

FINALTER M EXAMINATION
Fall 2008
MKT501- Marketing Management (Session - 1)
Marks: 80

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

Which of the following markets involve buying and selling of goods for their utility and enabling them to make or re-sell a product to others?

Consumer markets

Business markets

Global markets

Government markets

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

A lot of time is required in establishing great brand image to be successful in:

Global Product marketing

Consumer Product marketing

Governmental marketing

Domestic product marketing

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

In which section of the marketing plan would you find detailed information about the marketing environment, market trends, customers and competitors?

Situation analysis

Product/market background

Marketing strategies

Market analysis 100 p---16

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

Which of the following has the largest market share in the relevant product market?

Market leader p--19

Market challenger

Market nicher

Market follower

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

Which of the following attacks the vulnerable part of a competitor?

Market leader

Market challenger 19

Market nicher

Market follower

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

Which of the following is EXCLUDED from business analysis?

Profit analysis

Management analysis

Cost analysis

Sales forecast

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

ABC Company is engaged in new product development process. After idea generation, screening, concept development and going through the business analysis. Identify the next step of the company.

Home-placement testing

Consumer testing

Beta testing

Alpha testing

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

Which of the following step involves determining the Compatibility of product idea with company objectives, needs, and resources on a general level?

Business analysis

Idea generation

Idea screening

Product development

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

Which of the following is NOT undertaken by all the companies in the process of new product development?

Market testing

Commercialization

Idea screening

Idea generation

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

Which of the following marketing mix element generates revenue?

Promotion

Price

Place

Product

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

Which of the following is an indicator of high quality of the product?

Psychological price
Penetration price
Premium price p-- 39
Low price

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

The price of which of the following is lower than the cost and is used to drag customers into a store where they are likely to buy other products.

Consumer promotion
Discounted product
On-sale item
Loss leader 100

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

In price shading which of the following has right to vary the price by certain amount?

Seller
Buyer
Manufacturer
Competitor

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

What will be the average cost per unit if a firm produces 500 units at cost of Rs.100, 000?

200
150
100
50

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

Charging more for a soft drink in a vending machine than in a supermarket , to which concept this example relates?

Price discrimination
Penetration pricing
Price differentiation
Cost-oriented pricing

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

Which of the following has a potential of becoming a star in the future?

Cash cow
Question mark
Star child
Dog

Question No: 17 (Marks: 1) - Please choose one
Establishment of mind share depends on which factor?

Market analysis
Market structure
Market segment p--65
Market growth

Question No: 18 (Marks: 1) - Please choose one
Identify the other name of mass media.

Multimedia
Corporate media p---66
Electronic media
Cross media

Question No: 19 (Marks: 1) - Please choose one
What are the factors changing mass media and its relationship to society?

Centralization of economy
Decentralization of communication p--68
Centralization of communication
Slow growth of organizations

Question No: 20 (Marks: 1) - Please choose one
A company manufactures shoes. The company incurred costs i.e. Rs.500, 000 for rent of the factory, Rs.20000 for transportation cost, Rs. 100, 000 for electricity bill and Rs. 600, 000 for raw material consumed. The fixed cost for the company is:

500,000 p---47
600,000
700,000
720,000

Question No: 21 (Marks: 1) - Please choose one
A shopkeeper is offering 10% discount for old age citizens. The shopkeeper is using which of the following:

Forth degree discrimination
Third degree discrimination
Second degree discrimination
First degree discrimination

Question No: 22 (Marks: 1) - Please choose one
An effective short-hand summary of the situation analysis is a:

Competition analysis

SBU analysis

SWOT analysis p----16

BCG analysis

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

Which of the following is NOT a medium used for advertising?

Publicity p----67

Print media

Television

Radio

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

Which of the following is NOT the form of complex sales?

Real estate development

Large fleet vehicle sales

Mining equipment sales

Commercial goods sales

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

Why companies use incentives for salespeople?

To increase sales

To increase competitors

To increase suppliers

To increase market share

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

Which of the following is an advantage of sales force management system for marketing manager?

Identifying the best customers

Identifying segments within market

Identifying target market

All of the given options

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

Which of the following is a readymade business, transferred from one place to other?

Whole selling

Retailing

Franchising

Direct selling

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

Which of the following is a type of vertical marketing system?

Franchise
Direct selling
Mail order
Retailing p--89

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

Which of the following is an example of agency based sales?

Web selling
B2 B selling
Advertising
Real estate

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

Which of the following is NOT one of the tools of public relations?

Personal selling
Written materials
Special events
Speeches

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

Which of the following is NOT the function of wholesaler?

Risk bearing
Financing
Bulk breaking
Production p---93

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

What is the input of consumer behavior?

Response
Stimuli p--98
Actions
Reactions

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

The physical aspects of the product are stimuli that the consumer receives from his or her environment. These are classified as _____ aspects.

Significative
Symbolic
Social
Perceptual

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

Which of the following is the research technique, in which data is obtained from a relatively small group of respondents and not analyzed with statistical techniques?

Qualitative research p----111

Experimental research

Observational research

Quantitative research

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

Which of the following is defined as the process of converting concepts into specific observable behaviors that a researcher can measure?

Operationalization p----109

Conceptualization

Generalization

Formalization

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

You are working on an assignment and you have to collect data about the forecasted population of your country. You have used a book from library for this purpose, the population information you found would be considered as which of the following type of data?

Primary

Secondary 100 % for less time

Imploratory

Exploratory

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

When Saleem buys car using a channel with only one intermediary, that intermediary is classified as a:

Functional middleman

Broker

Wholesaler

Retailer

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

Identify the marketing channel for selling High Tec products.

Wholesaler

Retailer

Mail order

Selling direct

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

In consumer behavior, we study:

How people buy?

What people buy?

When people buy?

All of the given options

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

Which of the following is NOT a projective technique?

First-person technique p---113

Role playing

Story completion

Sentence completion

Question No: 41 (Marks: 5)

What are different styles of selling? Give examples.

Question No: 42 (Marks: 5)

What is the importance of distribution channels and how channel members add value to a channel?

Question No: 43 (Marks: 10)

BCG is a strategic planning tool. How BCG matrix is beneficial for companies?

Question No: 44 (Marks: 10)

What are the critical issues of supply chain management?

Question No: 45 (Marks: 10)

As a marketing manager of a company you are assigned a task to close a deal with other company which requires negotiation. You have taken necessary steps that are required before negotiation now what necessary steps you would take to complete negotiate with that company?

FINAL TERM EXAMINATION

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

The basic human requirement defines which of the following?

Need

Demand

Want

Satisfaction

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

Willingness and ability to buy the product leads towards which of the following?

Demand

Need

Want

Market

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

Which of the following must be developed at each product level for achieving the goals?

Corporate plan

Selling plan

Marketing plan

Business plan

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

Which of the following part of a marketing plan defines the plan s financial and marketing goals in terms of sales volume, market share and profit?

Marketing strategy

Action programs

Issue analysis

Objectives

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

Which of the following strategy emphasize on brand image?

Cost leadership strategy

Market dominance strategy

Differentiation strategy

Market segmentation strategy

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

Which of the following are the products bought by individuals and organizations for further processing or for use in conducting a business?

Specialty
Industrial
Shopping

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

Which of the following are the people who purchase new products almost as soon as the products reach the market?

Innovators 33
Late majority
Early majority
Late adopters

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

Which of the following is the degree to which new product matches the values and experiences of the individuals in the community?

