders

Gatekeepers

Note: Solve these mcqs by yourself

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Influencers

Buyers

Personal selling tries to achieve three general goals: finding prospects, convincing prospects to buy.

Select another goal of personal selling from the following:

Select correct option:

Being aware of competitors' sales activities

Depending on one-sale customers

Avoiding repeat sales

Keeping customers satisfied

Question # 17 of 25 (Start time: 11:27:24 PM) Total Marks: 1

Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?

Select correct option:

Personal selling and direct marketing

Public relation and publicity

E-commerce and E-business

Advertising and sales promotion

Question # 18 of 25 (Start time: 11:28:34 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.

19 of 25 (Start time: 11:29:34 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:

Gain market share

Achieve financial performance

Create product positioning

Stimulate demand

Note: Solve these mcqs by yourself

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Question # 20 of 25 (Start time: 11:31:08 PM) Total Marks: 1

An appropriate strategy to maximize efficiency of promotions is:

Select correct option:

Revision of organization processes

Efficient store assortments

Integrate this activity into supply chain planning

Efficient replacement

21 of 25 (Start time: 11:32:40 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

Question # 22 of 25 (Start time: 11:33:22 PM) Total Marks: 1

Which one of the following is an acronym of SWOT?

Select correct option:

Strategy, working, opinion, tactical

Strengths, weaknesses, opportunities, threats

Strategy, work, openness, toughness

Strategy, weakness, opinions, tactics

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?

Select correct option:

Religion

Geographic location

Income

Race

Question # 24 of 25 (Start time: 11:35:02 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

Note: Solve these mcqs by yourself

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Transporting
Storing
Selling

Question # 25 of 25 (Start time: 11:35:35 PM) Total Marks: 1

An effective form of direct marketing today is using the 30-minute television advertising programs for a single product to get instant feedback from customers refers to which of the following concepts?
Select correct option:

TV advertising

Infomercials
Home shopping TV
Publicity

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

What is one way that a social class is NOT measured?
Select correct option:

Occupation
Education
Income
Number of children in family

Question # 4 of 25 (Start time: 11:39:54 PM) Total Marks: 1

Niche marketing is opposite to which one of the following concepts?
Select correct option:

New Marketing exploration
Knowledge management
Mass marketing
Market intelligence

Question # 5 of 25 (Start time: 11:40:21 PM) Total Marks: 1

Personal selling tries to achieve three general goals: finding prospects, convincing prospects to buy.
Select another goal of personal selling from the following:

Select correct option:

Being aware of competitors' sales activities

Depending on one-sale customers

Avoiding repeat sales

Keeping customers satisfied

Question # 7 of 25 (Start time: 11:41:25 PM) Total Marks: 1

To reduce inventory management costs, many companies use a system where they carry only small inventories of parts or merchandise, often only enough for a few days of operation refers to which of the following concepts?

Select correct option:

Just-in-time logistics

Limited inventory logistics

Economic order quantity

Supply chain management

Question # 9 of 25 (Start time: 11:42:38 PM) Total Marks: 1

In which of the following methods of data collection consumers read questions from a computer screen and respond?

Select correct option:

Personal interviewing

Computer interviewing

Telephone interviewing

Mail questionnaires

Question # 11 of 25 (Start time: 11:43:48 PM) Total Marks: 1

All of the following are the forces of company's micro environment EXCEPT:

Select correct option:

The company

The Supplier

Competitor

Demographic

Question # 13 of 25 (Start time: 11:45:00 PM) Total Marks: 1

Which one of the following stage introduces a new product into the market?

Select correct option:

Product Concept

Product Development

Note: Solve these mcqs by yourself

VU Cafeteria Group is not responsible for any solved content

Test Marketing

Commercialization

Question # 17 of 25 (Start time: 11:48:07 PM) Total Marks: 1

What is our business? Who's our customer? What do our customers value? What should our business be? All these simple-sounding questions define which of the following concepts?

Select correct option:

Objectives and goals

Mission statement

Business portfolio

Operational strategies

Question # 19 of 25 (Start time: 11:50:03 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

Publicity

Sales promotion

Question # 20 of 25 (Start time: 11:50:50 PM) Total Marks: 1

The BCG growth-share matrix evaluates SBUs on which of the following two dimensions?

Select correct option:

Market Share; Sales

Market growth rate; relative market share

Market attractiveness; market growth rate

Market growth rate; profit

Question # 21 of 25 (Start time: 11:51:24 PM) Total Marks: 1

In an ad, what is the second thing the reader notices?

