



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

If a company's customers are concentrated in a small geographic area and the company sells technical products, which promotion method will it most likely use?

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

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

Which of the following option is **NOT** related with environmental sustainability strategies?

- ▶ Pollution prevention
- ▶ Product stewardship
- ▶ **Production of non environment friendly products**
- ▶ New environmental technologies

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

Which one the following options are related with this statement "Innovations in research and development of technologies, products and markets, set standards and shares them with other firms. This shows small or moderate country market shares but high shares when all strategic "standards users" are included."

- ▶ Global leader strategy
- ▶ Global challenger strategy
- ▶ **Global collaborator strategy** Page#211
- ▶ Global follower strategy

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

GATT stands for which one of the following?

- ▶ General Agreement on Tariffs and Tax
- ▶ General Agreement on Tax and Trade
- ▶ General Agreement on Traffic and Trade
- ▶ **General Agreement on Tariffs and Trade**

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

Which one of the following is a position option open to smaller firms that serves some part of the market that is not likely to attract the attention of the larger firms?



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

The market niche is a position option open to smaller firms that serve some part of the market that is not likely to attract the attention of the larger firms.

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

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

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

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

Review of the sales, costs and profit projections for a new product to find out whether these factors satisfy the company's objectives comes under which one of the following concepts?

- ▶ **Business Analysis**
- ▶ Product Development
- ▶ Test Marketing
- ▶ Commercialization

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

The concept of market _____ arranges for a product to occupy a clear, distinctive, and desirable place relative to competition.

- ▶ **Positioning Page#37**
- ▶ Place
- ▶ Price
- ▶ Product

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

Which one of the following are low-growth, low-share businesses and products (they may generate enough cash to maintain them, but do not have much future)?

- ▶ **Dogs**
- ▶ Cash Cows
- ▶ Stars
- ▶ Question Marks

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

Which one of the following authorities might use several tools like news, speeches and special events for the marketing purpose?



- ▶ Advertising agencies
- ▶ Advertising specialists
- ▶ **Public relation professionals**
- ▶ Computer programmers

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

Catalog marketing can be personalized on a one-to-one basis. Which one of the following is **NOT** a common form of catalog marketing?

- ▶ Print catalog
- ▶ Video catalog
- ▶ **Add-on catalog**
- ▶ Electronic catalog

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

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

- ▶ Advertising
- ▶ **Direct marketing**
- ▶ Public relations
- ▶ Personal selling

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

Three common techniques are used by sales managers to boost sales force morale. These include the organizational climate, sales quotas and which one of the following is the third technique?

- ▶ **Positive incentive Page#189**
- ▶ Positive thinking
- ▶ Positive recognition
- ▶ Positive feedback

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

Sales managers must also make decisions about organizing the sales force. Assuming the sales force is to be managed internally, the sales manger has four broad choices for organizing the sales force. Which of the following is **NOT** one of these four choices?

- ▶ Product-based
- ▶ Geographically-based
- ▶ **Demographically-based**
- ▶ Customer-based



<http://wps.pearsoned.co.uk/wps/grader>

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

The various stages of the personal selling process are illustrated below, which one of the following is **NOT** specific roles of the sales representative?

- ▶ Negotiating and closing the sale
- ▶ Sales presentation
- ▶ Prospecting
- ▶ **devising product strategy**

http://wps.pearsoned.co.uk/ema_uk_he_kotler_primark_4/27/7112/1820819.cw/content/index.html

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

"Looking for new customers" refers to which one of the following concept?

- ▶ Soliciting
- ▶ Presenting
- ▶ **Prospecting**
- ▶ Qualifying

Prospecting

Definition: The search for potential customers or buyers

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

Mr. Rahil is shopping at a departmental store. He completes an entry form at the checkout for a prize draw which gives him a chance to win a new car. He is participating in which of the following?

- ▶ Consumer contest
- ▶ Sales contest
- ▶ Sales competition
- ▶ **Consumer sweepstake**

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

Which of the following advertising becomes more important to build selective demand as competition increases?

- ▶ **Persuasive advertising**
- ▶ Informative advertising
- ▶ Patronage advertising
- ▶ Reminder-oriented advertising

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

Which one of the following advertising decisions can be classified by primary purpose, whether the aim is to inform, persuade or remind?



▶ Advertising objectives

- ▶ Advertising budgets
- ▶ Advertising strategies
- ▶ Advertising campaigns

Advertisers should set clear objectives as to whether the advertising is supposed to inform, persuade, or remind buyers.