Innovation communicable
Innovation divisibility
Innovation compatibility
Innovation complexity

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

Tarang milk is an example of which of the following?

Corporate brand
Co-brand
Individual brand
Family brand

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

Which of the following is considered as dead end of distribution?

Promotion
Warehousing
Wholesaling
Retailing p---95

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

Which of the following method is mostly used in the retailing?

Courier service
Online shops
Self-service p---95

Counter-service

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

A book shop has arranged a book fair and offered 20% discount on all types of books. What will be the purpose of offering the discount?

Reward the customers

Move- out- of- date stock

Encourage the salespeople

To increase short term sales

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

Which of the following is the type of pricing used for highly differentiated and high value items?

Fixed pricing

Variable pricing 47

Value-based pricing

Joint product pricing

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

Charging more for a soft drink in a vending machine than in a supermarket , to which concept this example relates?

Price discrimination

Penetration pricing

Price differentiation

Cost-oriented pricing

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

Which of the following is NOT consumer sales promotion technique?

Price deal

Cents-off deal

Coupons

Dealer-loader

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

While making slogan, with whom the marketing managers should coordinate?

Commercial agencies

Promotion agencies

Sponsorship agencies

Advertising agencies p---70

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

A company is charging different prices to the customers based on the location. It is known as:

Forth degree discrimination

Third degree discrimination p---50

Second degree discrimination

First degree discrimination

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

Which of the following is most profitable and requires seller to have most information about the customers?

Second degree discrimination

Indirect segmentation

Direct segmentation

Complete price discrimination p--51

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

A shopkeeper is offering 10% discount for old age citizens. The shopkeeper is using which of the following:

Forth degree discrimination

Third degree discrimination

Second degree discrimination p--50

First degree discrimination

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

One dimension of G.E. Multi Factoral Analysis comprises of:

Ten industry attractiveness measures

Six industry attractiveness measures

Eight industry attractiveness measures

Nine industry attractiveness measures p--55

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

All of the following are the advantages of IMC EXCEPT:

Company will have a success factor

Money will be spent less

Results will be achieved easily

Lack of consistency in the message of company

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

Which of the following ensures that all forms of communications and messages are carefully linked together?

Direct marketing communication

Simple marketing communication

Marketing communication

Integrated marketing communication

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

Which of the following is NOT an advantage of advertising?

Strong potential impact

A large number of alternative media are available

Message is temporary

A large audience is attracted

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

At which stage one should gather facts about the party, estimate the needs of other party, and learn about the negotiation style of other party?

After agreement

Before negotiation

During negotiation

After negotiation

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

Which of the following is the combination of institutions through which a seller, market products to the user?

Marketing logistics

Supply chain management p--90

Distribution channel

Inventory management

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

Which of the following is NOT the base of contract relationship?

Time

Quantity

Law

Space

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

Which of the following is a readymade business, transferred from one place to other?

Whole selling

Retailing

Franchising

Direct selling

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

Which of the following is NOT an entity of supply chain management?

Consumer

Distributor
Manufacturer
Competitor 100

Question No: 29 (Marks: 1) - Please choose one
What does GSCF stand for?

Global Supply Chain Forum p--91
Global Supply Chain Federation
Global Supply Chain Finance
Greater Salina Community Foundation

Question No: 30 (Marks: 1) - Please choose one
Which of the following is a broad set of communication activities used to create and maintain favorable relations between the organization and its publics?

Publicity
Public relations 100 p---83
A press strategy
Advertising

Question No: 31 (Marks: 1) - Please choose one
Which of the following is NOT one of the tools of public relations?

Personal selling 100 %
Written materials
Special events
Speeches

Question No: 32 (Marks: 1) - Please choose one
Which of the following statements is TRUE?

A company s channel decisions are made independently from other marketing mix decisions
A company s channel decisions are not as important as their promotion decisions
A company s channel decisions are not as important as their pricing decisions
A company s channel decisions directly affect every other marketing decision

Question No: 33 (Marks: 1) - Please choose ones
Which of the following is NOT a method of retailing?

Counter-service
Cross-selling p---93
Self-service
Online shop

Question No: 34 (Marks: 1) - Please choose one
In how many ways the consumer buying behavior can be analyzed?

Five 100

Four

Three

Two

Question No: 35 (Marks: 1) - Please choose one
Emotion-based relationships are examples of which level?

Belonging & love 104

Self-actualization

Physiological

Self-esteem

Question No: 36 (Marks: 1) - Please choose one
Which of the following is the threat for an organization?

Competitors developing new products

New machinery or equipment

Lack of computing expertise

An unstable work-force

Question No: 37 (Marks: 1) - Please choose one
You are working on an assignment and you have to collect data about the forecasted population of your country. You have used a book from library for this purpose, the population information you found would be considered as which of the following type of data?

Primary

Secondary

Imploratory

Exploratory

Question No: 38 (Marks: 1) - Please choose one
Companies distinguish between external and internal customer to establish which of the following?

Selling price

Market price

Cost price

Transfer price

Question No: 39 (Marks: 1) - Please choose one
An advantage of a vertical marketing system (VMS) is that it acts as a:

Customer-driven system

Modern system

More efficient system

Unified system p--89

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

Which of the following types of qualitative research lasts for 1 to 2 hours?

Projective techniques

Depth interviews

Focus group p---111

Laddering

Question No: 41 (Marks: 5)

Define contribution margin analysis and how is it important in deciding whether to add or remove a product in portfolio?

Question No: 42 (Marks: 5)

What are the important questions, regarding customer segment, a marketer should consider while selecting a distribution channel for the segment?

Question No: 43 (Marks: 10)

As a marketing manager of a company you are assigned a task to close a deal with other company which requires negotiation. You have taken necessary steps that are required before negotiation now what necessary steps you would take to complete negotiate with that company?

Question No: 44 (Marks: 10)

What is the most generally used model for buyer decision making? Discuss its different stages.

Question No: 45 (Marks: 10)

Explain the five

levels stated by Maslow s hierarchy of needs by giving suitable examples.

FINAL TERM EXAMINATION

Fall 2009

MKT501- Marketing Management (Session - 1)

Marks: 80

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

Marketing starts with which of the following 4Ps?

Product

Price

Place

Promotion

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

Which of the following is the first step in writing a marketing plan?

Situation analysis

Opportunity and threat analysis

Executive summary

Market analysis

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

Which of the following is NOT included in the financial summary of a marketing plan?

Pro-forma income statement

Month-by-month agenda

Breakeven analysis

Assumptions

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

The building, holding, and harvesting are the types of:

Innovation strategy

Aggressiveness strategy

Diversification strategy

Market dominance strategy

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

The strategy which involves creating a product that is **perceived as unique and should provide superior value for the customer is called:**

Market segmentation strategy

Market dominance strategy

Differentiation strategy

Cost leadership strategy

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

Which of the following goods are relatively inexpensive and are purchased frequently with minimal effort?

Convenience 24

Unsought

Specialty

Shopping

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

During which stage of new product development the firm considers profitability?

Idea generation

Beta-testing
Business analysis
Product development

Question No: 8 (Marks: 1) - Please choose one
Which of the following is quick in innovation?

Capital goods
Food items 33
Industrial goods
IT products

Question No: 9 (Marks: 1) - Please choose one
ABC Co., a major Swedish multinational, provides an example of the power of innovative packaging and customer thinking. ABC Co. is involved in which of the following types of packaging that enables milk, fruit juice, and other perishable liquid foods to be distributed without refrigeration?

