



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

Advertising agencies are an example of which of the following marketing intermediaries?

- ▶ Insurance company
- ▶ Financial intermediary
- ▶ **marketing services agency**
- ▶ Physical distribution firm

Marketing service agencies (such as marketing research firms, advertising agencies, media firms, etc.) help the company target and promote its products. Page#43

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

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

- ▶ Physiological needs
- ▶ Safety needs
- ▶ **Need recognition**
- ▶ Self-actualization

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

Mr. Salman works for an organization in which his purchases must be accountable to the public. His buying procedures are extremely complex. Based on this description, he works for an organization in which market type?

- ▶ Reseller
- ▶ **Producer**
- ▶ Supplier
- ▶ Government

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

Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attributes or benefit positioning. On which of the following basis the products are positioned?



- ▶ Desirable benefit
- ▶ Good packaging
- ▶ **Strong beliefs and values**
- ▶ Customer image

Question No: 5 (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: 6 (Marks: 1) - Please choose one

Sellers that emphasize distinctive product features to encourage brand preferences among customers are practicing:

- ▶ Product competition
- ▶ Non-price competition
- ▶ **Brand differentiation**
- ▶ Product differentiation

Question No: 7 (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: 8 (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**
- ▶ Fixed costs
- ▶ Price elasticity

Rather than cutting prices to match competitors, they attach value-added services to differentiate their offers and thus support higher margins. Page#112

Question No: 9 (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: 10 (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

The success of each channel member depends on the performance of the entire supply chain. Page#145

Question No: 11 (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: 12 (Marks: 1) - Please choose one

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

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

Question No: 13 (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: 14 (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**

A sweepstakes calls for consumers to submit their names for a drawing. A game presents consumers with something—bingo numbers, missing letters—every time they buy, which may or may not help them win a prize. Page#117

Question No: 15 (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: 16 (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: 17 (Marks: 1) - Please choose one

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

- ▶ Straight commission
- ▶ Straight salary
- ▶ Salary and commission
- ▶ **Commission and bonuses**

Basic methods include:

- 1) Straight salary
- 2) Straight commission
- 3) Salary plus bonus
- 4) Salary plus commission. Page#188

Question No: 18 (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)?



▶ Docs Page#224

- ▶ Cash Cows
- ▶ Stars
- ▶ Question Marks

Question No: 19 (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

- a. The company itself (including departments).
- b. Suppliers.
- c. Marketing channel firms (intermediaries).
- d. Customer markets.
- e. Competitors.
- f. Publics. Page#42

Question No: 20 (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

Marketing research involves collecting information relevant to a specific marketing problem facing the company.

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

Which of the following statements about the promotional mix is **TRUE**?

- ▶ The promotional mix only contains four promotional elements.
- ▶ Of all the promotional elements only public relations is completely free
- ▶ Direct marketing is the only promotional element that provides immediate

feedback

▶ **The difficulty with effective sales promotions is the fact they can be easily duplicated**

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

What is the difference between advertising and publicity?

- ▶ Advertising is personalized promotion and publicity is mass promotion
- ▶ Advertising is presented through the media and publicity is not
- ▶ **Advertising is paid communication and publicity is free of cost**
- ▶ Advertising is always positive and publicity is always negative



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

Which one of the following marketing activity stimulate consumer purchasing such as coupons, contests, free sample and trade shows?

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

Sales promotions are special offers designed to entice people to purchase a product. These can include coupons, rebate offers, two-for-one deals, free samples, and contests. Page#09

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

Which one of the following is the cheaper source of selling?

- ▶ Personal selling
- ▶ **Non personal selling**
- ▶ Sales force
- ▶ Sales promotion

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

What we call where Seller is approached through a medium i.e. advertising?

- ▶ Personal selling
- ▶ **Non personal**
- ▶ Personification
- ▶ Personalization

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

Proctor and Gamble periodically sends out coupons and free samples of products. This illustrates P & G's use of which one of the following elements of the promotion mix?

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

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

Which of the following is NOT one of the major logistics functions?