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

Which one of the following advertising is required by a product in the maturity stage?

- ▶ Informative
- ▶ Comparative
- ▶ Persuasive
- ▶ Reminder

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

If you are attempting to create primary demand toward your product, you will use which type of the following ads?

- ▶ Informative
- ▶ Persuasive
- ▶ Reminder
- ▶ Cooperative

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

Pull promotion is one of the promotion mix strategies. Which of the following are heavy expenditures in pull promotion?

- ▶ Advertising and sales promotion
- ▶ Public relations and distribution
- ▶ Personal selling and public relations
- ▶ Distribution and advertising

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

Proctor and Gamble periodically sends out coupons and free samples of products. This illustrates to which one of the following elements of the promotion mix?

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

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

Which one of the following concepts is considered as the basic role of promotion?

- ▶ Information
- ▶ Manipulation



▶ **Communication**

▶ Interpretation

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

Eliminating a wholesaler from a marketing channel results in which of the following?

- ▶ Will cut costs and lead to lower prices in the market
- ▶ May or may not lower prices and will not eliminate the functions performed by the wholesaler
- ▶ Will eliminate the functions performed by the wholesaler and will lower costs
- ▶ **Will reduce channel conflict among the channel members**

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

Nike maintains a good deal of control over how its products are promoted, displayed, and sold. Because of this control, Nike would be appropriately described as which of the following?

- ▶ Intermediary
- ▶ **Leader**
- ▶ Allocator
- ▶ Terminator

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

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

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

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


Three key issues associated with initiating price changes are, the circumstances, the tactics and:

- ▶ Sales targets
- ▶ Bad publicity
- ▶ Stock levels
- ▶ **Competitor reactions**

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

Which one of the following pricing method is the simplest pricing method?

- ▶ Value-based

- 
- ▶ Fixed cost
▶ **Cost-based**
▶ Skimming

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

When management at Yamaha Motorcycles makes decisions on saddlebags, handle bars, and seats for its bikes, they become engaged in which one of the following pricing?

- ▶ Product line pricing
▶ **Optional-product pricing**
▶ Captive-product pricing
▶ Value-based pricing

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

A penetration-pricing policy is particularly appropriate when demand is:

- ▶ Increasing
▶ **Highly elastic**
▶ Highly inelastic
▶ Decreasing

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

Management at Philips Electronics is having difficulty in raising the introductory price on system components to cover its increased costs. Apparently, Philips used a _____ pricing policy in pricing these components.

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

<http://cw.routledge.com/textbooks/9780415370974/resources/questions.asp?unit=9>


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

Which one of the following pricing objectives is rarely operational because its achievement is difficult to measure?

- ▶ Return on investment
▶ **Profit maximization**
▶ Market share
▶ Survival

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

Price is a key element in the marketing mix because it relates directly to:

- 
- # علم دُنیا
- ▶ The size of the sales force
▶ The speed of an exchange
▶ The control of quality
▶ **The generation of total revenue**

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

After concept testing, a firm would engage in which stage for developing and marketing a new product?

- ▶ **Marketing strategy development**
▶ Business analysis
▶ Product development
▶ Test marketing

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

Which of the segmenting strategies carries higher-than-average risks in consumer markets?

- ▶ **Concentrated**
▶ Differentiated
▶ Undifferentiated
▶ Multiple-segment

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

When the size, purchasing power and profiles of business market segments can be determined, they are said to possess the requirement of being what?

- ▶ **Measurable**
▶ Accessible
▶ Substantial
▶ Actionable

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

The fact that organizational customers purchase products to be used directly or indirectly in the production of goods and services to satisfy customers' needs This situation shows which of the following demands?

- ▶ Joint
▶ **Derived**
▶ Inelastic
▶ Fluctuating

Derived Demand

- a) **Derived demand is the demand for business products derived from the demand for consumer products.**

- b) Business customers purchase products to be used directly or indirectly in the production of goods and services to satisfy consumers' needs.
- c) When consumer demand for a product changes, a wave is set in motion that affects demand for all firms involved in the production of that product.

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

Learning occurs through the interplay of all of the following EXCEPT:

- ▶ Drives
- ▶ Stimuli
- ▶ Cues
- ▶ Behavior

Learning occurs through the interplay of drives, stimuli, cues, responses, and reinforcement.

