



- ▶ Product stewardship
- ▶ **Production of non environment friendly products Page#218**
- ▶ New environmental technologies

Question No: 6 ( 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: 7 ( Marks: 1 ) - Please choose one

Which one of the following is NOT a part of competitive positions?

- ▶ Market leader
- ▶ Market challenger
- ▶ Market follower
- ▶ **Market controller Page#200**

Question No: 8 ( 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 Page#202**
- ▶ Focus

Question No: 9 ( 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 Page#191**

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

The standards set for salespeople, stating the quantity they should sell and how sales should be divided among the company's products refers to which one of the following options?

- ▶ Sales goals
- ▶ Company quotas
- ▶ **Sales quotas Page#189**
- ▶ Sales incentives

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

Sales applicants are typically NOT tested for which one of the following options?



- ▶ Management skills
- ▶ Organizational skills
- ▶ **Accounting skills**
- ▶ Analytical skills

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

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

- ▶ Order takers
- ▶ Order getters
- ▶ **Tele marketers** Page#187
- ▶ Secretaries

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

The principles of personal selling described as which one of the following orientation?

- ▶ Service orientation
- ▶ **Customer orientation**
- ▶ Transaction orientation
- ▶ Relationship orientation

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

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

- ▶ **Personal selling and direct marketing**
- ▶ Public relation and publicity
- ▶ E-commerce and e-business
- ▶ Advertising and sales promotion

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

Personal selling can be defined as which of the following communication?

- ▶ People communication
- ▶ **Direct communication**
- ▶ Interpersonal communication
- ▶ Local communication

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

The advertiser has to choose the pattern of the ads. Which of the following options refer to the "scheduling ads evenly within a given period" and "scheduling ads unevenly over a given time period" respectively?

- ▶ Pulsing; Hard hitting
- ▶ Sequencing; Routing



- ▶ Continuity; Hard hitting
- ▶ **Continuity; Pulsing**

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

Mr. Rahif 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

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: 19 ( Marks: 1 ) - Please choose one

Marketing managers at General Motors are determining what proportion of the budget would be spent on magazine, television and radio advertisements based on the cost and effectiveness of each. What is the name of the plan prepared by the marketers at GM?

- ▶ **An advertising-allocation plan**
- ▶ A media plan
- ▶ An arbitrary allocation plan
- ▶ An objective-task plan

Question No: 20 ( 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: 21 ( Marks: 1 ) - Please choose one

Coupon is an example of which one of the following promotional tools?

- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Advertising
- ▶ Public relations



Question No: 22 ( 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 wholesalers?

- ▶ Full-service wholesaler
- ▶ Full-price wholesaler
- ▶ Rack jobber
- ▶ Cash-and-carry wholesaler

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

From a retailer's point of view, the MOST basic advantage of using a wholesaler is that the wholesaler:

- ▶ Extends credit to the retailer
- ▶ Provides storage facilities to the retailer
- ▶ Perform channel functions more efficiently than the retailer
- ▶ Takes ownership of goods for the retailer

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

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

- ▶ Key channel members
- ▶ The entire supply chain
- ▶ The manufacturer
- ▶ The wholesaler

Question No: 25 ( 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: 26 ( Marks: 1 ) - Please choose one

When Mr. A is using a channel with only one intermediary, that intermediary is classified as which of the following?

- ▶ Retailer



- ▶ Wholesaler
- ▶ Broker
- ▶ Producer

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

Which one of the following advantages reflects the advantage of product bundle pricing?

- ▶ **It can promote the sales of products consumers might not otherwise buy**
- ▶ It offers consumers more value for the money
- ▶ It combines the benefits of the other pricing strategies
- ▶ It provides a more complete product experience for consumers

Question No: 28 ( 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: 29 ( Marks: 1 ) - Please choose one

When Kodak sets the general price range, low for its cameras and set high for its related film, it is practicing which one of the following pricing?

- ▶ Market-penetration pricing
- ▶ Market-skimming pricing
- ▶ Product line pricing
- ▶ **Captive-product pricing**

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

Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the buyer-based approach, which means:

- ▶ **Value-based pricing**
- ▶ Sealed-bid pricing
- ▶ Cost-plus pricing
- ▶ Low-price image

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

Which one of the following statement reflects the market share pricing objective?