- ▶ Order processing
- ▶ **Cost reduction Page#143**
- ▶ Warehousing
- ▶ Inventory management

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



Which one of the following is used by a renowned company with well recognized brands for competing against low priced competitors?

- ▶ Value pricing
- ▶ Fighting brand
- ▶ Special sales promotions
- ▶ **Higher quality products**

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

Which of the following is among one of the four competitive positions?

- ▶ Market controller
- ▶ Market positional
- ▶ **Market leader Page#203**
- ▶ Market observer

Competitive Positions

Firms competing in a given target market, at any point in time, differ in their objectives and resources. These firms might take four different forms:

- 1). **Market leader**—the firm with the largest market share.
- 2). **Market challenger**—the runner-up firm, fighting to overtake the leader.
- 3). **Market follower**—the firm that also has runner-up status but seeks to maintain share and not rock the boat.
- 4). **Market niche**—the firm that serves small segments that the other firms overlook or ignore.

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

Which of the following is the advantage of competitor-centered company?

- ▶ It only matches or extends what others does
- ▶ **Alertness Page#204**
- ▶ Strategy is built on what others do
- ▶ The company becomes too reactive

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

Which of the following is true?

- ▶ GATT succeeds WTO
- ▶ WTO succeeds NAFTA
- ▶ **WTO succeeds GATT**
- ▶ NAFTA succeeds GATT

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

Offering Pepsi at a lower price during the month of Ramadan is related to which of the following?

- ▶ Odd-Even Pricing
- ▶ **Special-Event Pricing**



- ▶ Segmented Pricing
- ▶ Skimming Pricing

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

Companies can reduce their need of inventory stocks by using which of the following?

- ▶ **Inventory system**
- ▶ Internet marketing
- ▶ Virtual business
- ▶ Logistic system

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

Through which of the following internet source companies can easily provide their information to customers?

- ▶ **Websites**
- ▶ Search engines
- ▶ Email
- ▶ Chat rooms

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

Practice of which of the following concept leads the economy by an invisible hand to satisfy the many and changing needs of millions of consumers?

- ▶ **The marketing concept**
- ▶ The production concept
- ▶ The selling concept
- ▶ Societal marketing concept

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

Sony company and the Ericsson company joined together to make a new mobile Sony Ericsson. Thus the two companies joined together to follow a new marketing opportunity. This is known as:

- ▶ Conventional Distribution Channel
- ▶ Vertical Marketing System
- ▶ **Horizontal marketing System**
- ▶ None of the given option

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

Which one of the following option refers to "The art and science of choosing target markets and building profitable relationships?"

- ▶ Customer Relationship Management
- ▶ Knowledge Management
- ▶ Total Quality Management
- ▶ **Marketing Management**



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

During the summer WAPDA runs advertisements on TV to discourage people from using excessive electricity. This Phenomenon is known as:

- ▶ Marketing
- ▶ Advertising
- ▶ Awareness
- ▶ **De marketing**

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

Mass production at low cost is an attribute of which of the following concepts?

- ▶ Production Concept
- ▶ Product Concept
- ▶ Selling Concept
- ▶ **Marketing Concept**

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

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

- ▶ Business portfolio
- ▶ Market share
- ▶ **Market growth rate**
- ▶ Relative market share

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

ABC has been building theme parks for many years. ABC company is identifying and developing new markets for its theme parks. ABC company is implementing which of the following strategies?

- ▶ Market penetration
- ▶ **Market development**
- ▶ Diversification
- ▶ Product development

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

A marketing department organization where different marketing activities are headed by a functional specialist (such as a sales manager, advertising manager, etc.) is called:

- ▶ **Functional Organization**
- ▶ Geographic Organization
- ▶ Product Management Organization
- ▶ Customer Management Organization

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

An American fast food started its business in Pakistan but failed to make a profit. After



performing a marketing research the managers found out that there food was not spicy enough. The managers failed to consider which of the following factor?