Boxes
Blister packs
Cartons
Aseptic packages

Question No: 10 (Marks: 1) - Please choose one
Tarang milk is an example of which of the following?

Corporate brand
Co-brand
Individual brand
Family brand

Question No: 11 (Marks: 1) - Please choose one
A company wants prompt payment from the customers. What type of discount will be suitable for the company?

Seasonal discount
Trade discount
Quantity discount
Cash discount 43

Question No: 12 (Marks: 1) - Please choose one
Which of the following is also known as accumulation discounts?

Trade discount
Non-cumulative quantity discount
Cumulative quantity discount 44
Quantity discount

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

Which of the following is the total amount of money flowing into any organization?

Fix cost

Variable cost

Total cost

Revenue

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

At what point will the marginal profit be zero?

When marginal revenue equals marginal cost

When marginal revenue is less than marginal cost

When marginal revenue is greater than marginal cost

When marginal revenue is not equal to marginal cost

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

Which of the following is NOT consumer sales promotion technique?

Price deal

Cents-off deal

Coupons

Dealer-loader

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

Which of the following is an amount paid by way of reduction, return, or refund on what has already been paid or contributed by the customer?

Coupon

Free sample

Rebate

Price deal 60

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

Which of the following was the most common form of advertising in ancient times?

Word of mouth p--61

Commercial message

Election campaign

Non verbal communication

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

Which type of media has an advantage of mass coverage for promotion?

Newspaper

Radio

Television

Outdoor advertising

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

A company charges Rs.100 per unit for 50 unit purchases and charges Rs. 90 per unit for 100 unit purchases. The company is following which type of price discrimination?

Forth degree discrimination

Third degree discrimination

Second degree discrimination (various by quantity sold)

First degree discrimination

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

Cash cows are SBU's that typically generate:

Large amounts of cash

A lot of competition

Large awareness levels but few sales

Problems for product managers

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

Which of the following leads the strategic planners to look at the more factors in evaluating an actual or potential business?

Aurthor D. Little model

B.C.G. model p---54

Contribution margin model

G.E. multi factorial model

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

Which of the following is NOT method of promotion?

Direct mail

Public relations

Retailing

Advertising

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

All of the following are the advantages of IMC EXCEPT:

Company will have a success factor

Money will be spent less

Results will be achieved easily

Lack of consistency in the message of company

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

Marketing communication planning framework starts with which of the following step?

Context analysis p--75

Promotional goal setting

Marketing research

Promotional analysis

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

Who is much more knowledgeable about the product or service than the prospect?

Sales person 74

Manager

Customer

Wholesaler

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

Why companies use incentive for salespeople?

To increase sales p--73

To increase competitors

To increase suppliers

To increase market share

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

Which of the following is TRUE for influence?

It has shared objective and resolve conflicts

It has conflict between parties and no compromise

It seeks compromise through influencer

It has common objective proven by influencer

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

Which of the following is TRUE about selecting, refining, and crafting an agreement?

It is a step in which both parties present the starting proposal p--77

It is a step in which both parties formalize agreement

It is a step in which both parties estimate cost of agreement

It is a step in which both parties gather facts about each other

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

Which of the following is NOT the performance measure for tracking the productivity of sales person?

Revenue per sales person

Revenue per territory

Margin by product category

Margin and revenue per product p----80

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

Companies are using public relation to support the sales:

In short run only

In long run only

In short and long run

None of the given options

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

A vertical marketing system (VMS), in which independent firms at different levels of production and distribution, join together through contracts to obtain more economies or sales impact than they could achieve alone. What does this statement refers to?

Corporate VMS

Conventional VMS

Administered VMS

Contractual VMS

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

Identify the feature of selective distribution.

Less control only

Less cost only

Less cost and more control

More cost and less control p—139 mgt 301

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

Which of the following is NOT an entity of supply chain management?

Consumer

Distributor

Manufacturer

Competitor

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

Which of the following is the sale of consumer products or services in a face to face manner away from a fixed retail location?

Industrial selling

Indirect selling

Direct selling

Business to business selling

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

Which of the following is an example of agency based sales?

Web selling

B2 B selling

Advertising

Real estate p---73

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

At which stage of buyer s decision process the reader would consider the advertisement?

Interest

Purchase p---100

Understanding

Attitude

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

According to Maslow's which need will emerge when the physiological needs are met?

Love

Safety p---104

second steps

Status

Being

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

Which of the following is the threat for an organization?

Competitors developing new products

New machinery or equipment

Lack of computing expertise

An unstable work-force

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

The absence of certain strength is viewed as a weakness. Identify such attribute of weakness for an organization.

A poor after sales service record

New machinery or equipment 100

Competitors developing new products

A new or developing market

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

If a retailer needed help with store design and training sales personnel, it would most likely use the services of which of the following?

Cash-and-carry wholesaler

Full-price wholesaler

Full-service wholesaler

Brokers and agents

Question No: 41 (Marks: 5)

Identify the type of price discrimination in each case given below:

Case 1: The Zoo often charges a lower admission fee for the student s trips.

Case 2: The cinema varies its seat prices according to the audience preferences for different locations.

Case 3: Some stores offer discount for bulk purchases.

Case 4: A cellular company is offering low call rates after 10 minutes phone calls.

Case 5: Higher gasoline prices on highways.

Question No: 42 (Marks: 5)

Internal analysis is used to evaluate the strengths and weaknesses of company s internal environment. What factors a company need to evaluate while doing internal analysis?

Question No: 43 (Marks: 10)

What does it mean money is invested in advertising ? Is advertising all about investment? Why or why not.

Question No: 44 (Marks: 10)

BCG is a strategic planning tool. How BCG matrix is beneficial for companies?

Question No: 45 (Marks: 10)

What are the critical issues of supply chain management?

FINAL TERM EXAMINATION

Fall 2009

MKT501- Marketing Management

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

Which of the following is NOT a purpose of a marketing plan?

- ▶ It assists in management control
- ▶ It assigns responsibilities, tasks and timing
- ▶ It co-ordinates marketing and production activities **Correct**
- ▶ It specifies how resources are to be allocated

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

In which of the following demand for the product reduces because of technological advances, shifts in consumer tastes and increased competition?

- ▶ Introduction stage
- ▶ Growth stage
- ▶ Maturity stag **Correct**
- ▶ Decline stage

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

Highest percentage of ideas for new products originates with/from which of the following sources?

- ▶ Top management
- ▶ Customers
- ▶ Competitors **Correct**
- ▶ Employees

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

Which of the following is frequently used in testing the acceptance of new product design?

- ▶ Concept development
- ▶ Business analysis
- ▶ Concurrent engineering **Correct**
- ▶ Conjoint analysis

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

To coordinate many activities involved in launching a new product, which of the following can be used by the marketers?

- ▶ Consumer path scheduling
- ▶ Consumer path analysis
- ▶ Critical Path analysis **Correct**
- ▶ Critical Path Scheduling

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

Which of the following has a quick response towards a new product?

- ▶ Opinion leaders
- ▶ Late majority
- ▶ Early majority **Correct**
- ▶ Early adopters

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

When two or more well known brands are combined in an offer it is called:

- ▶ Private brand
- ▶ Multibrands
- ▶ Co-brand **Correct**
- ▶ New brand

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

The buyer at ABC Furniture Store is informed that if he/she will increase his/her recent order of fifteen mattress sets to twenty, she will receive a 14 percent price reduction. This offer is due to a recent overstock condition at the factory and will not be available in the future. What is the type of discount offered by ABC Furniture store?