- ▶ Is not recommended when sales for the total industry are declining
- ▶ Is not especially useful when sales for the total industry are increasing



- ▶ Is not especially useful when sales for the total industry are flat
- ▶ **Can be used effectively whether total industry sales are rising or falling**

Question No: 32 ( 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: 33 ( 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: 34 ( Marks: 1 ) - Please choose one  
A firm that practices price competition engages in which one of the following strategy?

- ▶ Setting prices only as low as the second-lowest competitor
- ▶ Letting other firms cut price while it retains profitability
- ▶ **Competing in both price and product differentiation**
- ▶ Beating or matching the prices of competitors

Question No: 35 ( Marks: 1 ) - Please choose one  
Which one of the following groups of people get the product exposure but is not often perceived by the majority of potential buyers as typical consumers?

- ▶ Early Majority
- ▶ Late Majority
- ▶ Early Adopter
- ▶ **Innovators**

Question No: 36 ( Marks: 1 ) - Please choose one  
What do we call a detailed version of a new idea stated in meaningful customer terms?

- ▶ Product idea
- ▶ **Product concept**
- ▶ Product image
- ▶ Product proposal

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



Which of the following are those products purchased for further processing or for use in conducting a business?

- ▶ Unsought products
- ▶ Specialty products
- ▶ Shopping products
- ▶ **Industrial products**

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

Products and services fall into two broad classes based on the types of consumers that use them. Which is one of these broad classes?

- ▶ **Industrial products**
- ▶ Core product
- ▶ Actual product
- ▶ Augmented product

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

After deciding to order replacement parts for ageing machinery, the buyer for a construction company examines catalogues and trade publications. The buyer is probably at which stage of the organizational buying decision process?

- ▶ **Problem recognition**
- ▶ Product specification
- ▶ Product-supplier search
- ▶ Product evaluation

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

In its purchase of a small business computer, Mr. Ateeq asked that potential suppliers provide information only on units with 1Mb of memory. As management evaluates the purchase, it finds that 1Mb is inadequate for many of the software programs they use. In this instance, the firm would need to modify which aspect of the purchase process?

- ▶ Searching
- ▶ Specification development
- ▶ **Alternative evaluation**
- ▶ Performance evaluation

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

In the previous three years, four studies have been conducted on the characteristics of ABC Company's clients. As the firm seeks to put together a report showing trends in this area, it has a hard time locating the information contained in these study reports. What does this firm seem to need?

- ▶ A marketing research manager
- ▶ **A marketing databank**
- ▶ Survey research



▶ Primary data

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

Your colleague is confused about using the marketing research process. In which footstep he is feeling difficulty?

▶ **Defining the problem**

- ▶ Defining the research objectives
- ▶ Defining the problem and research objectives
- ▶ Researching a research agency to help

Question No: 43 ( 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: 44 ( Marks: 1 ) - Please choose one

"Consumers are spending more on products and services that will improve their lives rather than their image" reflects which aspect of the cultural environment?

▶ **People's view of others**

- ▶ People's view of themselves
- ▶ People's view of organizations
- ▶ People's view of nature

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

Which one of the following is NOT part of the microenvironment?

▶ **Cultural forces**

- ▶ Financial intermediaries
- ▶ Customer markets
- ▶ Marketing channel firms

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

Which of the following sets refers to the order or sequence of marketing management functions?

- ▶ Control – implementation – market planning
- ▶ Market planning – control – implementation
- ▶ Implementation – control – market planning
- ▶ **Marketing planning – implementation – control**



Question No: 47 ( 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: 48 ( Marks: 1 ) - Please choose one

Which one of the following phrases reflects the marketing concept?

- ▶ The supplier is a king in the market
- ▶ Marketing should be viewed as hunting not gardening
- ▶ This is what I make, won't you please buy it?
- ▶ This is what I want, won't you please make it?

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

Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following products?

- ▶ An image
- ▶ An idea
- ▶ A service
- ▶ A good

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

## Paper 09

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

A maker of a highly innovative light bulb finds that it has excess stocks. The firm increases its advertising budget by 50 percent and doubles its sales staff. This company is operating which one of the following activities?

- ▶ Sales
- ▶ Production
- ▶ Marketing
- ▶ Social



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

When Olympia Carpets develops new carpets that are highly stain resistant and durable, it must educate consumers about the product's benefits. This activity calls for which one of the following marketing mix variables?