- ▶ Cultural differences
- ▶ **Lifestyle differences**
- ▶ Beliefs and attitudes
- ▶ Social class

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

Goods which are bought routinely and regularly without giving much thought are called:

- ▶ **Convenience goods**
- ▶ Shopping goods
- ▶ Specialty goods
- ▶ All of the given options

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

Dell Computers formed an alliance with Intel Processors creating marketing synergy. Thus two companies form an alliance to work together, creating a new marketing opportunity. This is an example of:

- ▶ National Brand
- ▶ Private Brand
- ▶ License brand
- ▶ **Co-branding**

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

The alternatives to increasing the price could be:

- ▶ Increasing product size
- ▶ changing the product packaging
- ▶ **None of the above**
- ▶ reducing product size

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

There are _____ types of Sales Force Personnel.

- ▶ 2
- ▶ 3
- ▶ **4**
- ▶ 5

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

Which of the following is a market competition strategy?

- ▶ Market Leader Strategy
- ▶ Market Challenger Strategy
- ▶ Market Follower Strategy
- ▶ **All of the given options**



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

Which one of the following options refers to "The art and science of choosing target markets and building profitable relationships"?

- ▶ Customer relationship management
- ▶ Knowledge management
- ▶ Total quality management
- ▶ **Marketing management** Page#14

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

Which one of the following options enables consumers and companies to access and share huge amounts of information with just a few mouse clicks?

- ▶ Digital age
- ▶ **Internet**
- ▶ Extranet
- ▶ WWW

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

Which one of the following is **NOT** a part of the macro-environment?

- ▶ Demographic forces
- ▶ Natural forces
- ▶ **Competitors' forces** Page#45
- ▶ Political forces

There are six major forces (outlined below) in the company's macro environment.

- a. Demographic.
- b. Economic.
- c. Natural.

- 
- d. Technological.
 - e. Political.
 - f. Cultural.

Question No: 5 (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: 6 (Marks: 1) - Please choose one

Most organizational purchase decisions are made by which of the following categories?

- ▶ The sales force
- ▶ A team of purchasing agents
- ▶ **A firm's buying centre**
- ▶ Inventory control personnel

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

The purpose of idea generation is to create a _____ of ideas. The purpose of succeeding stages is to _____ that number.

- ▶ Small number; reduce
- ▶ Small number; increase
- ▶ Large number; increase
- ▶ **Large number; reduce**

Question No: 8 (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: 9 (Marks: 1) - Please choose one

Quantity discounts are a legal form of price discrimination. A quantity discount is a price reduction to buyers who purchase _____.

- ▶ Frequently

- 
- ▶ Inferior merchandise
 - ▶ Superior merchandise
 - ▶ **Large volumes** Page#125

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

Discounts and allowances are price adjustments to the basic price to reward customers for which of the following activities?

- ▶ Early payment of bills
- ▶ **Off-season buying**
- ▶ Accepting early delivery
- ▶ Volume purchases

Most companies adjust their basic price to reward customers for certain responses, such as early payment of bills, volume purchases, and off-season buying. These price adjustments—called discounts and allowances—can take many forms. Page#125

Question No: 11 (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: 12 (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

Sales offices are manufacturer-owned operations that provide services normally associated with agents.

Question No: 13 (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

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

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

- ▶ Sales territories
▶ **Sales force strategies**
▶ Team selling efforts
▶ Promotional objectives

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

In contrast to vending machines which dispense only products, there are other systems that dispense information and take orders without direct human aid. This system refers to which one of the following options?

- ▶ **Kiosks**
▶ TV monitors
▶ The internet
▶ Cell phones

Question No: 16 (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: 17 (Marks: 1) - Please choose one

Lobbying, Investor relations and Development are the major functions of which one of the following?

- ▶ Sales promotion
▶ Personal selling
▶ Direct marketing
▶ **Public relations**

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

E-marketing refers to which one of the following?

- ▶ Email marketing
▶ **Electronic marketing**
▶ Electric marketing
▶ Elastic marketing

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

Which of the following option is **NOT** related with traditional buyer's rights?