- ▶ Trade
- ▶ Seasonal
- ▶ Non-cumulative **Correct**
- ▶ Promotional

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

A company wants prompt payment from the customers. What type of discount will be suitable for the company?

- ▶ Seasonal discount
- ▶ Trade discount **Correct**
- ▶ Quantity discount
- ▶ Cash discount

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

Market-penetration pricing will likely to be used most in selling which of the following items?

- ▶ Specialty
- ▶ Convenience
- ▶ Unsought **Correct**
- ▶ Pharmaceuticals

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

Which of the following is an example of variable cost?

- ▶ Materials consumed during production **Correct**
- ▶ Rent of factory
- ▶ Wages of permanent employees
- ▶ Depreciation of building

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

What will be the average cost per unit if a firm produces 500 units at cost of Rs.100,000?

- ▶ 200 **Correct**
- ▶ 150
- ▶ 100
- ▶ 50

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

‘Charging more for a soft drink in a vending machine than in a supermarket’, to which concept this example relates?

- ▶ Price discrimination **Correct**
- ▶ Penetration pricing
- ▶ Price differentiation
- ▶ Cost-oriented pricing

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

What is the other name used for a TV commercial?

- ▶ Avert
- ▶ Advert **Correct**

- ▶ Divert
- ▶ Redirect

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

Of the following who uses the non-commercial billboards?

- ▶ Service providing organizations
- ▶ Non-profit groups and government **Correct**
- ▶ Capital goods producing organizations
- ▶ Consumer goods producing organizations

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

Identify the type of commercial for “Save wild life”.

- ▶ Traditional commercial **Correct**
- ▶ Political commercial
- ▶ Public service commercial
- ▶ Local station commercial

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

Which of the following is most profitable and requires seller to have most information about the customers?

- ▶ Second degree discrimination
- ▶ Indirect segmentation
- ▶ Direct segmentation **Correct**
- ▶ Complete price discrimination

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

Cash cows are SBU's that typically generate:

- ▶ Large amounts of cash **Correct**
- ▶ A lot of competition
- ▶ Large awareness levels but few sales
- ▶ Problems for product managers

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

In analyzing and building up a product portfolio a company can use:

- ▶ Boston Consulting Group matrix
- ▶ Contribution Margin analysis
- ▶ General Electric model
- ▶ All of the given options **Correct**

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

Which of the following is the coordination of a company's outgoing message through different media and ensures the uniformity of the messages?

- ▶ Marketing communication planning
- ▶ Integrated marketing communication **Correct**
- ▶ Internal marketing system

- ▶ Marketing communication

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

Which of the following is NOT generally recognized as an element of the promotion mix?

- ▶ Sales promotion
- ▶ Pricing
- ▶ Public relations **Correct**
- ▶ Advertising

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

All activities of selling, transferring and marketing the products through agents and middleman is called:

- ▶ Persuasive marketing
- ▶ Indirect marketing
- ▶ Direct marketing **Correct**
- ▶ Direct mail

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

IMC stands for what?

- ▶ Internal marketing community
- ▶ Integrated managing company
- ▶ Internal marketing communication
- ▶ Integrated marketing communication **Correct**

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

Which type of sales involves long sales cycles with multiple decision makers?

- ▶ Electronic sales
- ▶ Consultative sales
- ▶ Complex sales **Correct**
- ▶ Direct sales

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

What does BATNA stands for?

- ▶ The best alternative to a negotiated agreement **Correct**
- ▶ The best available to a negotiated agreement
- ▶ The best alternating to a new agreement
- ▶ The best available to a new agreement

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

What is the mutual activity of negotiation and decision making?

- ▶ Compromise seeking **Correct**
- ▶ Common objective
- ▶ Conflict between parties
- ▶ Presence of influence

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

What is the other term used for negotiation?

- ▶ Loss-win
- ▶ Win-win
- ▶ Win-loss **Correct**
- ▶ Loss-loss

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

Companies are using public relation to support the sales:

- ▶ In short run only
- ▶ In long run only
- ▶ In short and long run
- ▶ None of the given options **Correct**

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

What is the intention of vertical marketing for retailers and wholesalers?

- ▶ Increase cost
- ▶ Reduce channels
- ▶ Reduce control **Correct**
- ▶ Increase control

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

What was the purpose behind the creation of supply chain management?

- ▶ Less control and more supply chain partners **Correct**
- ▶ More control and less supply chain partners
- ▶ More control and more supply chain partners
- ▶ Less control and less supply chain partners

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

Which of the following is an example of agency based sales?

- ▶ Web selling
- ▶ B2 B selling
- ▶ Advertising
- ▶ Real estate **Correct**

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

Which of the following is NOT one of the tools of public relations?

- ▶ Personal selling **Correct**
- ▶ Written materials

- ▶ Special events
- ▶ Speeches

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

Which of the following is NOT a method of retailing?

- ▶ Counter-service
- ▶ Cross-selling **Correct**
- ▶ Self-service
- ▶ Online shop

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

The physical aspects of the product are stimuli that the consumer receives from his or her environment. These are classified as _____ aspects.

- ▶ Significant **Correct**
- ▶ Symbolic
- ▶ Social
- ▶ Perceptual

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

At which stage of product adoption process, the consumer is stimulated to seek information about new product?

- ▶ Awareness
- ▶ Interest **Correct**
- ▶ Evaluation
- ▶ Adoption

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

Which of the following is an opportunity in an organization?

- ▶ Competitors developing new products **Correct**
- ▶ The relaxation or abolition of international tariffs
- ▶ New machinery or equipment
- ▶ Lack of computing expertise

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

Companies distinguish between external and internal customer to establish which of the following?

- ▶ Selling price
- ▶ Market price
- ▶ Cost price
- ▶ Transfer price **Correct**

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

The success of each channel member depends on the performance of which of the following:

- ▶ The manufacturer
- ▶ The channel captain
- ▶ The entire supply chain
- ▶ Key channel members **Correct**

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

Which of the following is about managing strategically the customer's entire experience with the product and company?

- ▶ Customer experience management **Correct**
- ▶ Customer retention management
- ▶ Customer life-time value management
- ▶ Customer relationship management

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

Which of the following concepts is used when a company wants to expand the market?

- ▶ Production concept
- ▶ Product concept
- ▶ Selling concept
- ▶ Marketing concept **Correct**

Question No: 41 (Marks: 1) - Please choose one

Studying consumer behavior can provide clues about which of the following?

- ▶ Developing new product
- ▶ Product features
- ▶ Prices
- ▶ All of the given options **Correct**

Question No: 42 (Marks: 1) - Please choose one

In industrial marketing "5/7 net 30" means:

- ▶ 5/7th payment in advance and balance within 30 days.
- ▶ 5% discount if paid within 7 days, otherwise full payment within 30 days.

Correct

- ▶ 5% discount if paid within 30 days, otherwise full payment within 7 further days.
- ▶ 5/7th deposit with balance paid within 30 days.

Question No: 43 (Marks: 1) - Please choose one

Which of the following pricing strategies should be used in case of stiff competition in the market soon after the introduction of product?

- ▶ Skimming **Correct**
- ▶ Competition-oriented
- ▶ Penetration
- ▶ Psychological

Question No: 44 (Marks: 1) - Please choose one

Costs that vary directly with the level of production are referred to as _____.