- ▶ Price
- ▶ **Promotion**
- ▶ Distribution
- ▶ Product

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

Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it down?

- ▶ Selling concept
- ▶ Product concept
- ▶ **Production concept** Page#19
- ▶ Marketing concept

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

Your firm has just developed its first successful MIS. It interacts with information users to assess information needs, develop needed information, \_\_\_\_\_ the marketing information and help managers use it in their decision making.

- ▶ **Distribute**
- ▶ Collect
- ▶ Retrieve
- ▶ Store

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

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

- ▶ Group
- ▶ **Sample**
- ▶ Target group
- ▶ Audience

**Marketing researchers usually draw conclusions about large groups of consumers by studying a small sample of the total consumer population.**

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

A new product is a good, service, or idea that is perceived by some potential customers



as new. Our interest is in how consumers learn about products for the first time and make the decision to buy them. Which one of the following option reflects this statement?

- ▶ New product recognition
- ▶ **Adoption process**
- ▶ Variety-seeking buying behavior
- ▶ Quality assessment

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

After deciding to order replacement parts for ageing machinery, the buyer for a construction company examines catalogues and trade publications. The buyer is probably at which stage of the organizational buying decision process?

- ▶ **Problem recognition Page#78**
- ▶ Product specification
- ▶ Product-supplier search
- ▶ Product evaluation

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

Business markets can be segmented on the basis following variables EXCEPT:

- ▶ Personal characteristics
- ▶ **Operating variables**
- ▶ Selling approaches
- ▶ Situational factors

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

Mass marketers, such as Target and Venture Stores, ignore market segment differences and target the whole market with one offer. What is their approach to segmenting?

- ▶ **Undifferentiated marketing Page#87**
- ▶ Differentiated marketing
- ▶ Target marketing
- ▶ Intelligent marketing

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

Buyer-seller similarities is an attribute comes under which one of the following concepts?

- ▶ **Demographic factors**
- ▶ Personal characteristics
- ▶ Situational factors
- ▶ Operating variables

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

Which one of the following involves designing and producing the container or wrapper for a product?



▶ Packaging

▶ Designing

▶ Branding

▶ Labeling

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

Which of the following is NOT a major factor for making firms price decisions?

▶ Environmental factors

▶ Marketing objectives

▶ Past sales

▶ Marketing mix strategy

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

Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the cost-based approach, which means:

▶ Value-based pricing and market-skimming pricing

▶ Going-rate and sealed-bid pricing

▶ Cost-plus pricing, break-even analysis, and target profit pricing

▶ Competition-based pricing and market-penetration pricing

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

When there is intense price competition, many companies adopt \_\_\_\_\_ rather than cutting prices to match competitors.

▶ pricing power

▶ Value-added strategies Page#122

▶ Fixed costs

▶ Price elasticity

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

If Pepsi sets the price of its six packs to match exactly the price of Coca-Cola's, Pepsi is using which of the following pricing method?

▶ Demand-oriented

▶ Cost-oriented

▶ Experience curve

▶ Competition-oriented

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

"Rs10 per unit for less than 100 units, Rs9 per unit for 100 or more units" reflects which one of the following discounts?



▶ **Quantity**

- ▶ Cash
- ▶ Seasonal
- ▶ Trade

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

In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

▶ **Base-point pricing**

- ▶ Freight absorption pricing
- ▶ Transfer pricing
- ▶ Zone pricing

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

Payments or price reductions to reward dealers for participating in advertising and sales support programs reflects which one of the following price-adjustment strategy?

▶ Seasonal discount

▶ **Allowance**

- ▶ Trade discount
- ▶ Cash discount

**Promotional allowances are payments or price reductions to reward dealers for participating in advertising and sales support programs.**

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

When Mr. A is using a channel with only one intermediary, that intermediary is classified as which of the following?

▶ **Retailer**

- ▶ Wholesaler
- ▶ Broker
- ▶ Producer

Question No: 20 ( 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



Question No: 25 ( Marks: 1 ) - Please choose one  
Which one of the following is the primary purpose of a broker?

- ▶ Take title to a producer's goods
- ▶ Sell directly to the final consumer
- ▶ Sell directly to producers
- ▶ **Bring buyers and sellers together** Page#154

Question No: 26 ( Marks: 1 ) - Please choose one  
Which one of the following takes possession of truckloads of tomatoes, arranges for storage, and transports them to auctions to be sold?