- ▶ Right not to buy a product that is offered for sale
- ▶ Right to expect the product to be safe
- ▶ Right to expect the product to perform as claimed
- ▶ Right to ask money back even not offered by the seller

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

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

- ▶ Suppliers
- ▶ Retailers
- ▶ Companies
- ▶ Publics

Question No: 22 (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: 23 (Marks: 1) - Please choose one

Which one of the following can be defined as, "The concept of designing marketing communication programs that organize all promotional activities to provide a reliable message across all audiences"

- ▶ The promotional mix
- ▶ Integrated marketing communication
- ▶ Relationship marketing
- ▶ The marketing mix

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

Like many consumer products manufacturers, Haier Electronics gives its resellers

discounts to encourage them to carry and promote its products. When doing so, Haier Electronics uses which of the following strategy?

- ▶ Intensity
- ▶ **Push**
- ▶ Flexible
- ▶ Pull

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

Which one of the following is the cheaper source of selling?

- ▶ Personal selling
- ▶ **Non personal selling**
- ▶ Sales force
- ▶ Sales promotion

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

All of the following positive effects can be achieved by adopting a proper market education strategy in advertising, **EXCEPT**:

- ▶ It helps to minimize sales resistance
- ▶ It helps to reduce the cost of advertising
- ▶ It makes advertising more effective
- ▶ **It restricts sales force to achieve adequate distribution**

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

Proctor and Gamble periodically sends out coupons and free samples of products. This illustrates P & G's use of which one of the following elements of the promotion mix?

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

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

In which of the given strategies the producer promotes the product to wholesalers, the wholesalers promote to retailers and the retailers promote to consumers?

- ▶ Pull strategy
- ▶ **Push strategy**
- ▶ Operational strategy
- ▶ Production strategy

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

Which of the following is\ are the tasks for which logistics manager is responsible?

- ▶ To coordinate activities of suppliers
- ▶ To coordinate purchasing agents and marketers
- ▶ To coordinate channel members and customers

▶ All of the given options

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

Which of the following is NOT one of the major logistics functions?

- ▶ Order processing
- ▶ Cost reduction**
- ▶ Warehousing
- ▶ Inventory management

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

Which of the following is part of the four competitive positions?

- ▶ Market positional
- ▶ Market observer
- ▶ Market controller
- ▶ Market follower**

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

Which of the following is not the disadvantage of competitor-centered company?

- ▶ The company becomes too reactive
- ▶ A fighter orientation**
- ▶ Strategy is built on what others do
- ▶ Lessens innovation

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

Which of the following has a greater amount of risk, control and profit potential?

- ▶ Importing
- ▶ Joint Venturing
- ▶ Direct Investment
- ▶ Exporting**

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


Which of the following discounts encourage customers to pay invoices earlier?

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

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

Which of the following allowances are payments to wholesalers or retailers to stock unproven new products?

- ▶ Stocking allowance**
- ▶ Trade-in allowance

- 
- ▶ Push money allowance
▶ Promotion allowance

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

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action. Which of the following action will your company take in this situation?

- ▶ Close your business
▶ Raise perceived quality
▶ With draw your product
▶ **Hold the same price**

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

Which of the following is the disadvantage of personal selling?

- ▶ It can be adapted for individual customers
▶ **It is costly to develop and operate a sales force**
▶ It can be focused on prospective customers
▶ It results in the actual sale

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

Which of the following is NOT a method of compensation plan?

- ▶ Straight salary
▶ Straight commission
▶ Salary plus bonus
▶ **Grants by government**

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

During the summer WAPDA runs advertisements on TV to discourage people from using excessive electricity. This Phenomenon is known as:

- ▶ Marketing
▶ Advertising
▶ Awareness
▶ **Demarketing**

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

What does this statement show "Trade of value between two parties"?

- ▶ Competition
▶ **Transaction**
▶ Agreement
▶ Need

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

Environmental groups are included in which of the following publics?

- ▶ Citizen-action publics
- ▶ Media publics
- ▶ Government publics
- ▶ Local publics

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

Of the following, the most complex type of business buying situation is the:

- ▶ Modified rebuy
- ▶ System selling
- ▶ Straight rebuy
- ▶ New task

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

The bases of segmentation for business markets include

- ▶ Demographic
- ▶ Situational factors
- ▶ Personal characteristics
- ▶ All of the given options Page#86

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

Shekel just moved into a new city. He is a very successful man and would like to purchase a luxurious car and designer clothes. These products are examples of:

- ▶ Convenience Products
- ▶ Shopping Products
- ▶ Specialty Products Page#93
- ▶ Unsought Products

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

With what groups do firms conduct concept testing of new products?