- ▶ Fixed costs
- ▶ Variable costs **Correct**
- ▶ Total costs
- ▶ Unit costs

Question No: 45 (Marks: 1) - Please choose one

The relationship between the price charged and the resulting demand level can be shown as the _____.

- ▶ Demand curve **Correct**
- ▶ Variable cost
- ▶ Target cost
- ▶ Experience curve

Question No: 46 (Marks: 1) - Please choose one

Supply Chain Management involves getting the right product to the right customer in the right place at the right time. Which one of the following options is not a part of supply chain management?

- ▶ Planning
- ▶ Implementing
- ▶ Controlling the physical flow of goods, services, and information
- ▶ Gathering customer's ideas for new products **Correct**

Question No: 47 (Marks: 1) - Please choose one

ABC Company is thinking to supply its equipment and components in the United States and Canada? ABC Company is involved in which of the following decisions?

- ▶ Place decision
- ▶ Price decision
- ▶ Promotion decision
- ▶ Target market decision **Correct**

Question No: 48 (Marks: 1) - Please choose one

After an individual's need for food, clothing and shelter is filled, he or she will work to fill which of the following needs?

- ▶ Physiological
- ▶ Social
- ▶ Self-esteem **Correct**
- ▶ Safety

Question No: 49 (Marks: 3)

Suppose you are going to buy an item which is offered for Rs.5000. Consider these situations.

There is 10% discount.

There is 10% surcharge

- **Calculate price you are going to pay for the item in each case.**

Ans

In first case of 10% discount

Basic value = 5000/-

10% Discount = 500/-

New pay value = 5000-500 = Rs4500/-

In 2nd case of 10% surcharge

Basic value = 5000/-

10% Surcharge = 500/-

New pay value = 5000+500 = Rs5500/-

But in 2nd case saving is = $(500/5500) \times 100\%$

= 9.1 %s

Question No: 50 (Marks: 3)

What happens when your company does not train your sales managers?

Ans:

It is very necessary to have a best sales manager in a product manufacturing based company. Because if company not has good sale manager, then there is maximum chances to drop the sale of the company. Because a sale manger better describe his made product to buyer. If he is not well trained and not has good communication skill then it is difficult to raise the sale of company.

So less train sales mangers can put a wrong impression of the product and company in front of others and also become a cause of decreasing sale.

Question No: 51 (Marks: 5)

Describe the common advantage and disadvantage of observational research.

In this research method, researcher made some time one time observation and some time several observations. It helps to analyze the product. A researcher can found number of good observation in this research.

But some time if researcher found too many observations then it can create problem for researcher to find best solution.

Question No: 52 (Marks: 5)

“Television is the most creative of all media”. Justify this statement by giving logical reasoning.

Ans:

Television is a most powerful media these days. It is used for advertising of products through commercials. In commercial different ideas and services are promoted through medium of TV to enhance the promotion of goods and services.

If we see these days most of products, services even songs are presented on TV to enhance their production. Like ARIEL increased the production of their product by using this medium for campaign supporting the "Fatimid foundation" in which for every sale of ARIEL some amount was contributed to Thallaesemia patients. This information is floated through TV and people buy more and more ARIEL to support the campaign. So therefore TV is the most creative of all other media.

Question No: 53 (Marks: 10)

BCG is a strategic planning tool. How BCG matrix is beneficial for companies?

BCG matrix:

It is basically a technique which is used to build a product portfolio of a company. It is called as Boston Consulting Group (BCG) analysis (1970).

BCG is very beneficial for companies in Product Management, and in Strategic Management. By using this technique companies decide which product is to add in portfolio and which not.

It consists of two items

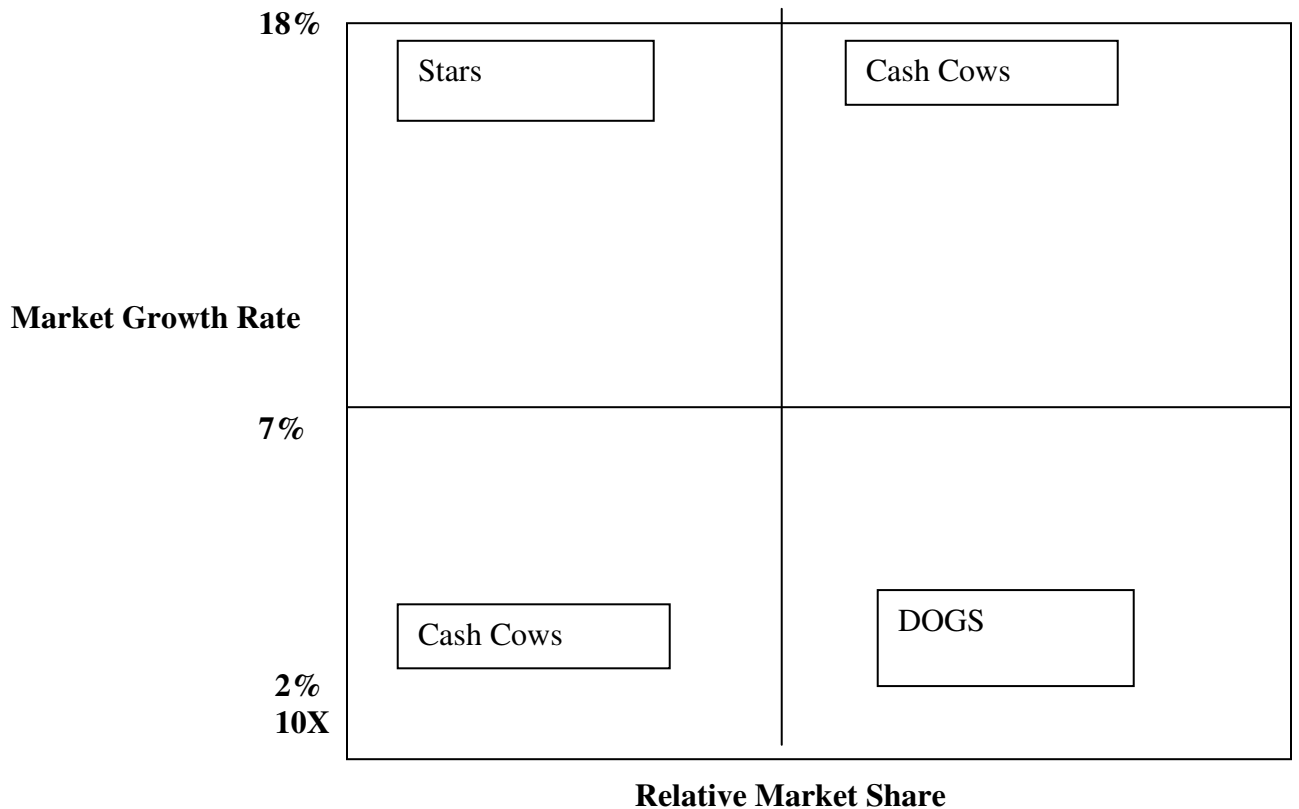
- **Relative Market Share**
- **Market Growth Rate**

After this we plotted it onto 2D map in which 4 terms are defined as

- 1- **Cash Cow:** It means high market share but low growth rate.
- 2- **Stars :** It means high market share and high growth rate

3- **Question mark:** It means with low market share but high market growth.

4- **DOGS :** It means low market share and low growth rate.