Select correct option:

Copy

Illustration

Headline

Color

Note: Solve these mcqs by yourself

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Question # 22 of 25 (Start time: 11:52:34 PM) Total Marks: 1

Checking ongoing performance against the annual plan and taking corrective action when necessary refers to which one of the following controls?

Select correct option:

Operating control

Strategic control

Marketing control

Tactical control

Question # 4 of 25 (Start time: 11:57:32 PM) Total Marks: 1

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?

Select correct option:

Marketing strategy

Marketing mix

Market offering

Marketing plan

Question # 7 of 25 (Start time: 12:00:41 AM) Total Marks: 1

Which one of the following the "target audience" for an advertising campaign?

Select correct option:

Information base on which to develop the campaign

Location and geographic distribution of persons

Group of people toward whom the advertisements are directed

Overall goal of the advertising campaign

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

Select correct option:

Cultural

Social

Personal

Business

Question # 10 of 25 (Start time: 12:03:22 AM) Total Marks: 1

When a firm sets out to analyze, plan, implement, and control sales force activities through sales force management. What does it set and design?

Select correct option:

Sales territories

Sales force strategies

Team selling efforts

Promotional objectives

Note: Solve these mcqs by yourself

VU Cafeteria Group is not responsible for any solved content

Question # 13 of 25 (Start time: 12:05:54 AM) Total Marks: 1

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

Select correct option:

- The supplier
- The Competitor
- The company**
- The public

Question # 14 of 25 (Start time: 12:06:27 AM) Total Marks: 1

In SWOT analysis, threats and opportunities are part of which of the following environment?

Select correct option:

- Internal
- Inside
- External**
- Domestic

Which one of the following is NOT a part of industry structure analysis?

Select correct option:

- Buyers
- Sellers
- Entry/exit barriers
- Competitor

Question # 18 of 25 (Start time: 12:10:10 AM) Total Marks: 1

A company can increase its business in four ways. Which is not one of these ways?

Select correct option:

- It can add new product lines, thus widening its product mix.
- It can lengthen its existing product lines.
- It can add more versions of each product and thus deepen its product mix.
- The company can discontinue some of its lines.**

Question # 20 of 25 (Start time: 12:11:37 AM) Total Marks: 1

All of the following are major steps in developing new products EXCEPT:

Select correct option:

- Test marketing
- Evaluation of competitors**
- Business analysis
- Idea generation

Question # 21 of 25 (Start time: 12:12:21 AM) Total Marks: 1

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

Select correct option:

Note: Solve these mcqs by yourself

VU Cafeteria Group is not responsible for any solved content

Defining the problem and research objectives

- Developing the research plan
- Implementing the research plan
- Interpreting and reporting the findings

Question # 22 of 25 (Start time: 12:13:11 AM) Total Marks: 1

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

Select correct option:

- Physiological need
- Safety need
- Need recognition**
- Self-actualization

Question # 24 of 25 (Start time: 12:20:14 AM) 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 # 7 of 25 (Start time: 12:28:08 AM) Total Marks: 1

The economic sacrifice made by a buyer to a seller for products or services refers to which one of the following price?

▶ Select correct option:

- Objective price**
- Target price
- Barter price
- Transaction price

Question # 8 of 25 (Start time: 12:29:23 AM) Total Marks: 1

Economic factors focus on which one of the following concepts?

Select correct option:

- Level of economic development**
- Bureaucracy
- Behavioral pattern
- Stability of government

Note: Solve these mcqs by yourself

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Question # 19 of 25 (Start time: 12:38:56 AM) Total Marks: 1

Which part of BCG matrix shows low-share business units in high-growth markets and requires a lot of cash to hold their share.

Select correct option:

Stars

Dogs

Question marks

Cash cows

Question # 1 of 25 (Start time: 12:48:09 AM) Total Marks: 1

All of the following are market-oriented mission statements, EXCEPT which one?

Select correct option:

EBay's mission is to connect individual buyers and sellers online

Singapore Airlines is the world's largest airline

Girl Scouts of America, "where girls grow strong"

Wal-Mart, "we deliver low prices everyday"

Question # 2 of 25 (Start time: 12:49:10 AM) Total Marks: 1

Record system that provides current data on sales, costs, inventories, cash flows, accounts receivable and payable refers to which of the following data?