- ▶ Suppliers
- ▶ Employees
- ▶ Target customers
- ▶ Focus groups

Concept testing involves testing the concepts with a group of target consumers to find out if the concepts have strong consumer appeal. Page#231

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

Which of the following is a type of Geographic pricing?

- ▶ FOB-Origin Pricing
- ▶ Cost based Pricing
- ▶ Value based Pricing

- ▶ None of the given option

Zone pricing falls between FOB-origin pricing and uniform-delivered pricing

Page#128

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

_____ is a measure of how many times the average person in the target market is exposed to the message.

▶ **Frequency** Page#175

- ▶ Reach
- ▶ Impact
- ▶ Rate

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

Rapid penetration of narrow market segments by selective targeting of country markets and small share of overall market is known as:

▶ **Global Niche Strategy** Page#211

- ▶ Global Challenger Strategy
- ▶ Global Leader Strategy
- ▶ Global Follower Strategy

FINAL TERM EXAMINATION

Spring 2010

MGT301- Principles of Marketing (Session - 3)

Paper#3

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

Which one the following option is related with this statement "Rapid imitation of leader or challenger with moderate country market coverage and emphasis on price sensitive markets. The result is overall moderate share with high shares in selected country markets."

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

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

If a local company wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies?

- ▶ Focusing on today is important for us
- ▶ Making money is our business
- ▶ **The customer is always right**
- ▶ Keeping prices low is our objective

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

Which one of the following factor influences the consumer buying decision process?

- ▶ Person-specific
- ▶ **Social**
- ▶ Demographic
- ▶ Situational

A consumer, making a purchase decision will be affected by the following three factors:

1. **Personal**
2. **Psychological**
3. **Social**

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

ABC Company divides the pet market according to the owners' race, occupation, income and family life cycle. Which of the following types of segmentation is being used by the Company?

- ▶ Occasion
- ▶ Age and life cycle
- ▶ **Demographic**
- ▶ Psychographic

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

If BATA Company Ltd. has slow sales growth, profits are nonexistence and there are heavy expenses incurred. Which of the following stage is being faced by the BATA?

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

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

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

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

Question No: 7 (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: 8 (Marks: 1) - Please choose one

Which might be the effect of a successful price increase on profits?

- ▶ Profit can decrease
- ▶ No change observed in profits
- ▶ Infinite change in profits
- ▶ **Profit can increase**

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

The channel that includes both a manufacturers' agent and an industrial distributor may be appropriate under which of the following circumstances?

- ▶ When the firm wants specialized personnel to follow up the work of the sales force
- ▶ **When the marketer wishes to enter a new geographic market but does not wish to expand the existing sales force**
- ▶ When only one or two channels of distribution are available for products
- ▶ When the sales force is large and the marketer is thinking of cutting it down

http://books.google.com.pk/books?id=R1zRakeLJgC&pg=PA396&lpg=PA396&dq=The+channel+that+includes+both+a+manufacturers'+agent+and+an+industrial+distributor+may+be+appropriate+under+source=hl&ots=de57c5MpWz&sig=H19b6azYcf2LyrTWsMSng_L57H4&hl=en&cl=s7k-TZD7G4HI4Abj1sWYcg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CB4Q6AEwAQ#v=onepage&q&f=false

Question No: 10 (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: 11 (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: 12 (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: 13 (Marks: 1) - Please choose one

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

- ▶ Persuasive advertising
- ▶ **Informative advertising**
- ▶ Comparative advertising
- ▶ Institutional advertising

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

Mr. Nabeel works for a cosmetics manufacturer and is responsible for ensuring that resellers have adequate quantities of products when and where they need them. Mr. Nabeel is also devoting much of his time towards helping retailers promote these products. Mr. Nabeel is performing the role of which one of the following salesperson?

- ▶ A technical salesperson
- ▶ An advisory salesperson
- ▶ **A promotional salesperson**
- ▶ A trade salesperson

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

In contrast to vending machines which dispense only products, there are other systems that dispense information and take orders without direct human aid. This system refers to which one of the following options?