By using this matrix we can analyze that our product stands where and what remedial action we have to take care at what position.

For example cash cows are revenue generating and every company should have at least one or more than one cash cows because it helps to support the product of question mark and can shift them into stars.

Question No: 54 (Marks: 10)

How manufactured goods from the factory reach the final consumers? Discuss the ways through which retailers provide goods to variety of end-users.

Ans

Shifting of goods from factory to final consumer is basically called as Distribution of goods from one point to other.

Distribution is basically a business between manufacturer and the retailer y middle man.

Retailers are used to supply the product to end user or some departmental stores. Basically retailers buy a good in large quantities from manufacturer or wholesaler, and then sell to the individuals, small shops or sale directly to end user through stores.

Retailers are the end of Supply chain management. To provide the products these shops may be at Residential areas, shopping centers etc. In retailing, retailers either have a shop or he is using self service.

Retailer first make presentation of good which he has to sell, after that he make pricing of that product to find product worth. Then he make convenience plan to reach the product at consumer hand. To make this product easier to sell, he made product information and packing to attract the buyer. After this retailer make his own packing plan for easy delivery to the end consumer.

FINALTERM EXAMINATION
Fall 2009
MKT501- Marketing Management (Session - 3)

Time: 120 min

Mostly answers are Not conformed !

Marks: 84

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

Results from the research that have already been conducted are displayed in which of the following part of marketing plan

- ▶ Marketing strategies
- ▶ Executive summary
- ▶ **Appendix**
- ▶ Financial summary

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

Critical path analysis is a part of which of the following?

- ▶ **Implementation stage**

- ▶ Marketing strategies
- ▶ Executive summary
- ▶ Financial summary

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

A market leader firm can expand the total market through:

- ▶ Decreasing distribution of the product
- ▶ **Introducing the new usage of the product**
- ▶ Eliminating some features of product
- ▶ Increasing cost

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

Which of the following stage of product life cycle is most expensive?

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

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

Which of the following is the spread of idea from the source of invention to the ultimate user or consumers?

- ▶ Innovation adoption process
- ▶ Innovation diffusion process
- ▶ **Adoption process**
- ▶ New product recognition

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

When two or more well known brands are combined in an offer it is called:

- ▶ Private brand
- ▶ Multibrands
- ▶ **Co-brand**
- ▶ New brand

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

All of the following are true about price EXCEPT:

- ▶ Price is independent of the other elements of the marketing mix
- ▶ Price is the monetary value of a product
- ▶ Price is most flexible tool in the marketing mix
- ▶ Price is marketing mix element which produces revenue

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

ABC Company priced the product as of Rs. 19.99 instead of Rs.20. Which of the following pricing techniques is ABC Company using?

- ▶ Dodging pricing
- ▶ Deceptive pricing

- ▶ Premium pricing
- ▶ **Psychological pricing**

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

Which of the following method is mostly used in the retailing?

- ▶ Courier service
- ▶ Online shops
- ▶ Self-service
- ▶ **Counter-service**

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

Which of the following is price reduction offered when an order is placed in slack/drooping period?

- ▶ Cash discount
- ▶ Trade discount
- ▶ **Quantity discount**
- ▶ Seasonal discount

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

Which of the following discourages the entry of competitors as well as low prices act as a barrier to entry?

- ▶ Cost-orientated pricing
- ▶ Psychological pricing
- ▶ **Penetration pricing**
- ▶ Market skimming pricing

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

What will be the average cost per unit if a firm produces 500 units at cost of Rs.100,000?

- ▶ **200**
- ▶ 150
- ▶ 100
- ▶ 50

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

Management at ABC electronics has introduced the product at high price. Identify the type of pricing ABC electronics is using.

- ▶ Odd-even
- ▶ **Skimming**
- ▶ Penetration
- ▶ Psychological

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

Which of the following is the best example of a product that is suitable for sampling?

- ▶ Lawn furniture
- ▶ Leather briefcase
- ▶ Ceiling fan
- ▶ **Shampoo**

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

Identify the sales promotion technique in which price of a popular product is temporally reduced to stimulate profitable sales.

- ▶ Coupons
- ▶ Free samples
- ▶ Contests
- ▶ **Loss leader**

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

While reading a newspaper you have found a coupon booklet inserted in the newspaper. Identify the type of sales promotion technique.

- ▶ Coupon
- ▶ Free sample
- ▶ Price-pack deal
- ▶ **Free-standing insert**

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

Identify the trade sales promotional tool which induce retailer to purchase and display a product.

- ▶ Trade allowance
- ▶ Trade contest
- ▶ **Dealer loader**
- ▶ Push money

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

Which of the following is an amount paid by way of reduction, return, or refund on what has already been paid or contributed by the customer?

- ▶ Coupon
- ▶ Free sample
- ▶ **Rebate**
- ▶ Price deal

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

Which of the following was the most common form of advertising in ancient times?

- ▶ **Word of mouth**
- ▶ Commercial message
- ▶ Election campaign
- ▶ Non verbal communication

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

When was mass media introduced?

- ▶ 1950s
- ▶ 1940s
- ▶ 1930s
- ▶ **1920s**

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

Which of the following communication activities are likely to be most effective for a local hairdressing service?

- ▶ Public relations
- ▶ Word-of-mouth
- ▶ **Sales promotion**
- ▶ Radio advertisements

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

Manufacturers of shampoos often send out free samples of their products with the magazines. This illustrates the use of which of the following elements of promotional mix

- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Direct mail
- ▶ Advertising

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

All of the following are the objectives of sales promotion EXCEPT:

- ▶ **Personal interaction between two or more people**
- ▶ Invites and rewards quick consumer response
- ▶ Offers strong incentives to buy
- ▶ Attracts consumer attention

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

A brand may achieve which of the following when it is associated with a whole category of products?

- ▶ **Market share**
- ▶ Positive mind share
- ▶ Dominant mind share
- ▶ Mind share

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

Identify the situation in which there is NO negotiation at all.

- ▶ When both parties are weak
- ▶ When one party is strong
- ▶ When both parties are strong
- ▶ **When both parties are equal**

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

Which of the following is TRUE about “selecting, refining, and crafting an agreement”?

- ▶ It is a step in which both parties gather facts about each other
- ▶ It is a step in which both parties estimate cost of agreement
- ▶ It is a step in which both parties formalize agreement
- ▶ **It is a step in which both parties present the starting proposal**

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

In which of the following the sales force management systems are used?

- ▶ Selling and management
- ▶ Marketing and advertisement
- ▶ **Management and marketing**
- ▶ Management and advertisement

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

Productivity of sales force can be measured using all of the following **EXCEPT**:

- ▶ Total cost of production
- ▶ **Margin by customer segment**
- ▶ Revenue per territory
- ▶ Revenue per sales person

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

Identify the feature of selective distribution.

- ▶ Less control only
- ▶ Less cost only
- ▶ **Less cost and more control**
- ▶ More cost and less control

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

Outbound operations, including all fulfillment activities and transportation to customers are which type of supply chain management activities?

- ▶ Strategic level
- ▶ Tactical level
- ▶ **Operational level**
- ▶ Functional level

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

Which of the following is the sale of consumer products or services in a face to face manner away from a fixed retail location?

- ▶ Industrial selling
- ▶ Indirect selling
- ▶ **Direct selling**
- ▶ Business to business selling

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

Which of the following is a broad set of communication activities used to create and maintain favorable relations between the organization and its publics?