Select correct option:

Internal data

External data

Secondary data

Primary data

Question # 5 of 25 (Start time: 12:52:40 AM) Total Marks: 1

Which of the following statements about how product considerations affect pricing is true?

Select correct option:

A retailer should use the same techniques for pricing a designer swimsuit as it used to price a pair of sunglasses.

The homogeneity of consumer products strongly affects pricing decisions.

The same strategy would be used for pricing a new device for checking a baby's temperature and cloth diapers.

A skimming policy is appropriate early in the product life cycle when demand is price inelastic.

The environment that is made up of institutions and other forces affecting society's basic values, perceptions, preferences and behaviors shows which of the following environment?

Select correct option:

Cultural environment

Fictitious environment

Natural environment

Political environment

Note: Solve these mcqs by yourself

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Question # 9 of 25 (Start time: 12:56:55 AM) Total Marks: 1

A retailer in an organization that purchases products for the purpose of reselling them to:

Select correct option:

Other retail organizations

The government

Ultimate consumers

Wholesalers

Question # 11 of 25 (Start time: 12:58:40 AM) 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: 12:59:50 AM) Total Marks: 1

Collection of raw facts refers to which of the following options?

Select correct option:

Information

Data

Results

Reports

Question # 13 of 25 (Start time: 01:00:26 AM) Total Marks: 1

All of the following are the customer markets EXCEPT which of the following?

Select correct option:

Reseller markets

Government markets

International markets

Business markets

Question # 14 of 25 (Start time: 01:01:11 AM) Total Marks: 1

At least how many parties should be included in "Exchange"?

Select correct option:

Two

Three

Four

Five

Question # 15 of 25 (Start time: 01:01:39 AM) Total Marks: 1

Order processing, inventory management, materials handling, warehousing, and transportation fall

Note: Solve these mcqs by yourself

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under which of the following activities?

Select correct option:

Wholesaling

Retailing

Physical distribution

Channel management

A situation where potential suppliers quote a confidential price to the buyer refers to which one of the following options?

Select correct option:

Price fixing

Competitive bidding

Rapid penetration

Slow skimming

Question # 21 of 25 (Start time: 01:07:35 AM) Total Marks: 1

What can we say about the size of the business market compared to consumer markets?

Select correct option:

It is same

It is smaller

It is huge

No need to compare

Question # 23 of 25 (Start time: 01:09:13 AM) Total Marks: 1

Which one of the following is a key building block for developing and managing customer relationships?

Select correct option:

Consumer expectations and customer satisfaction

Customer choices and product offers

Product performance and customer value

Customer value and customer satisfaction

Question # 5 of 25 (Start time: 01:46:07 AM) Total Marks: 1

Which of the following tasks are included in marketing management?

Select correct option:

Marketing analysis

Marketing planning

Marketing implementation

All of the above

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:

Note: Solve these mcqs by yourself

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

Question # 10 of 25 (Start time: 01:50:24 AM) Total Marks: 1

Which one of the following group is not often perceived by the majority of potential buyers as typical consumers?

Select correct option:

- Habitual buyers
- Innovators**
- Brand personalities
- Reference groups

Question # 11 of 25 (Start time: 01:51:28 AM) Total Marks: 1

Lobbying or building and maintaining relations with legislators and government officials to influence legislation and regulation are part of which one of the following options?

Select correct option:

- Outdated business ethics
- Press relations
- Press agencies
- Public relations**

Question # 13 of 25 (Start time: 01:53:20 AM) Total Marks: 1

Which one of the following networks refers to the key drivers of the new economy?

Select correct option:

- Intranet & extranet
- Extranet & internet
- Intranet & internet
- Intranet, extranet & internet**

Question # 15 of 25 (Start time: 01:54:41 AM) Total Marks: 1

Following activities are the part of marketing process EXCEPT which of the following?

Select correct option:

- Analyzing marketing opportunities
- Selecting target markets
- Developing the business portfolio**
- Managing the marketing effort

Note: Solve these mcqs by yourself

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Question # 19 of 25 (Start time: 01:58:14 AM) 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

Question # 20 of 25 (Start time: 01:59:32 AM) Total Marks: 1

The world is ___ rapidly with the advent of faster communications, transportation, and financial flows.

Select correct option:

Expanding

Exploding

Shrinking

None of the above

Question # 21 of 25 (Start time: 02:00:57 AM) 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

Question # 23 of 25 (Start time: 02:03:17 AM) 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

Note: Solve these mcqs by yourself

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