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

ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

- ▶ Respondents who refuse to cooperate or give biased answers
- ▶ Interviewers who make mistakes or take shortcuts
- ▶ Interpreting and reporting the findings
- ▶ Primary data that conflict with secondary data

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

Identify the concept that elaborates the systematic collection and analysis of publicly available information about competitors and developments in the marketing environment.

- ▶ Marketing data
- ▶ Marketing intelligence
- ▶ Web Master
- ▶ Secondary data

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

The marketing information system is not limited to use by the company. It may also provide information to which of the following?

- ▶ The government
- ▶ External partners
- ▶ Various publics
- ▶ Competitors

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

Which of the following forces shows the marketing macro environment?

- ▶ Demographic, economic, natural, technological, political, and social
- ▶ Demographic, natural, economic, political, social, and cultural
- ▶ Demographic, economic, natural, technological, political, and cultural
- ▶ Demographic, economic, natural, social, political, and legal

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

In the Boston Consulting Group approach, which one of the following is a measure of company strength in the market?

- ▶ Relative market share
- ▶ BCG matrix
- ▶ Business portfolio
- ▶ Market growth rate

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

ABC Company's strategy of cutting prices on its cigarettes to enlarge its market share in the increasingly competitive tobacco industry refers to which of the following strategies?

- ▶ Product development
- ▶ Market development
- ▶ Product penetration
- ▶ Concentric integration

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

In the Boston Consulting Group approach, which one of the following measure provides a measure of market attractiveness?

- ▶ Business portfolio
- ▶ BCG matrix
- ▶ Market growth rate
- ▶ Relative market share

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

In case of an intense competition there are a number of manufacturers and buyers who have more options for product switching. Which one of the following forces represents it?

- ▶ Threat of new entrants
- ▶ Bargaining power of buyers
- ▶ Bargaining power of suppliers

▶ Rivalry among competing firms

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

When a customer pays Rs.1000 and receives a television set in return. What does this example shows?

- ▶ Exchange
- ▶ Transaction
- ▶ Market
- ▶ Segment

Question No: 49 (Marks: 1) - Please choose one

In a Michael Porter Model, which one of the following options is a major tool in the identification of ways to create value in an organization?

- ▶ Chain model
- ▶ The BCG model
- ▶ Five forces model
- ▶ Value chain model

Question No: 50 (Marks: 1) - Please choose one

Which one of the following option is NOT a benefit of internet marketing?

- ▶ Cost effective
- ▶ Time saving
- ▶ Reliability
- ▶ Open new venue

FINAL TERM EXAMINATION

Spring 2009

MGT301-Principles of Marketing (Session -2)

Paper 11

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

Which one of the following option is NOT a benefit for buyer with E-commerce?

- ▶ Convenience
- ▶ Easy and private
- ▶ Reliability
- ▶ Greater product access

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

The type of product that results from applying human and mechanical efforts to people or objects refers to which one of the following options?

- ▶ An idea



▶ A service

- ▶ A philosophy
- ▶ A concept

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

Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor reflects which one of the following concepts?

- ▶ Sales promotion
- ▶ Direct marketing
- ▶ Advertising
- ▶ Personal selling

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

Which one of the following statements by a company chairman BEST reflects the marketing concept?

- ▶ We have organized our business to satisfy the customer needs
- ▶ We believe that marketing department must organize to sell what we produce
- ▶ We try to produce only high quality, technically efficient products
- ▶ We try to encourage company growth in the market

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

All of the following are accurate descriptions of a company's mission statement, EXCEPT which one?

- ▶ Mission statement should fit the market environment
- ▶ Mission statement should be realistic
- ▶ Mission statement should be broad
- ▶ Mission statement should be motivating

Mission statements must:

- 1). Be realistic.
- 2). Be specific.
- 3). Fit the market environment.
- 4). Indicate distinctive competencies.
- 5). Be motivating.

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

What are we going to do? And, how are we going to do? In which of the following categories these two questions fall?

- ▶ Researching
- ▶ Planning
- ▶ Controlling
- ▶ Managing

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

Which one of the following factor is NOT used for measuring the social class?

- ▶ Income
- ▶ **Number of children in family**
- ▶ Occupation
- ▶ Education

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

Which of the following demands that business markets have more?

- ▶ Derived demands
- ▶ Steady demands
- ▶ **Fluctuating**
- ▶ Competitive

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

"A purchase in which the customer buys the same goods in the same quantity on the same terms from the same supplier" refers to which one of the following buying situations?