- ▶ Publicity
- ▶ Public relations
- ▶ A press strategy
- ▶ **Advertising**

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

Which of the following is NOT one of the functions that marketing channel members generally perform?

- ▶ **Manufacturing**
- ▶ Promotion
- ▶ Negotiating with buyers
- ▶ Information gathering

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

Which of the following is a practical model used by marketers?

- ▶ **Consumer behavior**
- ▶ Economic
- ▶ Psychological
- ▶ Behavioral

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

Which of the following is the threat for an organization?

- ▶ Competitors developing new products
- ▶ New machinery or equipment
- ▶ Lack of computing expertise
- ▶ **An unstable work-force**

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

Which of the following is defined as the process of converting concepts into specific observable behaviors that a researcher can measure?

- ▶ **Operationalization**
- ▶ Conceptualization
- ▶ Generalization
- ▶ Formalization

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

Which of the following technique is used by depth interviewers in which you start with questions about external objects and external social phenomena, and then proceed to internal attitudes and feelings?

- ▶ Hidden issue questioning
- ▶ **Laddering**
- ▶ Symbolic analysis
- ▶ Focus groups

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

When Saleem buys car using a channel with only one intermediary, that intermediary is classified as a:

- ▶ Functional middleman
- ▶ **Broker**
- ▶ Wholesaler
- ▶ Retailer

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

Which of the following markets involve buying and selling of goods for their utility and enabling them to make or re-sell a product to others?

- ▶ Global markets
- ▶ Government markets
- ▶ **Consumer markets**
- ▶ Business markets

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

Customer cost will be considered as which of the following Ps of marketing mix?

- ▶ Product
- ▶ **Price**
- ▶ Place
- ▶ Promotion

Question No: 41 (Marks: 1) - Please choose one

Which of the following is the consumer's estimate of the product's overall capacity to satisfy his or her needs?

- ▶ **Value**
- ▶ Want
- ▶ Demand
- ▶ Satisfaction

Question No: 42 (Marks: 1) - Please choose one

For which of the following products would the manufacturer be more likely to use selective distribution?

- ▶ Bags of potato chips
- ▶ Paper clips
- ▶ **Microwave ovens**
- ▶ Nail clippers

Question No: 43 (Marks: 1) - Please choose one

Costs that vary directly with the level of production are referred to as _____.

- ▶ Fixed costs
- ▶ **Variable costs**
- ▶ Total costs

- ▶ Unit costs

Question No: 44 (Marks: 1) - Please choose one

_____ are the sum of the _____ and _____ for any given level of production.

- ▶ Fixed costs; variable; total costs
- ▶ Fixed costs; total; variable costs
- ▶ Variable costs; fixed; total costs
- ▶ **Total costs; fixed; variable costs**

Question No: 45 (Marks: 1) - Please choose one

Which one of the following options reflects the tactical activities?

- ▶ **Inventory decisions, including quantity, location, and quality of inventory**
- ▶ Information Technology infrastructure, to support supply chain operations
- ▶ Where to make and what to make or buy decisions
- ▶ Product design coordination

Question No: 46 (Marks: 1) - Please choose one

Which of the following is NOT a style of music video?

- ▶ Audio
- ▶ Picture
- ▶ **Text**
- ▶ Animation

Question No: 47 (Marks: 1) - Please choose one

Supply Chain Management involves getting the right product to the right customer in the right place at the right time. Which one of the following options is not a part of supply chain management?

- ▶ Planning
- ▶ Implementing
- ▶ Controlling the physical flow of goods, services, and information
- ▶ **Gathering customer's ideas for new products**

Question No: 48 (Marks: 1) - Please choose one

Being a marketing manager, you have been assigned a task of conducting survey in a large area and collecting information that how many people like and dislike burger. You are collecting information by which of the following ways?

- ▶ Experimental techniques
- ▶ **Qualitative marketing research**
- ▶ Quantitative marketing research
- ▶ A Observational techniques

Question No: 49 (Marks: 3)

How an attractive TV commercial can be made?

Question No: 50 (Marks: 3)

You might consider strong industry knowledge and expertise to be a core competence in serving your industry. If your competitors have equivalent expertise, do you think that this is a core competency? Explain it with logical reasoning.

Question No: 51 (Marks: 5)

Differentiate between economic and psychological models.

Question No: 52 (Marks: 5)

What is Integrated Marketing Communications? Why is it important?

Question No: 53 (Marks: 10)

What does it mean “money is invested in advertising”? Is advertising all about investment? Why or why not.

Question No: 54 (Marks: 10)

Suppose you are going to take decision about the purchase of newly introduced milk in the market. Explain the decision making model that you will follow in this situation.

FINAL TERM EXAMINATION
Fall 2009
MKT501- Marketing Management (Session - 1)

Marks: 84

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

A market leader firm can expand the total market through:

- ▶ Decreasing distribution of the product
- ▶ Introducing the new usage of the product
- ▶ Eliminating some features of product
- ▶ Increasing cost

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

Identify the strategy that deals with the rate of new product development.

- ▶ Aggressiveness strategy
- ▶ Horizontal integration
- ▶ Vertical integration
- ▶ Innovation strategy

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

When all company's products are given different brand names it is called:

- ▶ Individual branding
- ▶ Family branding
- ▶ Group branding
- ▶ Combination branding

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

Which of the following is also known as dual branding?

- ▶ Private brand
- ▶ Multibrand
- ▶ Co-brand
- ▶ New brand

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

Which of the following is a pricing technique used by retailers?

- ▶ Cost-push pricing
- ▶ Cost-plus pricing
- ▶ Demand- push pricing
- ▶ Demand- pull pricing

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

ABC Company priced the product as of Rs. 19.99 instead of Rs.20. Which of the following pricing techniques is ABC Company using?

- ▶ Dodging pricing
- ▶ Deceptive pricing
- ▶ Premium pricing
- ▶ Psychological pricing

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

A company is providing warehousing facility to its channel members. The company is using which of the following?

- ▶ Seasonal discount
- ▶ Trade discount
- ▶ Quantity discount
- ▶ Cash discount

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

Which of the following discourages the entry of competitors as well as low prices act as

a barrier to entry?

- ▶ Cost-orientated pricing
- ▶ Psychological pricing
- ▶ Penetration pricing
- ▶ Market skimming pricing

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

To attract customers into stores, the store advertises its milk at a price less than cost, hoping that customers will purchase other groceries as well. Milk is acting as which of the following?

- ▶ Premium item
- ▶ On- sale item
- ▶ Discounted item
- ▶ Loss leader

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

Many companies try to set a price that will maximize current profit. This strategy assumes that company has knowledge of its:

- ▶ Cost and production function
- ▶ Revenue and cost function
- ▶ Demand and market function
- ▶ Demand and cost function

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

What will be the average cost per unit if a firm produces 500 units at cost of Rs.100,000?

- ▶ 200
- ▶ 150
- ▶ 100
- ▶ 50

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

When a company sells a product or service at two or more prices that do not reflect the promotional difference in cost, what is this referring to?

- ▶ Promotional pricing
- ▶ Differentiation price
- ▶ Price discrimination
- ▶ Variation pricing

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

Management at ABC electronics has introduced the product at high price. Identify the type of pricing ABC electronics is using.

- ▶ Odd-even
- ▶ Skimming
- ▶ Penetration

- ▶ Psychological

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

‘Charging more for a soft drink in a vending machine than in a supermarket’, to which concept this example relates?