- ▶ Selling agent
- ▶ Commission broker
- ▶ **Commission merchant**
- ▶ Selling broker

Question No: 27 ( Marks: 1 ) - Please choose one  
Location is extremely important to a retailer due to which one of the following reasons?

- ▶ Suppliers charge more to service stores in certain trading areas.
- ▶ A desirable location appeals to consumers' emotions and encourages them to buy.
- ▶ Location is the major determinant of store image.
- ▶ **Location determines the trading area from which the store must draw its customers.**

Question No: 28 ( 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: 29 ( Marks: 1 ) - Please choose one  
People tend to view promotion from many points. Which one of the following alternatives is MOST accurate?

- ▶ Promotion costs because product costs to be higher
- ▶ Promotion activities make up the bulk of marketing
- ▶ **Promotion communicates and facilitates exchanges**
- ▶ Promotion should be directed toward numerous audiences



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

When the aim of the promotion, while introducing a new consumer product, is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?

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

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

Slow feedback, high costs and difficulty in measuring effects on sales are disadvantages of which one of the following promotion mix ingredient?

- ▶ Public relations
- ▶ Sales promotion
- ▶ Personal selling
- ▶ **Advertising**

Question No: 32 ( 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 Page#170**
- ▶ Persuasive
- ▶ Reminder
- ▶ Cooperative

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

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

- ▶ Informative
- ▶ Comparative
- ▶ Persuasive
- ▶ **Reminder Page#170**

Question No: 34 ( 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: 35 ( Marks: 1 ) - Please choose one

Which of the following communication and promotion tools involve direct connections



with customers aimed toward building customer-unique value and lasting relationships?

- ▶ **Personal selling and direct marketing**
- ▶ Public relation and publicity
- ▶ E-commerce and e-business
- ▶ Advertising and sales promotion

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

In which one of the following plans management takes decisions about potential customers, sales activities and future prospects during the next 12 months?

- ▶ Profit-sharing plan
- ▶ Trade promotion plan
- ▶ **Annual call plan**
- ▶ Sales quota plan

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

Which of the following is NOT a component of an integrated direct marketing campaign?

- ▶ Outbound telemarketing
- ▶ **Corporate hospitality**
- ▶ Face to face sales call
- ▶ Paid ad with response channel

[http://wps.pearsoned.co.uk/ema\\_uk\\_he\\_color\\_minmark\\_4/27/7112/1820819.cw/content/index.html](http://wps.pearsoned.co.uk/ema_uk_he_color_minmark_4/27/7112/1820819.cw/content/index.html)

Question No: 38 ( 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: 39 ( 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: 40 ( 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: 41 ( Marks: 1 ) - Please choose one

With the use of E-Commerce, world is becoming which one of the following?

- ▶ **Global village**
- ▶ Global city
- ▶ Global country
- ▶ Global state

Question No: 42 ( 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: 43 ( 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: 44 ( Marks: 1 ) - Please choose one

If the competitor's price cut harm the company's sales and profit then what should your company do:

- ▶ **Hold the current price**
- ▶ Increase the price
- ▶ Decrease the price
- ▶ Either increase or decrease the price

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

There are several competitors in the market and all behave alike then how would your company react to such type of competitors?

- ▶ **Analyze a typical competitor**
- ▶ Analyze all competitors
- ▶ No need to analyze any competitor



- ▶ Analyze all competitors on the basis of their size

**When there are several competitors, the company must guess each competitor's likely reaction. If all competitors behave alike, this amounts to analyzing only a typical competitor. Pge#130**

Question No: 46 ( 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?

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

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

Which of the following environment consists of the factors that affect consumer purchasing power and spending patterns?

- ▶ Demographic environment
- ▶ Cultural environment
- ▶ **Economic environment**
- ▶ Consumer environment

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

Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following?

- ▶ **A service**
- ▶ A good
- ▶ An idea
- ▶ An image

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

Information about consumers, competitors and channel members (wholesalers, and retailers) is collected mostly from which one of the following sources?

- ▶ External environment
- ▶ **Internal environment**
- ▶ Top management
- ▶ Middle management

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

The type of salesperson that usually requires training in physical science or engineering refers to which one of the following:

- ▶ Trade salesperson
- ▶ Missionary salesperson
- ▶ **Technical salesperson**