- ▶ New-task
- ▶ Modified rebuy
- ▶ **Straight rebuy**
- ▶ Negotiated

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

Which one of the following categories refers to a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges?

- ▶ **Product line**
- ▶ Line extension
- ▶ Private brand
- ▶ Product bandwidth

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

Price is a key element in the marketing mix because it relates directly to:

- ▶ The size of the sales force
- ▶ The speed of an exchange
- ▶ The control of quality
- ▶ **The generation of total revenue**

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

A product under non-price competition would most likely NOT succeed in the market if:

- ▶ **It is easy to duplicate**
- ▶ It is packaged differently than similar product
- ▶ It is priced near the competitors' price
- ▶ Its quality has been upgraded

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

Which one of the following statements BEST describes the concept of Price?

- ▶ **The value that is exchanged for products in a marketing transaction**
- ▶ Always money paid in a marketing transaction
- ▶ More important to buyers than sellers
- ▶ Usually the most inflexible marketing mix decision variable

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

Which one of the following is the requirement for setting pricing objectives?

- ▶ The objectives should be short-term oriented
- ▶ There should be only one pricing objective
- ▶ The cost structure should be identified
- ▶ **The objectives should be explicitly stated**

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

Management at Philips Electronics is having difficulty in raising the introductory price on system components to cover its increased costs. Apparently, Philips used a _____ pricing policy in pricing these components.

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

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

Lawyers, accountants, and other professionals typically price by adding a standard markup for profit that reflects which one of the following concepts?

- ▶ **Cost-plus pricing**
- ▶ Value-based pricing
- ▶ Break-even price
- ▶ Penetration pricing



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

If producer offered a 25 percent discount to retailers that ordered ski boots in February for delivery in May, the retailer would have the option of taking advantage of which type of discount?

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

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

ABC Company, the sportswear designer and manufacturer, decided to open its own specialty shops to sell its merchandise, the firm was engaging in which of the following channels?

- ▶ **Vertical channel integration**
- ▶ A conventional marketing channel
- ▶ Horizontal channel integration
- ▶ Channel expansion

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

Most, but not all, marketing channels have marketing intermediaries. A marketing intermediary sometimes called a middleman, who perform which of the following function?

- ▶ Always sells products to wholesalers
- ▶ **Links producers to the ultimate users of the products**
- ▶ Always sells products to retailers
- ▶ Does not take title to products

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


A manufacturer-owned operation that provides services usually associated with agents, refers to which one of the following?

- ▶ Wholesaler
- ▶ **Sales office**
- ▶ Sales branch
- ▶ Public warehouse

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

Which of the following is considered as huge superstores, perhaps as large as six football fields?

- ▶ **Hypermarket**

- 
- # علم دنيا
- ▶ Department store
 - ▶ General merchandise retailer
 - ▶ Discount store

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

An organization is issuing a circular regarding the new credit term to all the employees. In this statement, organization is representing what?

- ▶ Media
- ▶ Source
- ▶ Decoder
- ▶ **Sender**

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

In the Gillette advertisement that claims "Gillette, the best a man can get." What Gillette is showing in this statement?

- ▶ Receiver
- ▶ Transmitter
- ▶ Decoder
- ▶ **Source**

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

What does it reflect "The receiver's response to a message"?

- ▶ **Feedback**
- ▶ Media
- ▶ Noise
- ▶ Decoding

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

The process of putting one's thoughts (meaning) into signs (symbols) reflects which one of the following concepts?

- ▶ Decoding
- ▶ Noise
- ▶ Interference
- ▶ **Encoding**

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

Which one of the following advertising decisions can be classified by primary purpose, whether the aim is to inform, persuade or remind?

- ▶ **Advertising objectives**
- ▶ Advertising budgets
- ▶ Advertising strategies

- ▶ Advertising campaign.

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

Expensive Coca-Cola television ads primarily are a type of which of the following advertising?

- ▶ Informative advertising
- ▶ **Comparative advertising**
- ▶ Persuasive advertising
- ▶ Reminder advertising

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

Giving a free sample of a new product by attaching it to the pack of an existing product refers to which one of the following promotion?

- ▶ **On-pack promotion**
- ▶ New-product promotion
- ▶ Extra-fill promotion
- ▶ Co-operative discounting

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

Two-way personal communication between salespeople and individual customers, whether face-to-face, by telephone, through video or web conferences or by other means, refers to which one of the following?