- ▶ Price discrimination
- ▶ Penetration pricing
- ▶ Price differentiation
- ▶ Cost-oriented pricing

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

Which of the following has a potential of becoming a star in the future?

- ▶ Cash cow
- ▶ Question mark
- ▶ Star child
- ▶ Dog

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

Which of the following is NOT used for commercial advertising?

- ▶ Bus stop benches
- ▶ Wall paintings
- ▶ Billboards
- ▶ Word of mouth

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

Slogan of a product is called:

- ▶ A Sign
- ▶ An expression
- ▶ A buzz word
- ▶ An image

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

One dimension of G.E. Multi Factoral Analysis comprises of:

- ▶ Ten industry attractiveness measures
- ▶ Six industry attractiveness measures
- ▶ Eight industry attractiveness measures
- ▶ Nine industry attractiveness measures

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

Which of the following is the basic role of promotion?

- ▶ Interpretation
- ▶ Communication
- ▶ Manipulation
- ▶ Information

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

Which advertising medium enables the retail advertiser to control his market coverage?

- ▶ Daily newspapers
- ▶ Radio
- ▶ Magazines
- ▶ Direct mail

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

Lost-and-found advertising on papyrus was common in which of the following:

- ▶ Rom and India
- ▶ Greece and India
- ▶ Rom and China
- ▶ Greece and Rom

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

Which of the following is NOT the form of complex sales?

- ▶ Real estate development
- ▶ Large fleet vehicle sales
- ▶ Mining equipment sales
- ▶ Commercial goods sales

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

What is the other term used for negotiation?

- ▶ Loss-win
- ▶ Win-win
- ▶ Win-loss
- ▶ Loss-loss

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

Identify the situation in which there is NO negotiation at all.

- ▶ When both parties are weak
- ▶ When one party is strong
- ▶ When both parties are strong
- ▶ When both parties are equal

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

Which of the following is the combination of institutions through which a seller, market products to the user?

- ▶ Marketing logistics
- ▶ Supply chain management
- ▶ Distribution channel
- ▶ Inventory management

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

Which of the following is a readymade business, transferred from one place to other?

- ▶ Whole selling
- ▶ Retailing
- ▶ Franchising
- ▶ Direct selling

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

Which of the following is a discussion between two or more disputants who are trying to work out a solution to their problem?

- ▶ Co-operation
- ▶ Mutual agreement
- ▶ Selling
- ▶ Negotiation

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

Which of the following is NOT one of the functions that marketing channel members generally perform?

- ▶ Manufacturing
- ▶ Promotion
- ▶ Negotiating with buyers
- ▶ Information gathering

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

What type of wholesalers represents buyers or sellers on a relatively permanent basis, perform only a few functions, and do not take title to goods?

- ▶ Agents
- ▶ Merchant wholesalers
- ▶ Limited-service wholesalers
- ▶ Brokers

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

In how many ways the consumer buying behavior can be analyzed?

- ▶ Five
- ▶ Four
- ▶ Three
- ▶ Two

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

Which of the following is a practical model used by marketers?

- ▶ Consumer behavior
- ▶ Economic
- ▶ Psychological
- ▶ Behavioral

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

You are going to take a decision about a purchase and your decision is influenced by

initial information you collect from a source. Identify the decision making style in this situation.

- ▶ Repetition bias
- ▶ Group decision
- ▶ Anchoring
- ▶ Selective perception

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

According to Maslow's which need will emerge when the physiological needs are met?

- ▶ Love
- ▶ Safety
- ▶ Status
- ▶ Being

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

All the following are channel member functions EXCEPT:

- ▶ Set strategies for manufacturing
- ▶ Provide for the successive storage of physical products
- ▶ Gather information about potential and current customers
- ▶ Place orders with manufacturers

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

An advantage of a vertical marketing system (VMS) is that it acts as a:

- ▶ Customer-driven system
- ▶ Modern system
- ▶ More efficient system
- ▶ Unified system

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

Companies that are involved in selling mass consumer goods and services are found in which of the following markets?

- ▶ Business markets
- ▶ Consumer markets
- ▶ Global markets
- ▶ Government markets

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

When need is directed towards a specific object it is called:

- ▶ Actual need
- ▶ Want
- ▶ Demand
- ▶ Satisfaction

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

Which one of the following is the strategy that focuses on efficiency?

- ▶ Target market strategy

- ▶ Market segmentation strategy
- ▶ Differentiation strategy
- ▶ Cost leadership strategy

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

For which of the following products would the manufacturer be more likely to use selective distribution?

- ▶ Bags of potato chips
- ▶ Paper clips
- ▶ Microwave ovens
- ▶ Nail clippers

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

Which of the following is the total process of moving goods from a manufacturer to a customer in the most timely and cost-efficient manner possible?

- ▶ Financing
- ▶ Logistics
- ▶ Warehousing
- ▶ Storing

Question No: 41 (Marks: 1) - Please choose one

Which of the following price is product driven when a company designs what it considers to be a good product, totals the expenses of making the product, and sets a price that covers costs plus a target profit?

- ▶ Value-based
- ▶ Fixed cost
- ▶ Cost-based
- ▶ Variable

Question No: 42 (Marks: 1) - Please choose one

At what point is profit maximized?

- ▶ Where total sales revenue equals variable cost
- ▶ Where average sales revenue equals average cost
- ▶ Where marginal sales revenue equals marginal cost
- ▶ Where total sales revenue equals total costs

Question No: 43 (Marks: 1) - Please choose one

Skywriting is one of the medium of:

- ▶ Advertising
- ▶ Sales promotion
- ▶ Personal selling
- ▶ Publicity

Question No: 44 (Marks: 1) - Please choose one

Objectives are common in which of the following pair of group activities?

- ▶ Decision making-Influencing

- ▶ Influencing-Negotiation
- ▶ Decision making-Negotiation
- ▶ All of the given options

Question No: 45 (Marks: 1) - Please choose one

One of the reason for success of any company in distribution channel is that its dealers _____.

- Operate at low cost ▶
- Build strong customer relationships in their communities ▶
- Are skilled in promotion ▶
- Discount prices to their best customers ▶

Question No: 46 (Marks: 1) - Please choose one

Which one of the following professions is considered as an old age profession?

- Mail order ▶
- Retailer ▶
- Wholesaler ▶
- Agent ▶

Question No: 47 (Marks: 1) - Please choose one

Which of the following needs reflects love/belonging needs?

- Friendship ▶
- Security of employment ▶
- The need for sleep ▶
- Familial security ▶

Question No: 48 (Marks: 1) - Please choose one

Word association, sentence completion and story completion are the part of which of the following qualitative research?

- ▶ Projective techniques
- ▶ Symbolic analysis
- ▶ Focus groups
- ▶ Depth interviews

Question No: 49 (Marks: 3)

Define mind share and dominant mind share.

Question No: 50 (Marks: 3)

What decisions the supplier has to make regarding channels?

Question No: 51 (Marks: 5)

What are different styles of selling? Give examples.

Question No: 52 (Marks: 5)

Why promotional part of marketing mix is the weak area for wholesalers?

Question No: 53 (Marks: 10)

Marketers can use different advertising media for their campaigns. Enlist strengths of following advertising media.

- Television
- Newspapers
- Radio
- Outdoor advertising

Question No: 54 (Marks: 10)

Price discrimination occurs when a company sells a product or service at two or more prices. What are different ways a company can use for price discrimination?