- ▶ Advertising
- ▶ Persuasive selling
- ▶ **Personal selling**
- ▶ Publicity

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

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

- ▶ Telephone marketing
- ▶ Online shopping
- ▶ Direct mail marketing
- ▶ **Billboards**

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

The concept of market _____ arranges for a product to occupy a clear, distinctive, and desirable place relative to competition.

- ▶ **Positioning**
- ▶ Place
- ▶ Price
- ▶ Product



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

ABC Company is using sales promotion to motivate wholesalers and retailers to carry a new product and to market the product aggressively. What type of sales promotion is the company using?

- ▶ Consumer sales promotion
- ▶ Product sales promotion
- ▶ **Trade sales promotion**
- ▶ Pull promotion

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

Which one of the following is designated as a runner-up firm that chooses not to rock the boat (usually out of fear that it stands to lose more than it might gain)?

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

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

Which one of the following is NOT a part of basic competitive strategies?

- ▶ Overall cost-leadership
- ▶ Differentiation
- ▶ **Sales force reinforcement**
- ▶ Focus

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

Which one the following option is related with this statement "Innovator in technologies, products and markets with high global share and wide country market coverage"

- ▶ **Global leader strategy**
- ▶ Global challenger strategy
- ▶ Global follower strategy
- ▶ Global niche strategy


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

Which one of the following option is NOT related with E-Commerce?

- ▶ **E-Mailing**
- ▶ E-Business
- ▶ E-Commerce
- ▶ E-Marketing

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

Enlightened marketing is a philosophy holding that a company's marketing should support the best long-run performance of the marketing system. Which of the following option is NOT related with this concept?

- 
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- ▶ Sense-of-mission marketing
 - ▶ Consumer-oriented marketing
 - ▶ **Deceptive marketing Page#219**
 - ▶ Innovative marketing

Question No: 38 (Marks: 1) - Please choose one
Which of the following option is NOT related with "Key Principles for Public policy towards Marketing"?

- ▶ Consumer and producer freedom
- ▶ Curbing potential harm
- ▶ **Economic recession Page#219**
- ▶ Consumer education

Question No: 39 (Marks: 1) - Please choose one
Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

- ▶ Publicity
- ▶ Sales promotion
- ▶ **Personal selling**
- ▶ Public relation

Question No: 40 (Marks: 1) - Please choose one
Which of the following is NOT a benefit of direct marketing?

- ▶ Immediate response
- ▶ Customer relationship building
- ▶ **Assists client prospecting**
- ▶ Greater product access and selection

Question No: 41 (Marks: 1) - Please choose one
When a company cannot supply all its customers' needs; what would be an effect on price?

- ▶ **Price will increase**
- ▶ Price will remain same
- ▶ Price will decrease
- ▶ Price will decrease up to a certain limit

Question No: 42 (Marks: 1) - Please choose one
What does this statement show "Trade of value between two parties"?

- ▶ Competition
- ▶ **Transaction**
- ▶ Exchange
- ▶ Need

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

When a customer pays Rs.1000 and receives a television set in return. What does this example show?

- ▶ Exchange
- ▶ **Transaction**
- ▶ Market
- ▶ Segment

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

Customer relationship management (CRM) focuses on creating two-way exchanges with customers so that firms have an intimate knowledge of their needs, wants and buying patterns. What does CRM deliver to customers for maintaining profitable customer relationships?

- ▶ **Superior customer value**
- ▶ Less expensive goods
- ▶ Quality products
- ▶ Variety of products

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

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

- ▶ **Invest**
- ▶ Harvest
- ▶ Divest
- ▶ Maintain

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

Which one of the following is NOT part of the micro environment?

- ▶ **Cultural forces**
- ▶ Financial intermediaries
- ▶ Customer markets
- ▶ Marketing channel firms

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

Identify the concept that elaborates the systematic collection and analysis of publicly available information about competitors and developments in the marketing environment.

- ▶ Marketing data
- ▶ **Marketing intelligence system**
- ▶ Web master
- ▶ Secondary data



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Question No: 48 (Marks: 1) - Please choose one
Competitor's price increase is more likely to be followed due to:

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

Question No: 49 (Marks: 1) - Please choose one
Which one of the following is the component of an information system that involves collecting information relevant to a specific marketing problem facing the company?

- ▶ **Marketing research**
- ▶ Marketing management
- ▶ Relationship marketing
- ▶ Marketing process

Question No: 50 (Marks: 1) - Please choose one
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?

- ▶ TV commercial
- ▶ **Infomercials**
- ▶ Home shopping TV
- ▶ Publicity