▶ Kiosks

- ▶ TV monitors
- ▶ The internet
- ▶ Cell phones

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

The retailer is usually in an excellent position to:

- ▶ Make the most profits in the channel
- ▶ Become the channel leader
- ▶ Gain feedback from consumers
- ▶ Co-ordinate the production strategy

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

E-marketing refers to which one of the following?

- ▶ Email marketing
- ▶ Electronic marketing
- ▶ Electric marketing
- ▶ Elastic marketing

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

All of the following are the questions that arise when a competitor changes the price EXCEPT:

- ▶ What are the competitor's products?
- ▶ Why did the competitor change the price?
- ▶ Is the price change temporary or permanent?
- ▶ Are other companies going to respond?

Why did the competitor change the price? Was it to take more market share, to use excess capacity, to meet changing cost conditions, or to lead an industry wide price change? **Is the price change temporary or permanent?** What will happen to the company's market share and profits, if it does not respond? **Are other companies going to respond?** What are the competitor's and other firms' responses to each possible reaction likely to be?

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

Through sales management supervision, what does the company do for sales force to do a better job?

- ▶ Coaches
- ▶ **Motivates**
- ▶ Influences
- ▶ Forces

Through supervision, the company directs and motivates the sales force to do a better job. Page#189

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

Which one of the following steps is NOT a part of marketing process?

- ▶ Analyzing marketing opportunities
- ▶ Selecting target market
- ▶ **Designing the business portfolio**
- ▶ Develop marketing mix

Question No: 23 (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**
- ▶ Sales assistant

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

Which of the following is NOT a public relations tool?

- ▶ Image management
- ▶ Annual reports
- ▶ Publicity
- ▶ **Personal selling**

http://highered.mcgrawhill.com/sites/0072828803/student_view0/chapter18/multiple_choice_quiz_a.html

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

Product → cost → price → value → customer

This is related to which of the following pricing?

- ▶ Value based pricing
- ▶ **Cost based pricing**
- ▶ Competition-based Pricing
- ▶ Going-rate pricing

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

To increase the market share a company organizes Point of Purchase (POP) Displays. It is an example of:

- ▶ Trade promotion
- ▶ Consumer promotion
- ▶ **Sales promotion**
- ▶ Brand promotion

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

Which one of the following is used during the post purchase stage of the consumer's purchase decision to reduce post purchase anxiety?

- ▶ Sales promotion and advertising
- ▶ **Personal selling and advertising**
- ▶ Publicity and advertising
- ▶ Public relation and sales promotion

http://higher.ed.mcgrawhill.com/sites/0070898332/student_view0/chapter18/multiple-choice_quiz.html

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

HSY gives only a limited number of dealers the right to distribute its products in their territories. Which of the following distribution it is using?

- ▶ **Exclusive distribution**
- ▶ Intensive distribution
- ▶ Selective distribution
- ▶ None of the given options

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

Moving products and materials from suppliers to the factory is related to which of the following?

- ▶ **Inbound distribution**
- ▶ Inventory distribution
- ▶ Outbound distribution
- ▶ All of the given options


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

Which of the following is NOT one of the levels of service offered by retailers?

- ▶ Self-service
- ▶ **Operating service**
- ▶ Full service
- ▶ Limited service

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

Which of the following is not the disadvantage of competitor-centered company?

- 
- ▶ The company becomes too reactive
▶ **A fighter orientation**
▶ Strategy is built on what others do
▶ Lessens innovation

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

“The controversial trade practice of selling a product in a foreign market at a price lower than its domestic market” is related to which of the following?

- ▶ Import quota
▶ Tariff
▶ Exchange rate
▶ **Dumping**

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

Which of the following is true?

- ▶ GATT succeeds WTO
▶ WTO succeeds NAFTA
▶ **WTO succeeds GATT**
▶ NAFTA succeeds GATT

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

Offering Pepsi at a lower price during the month of Ramadan is related to which of the following?

- ▶ Odd-Even Pricing
▶ **Special-Event Pricing**
▶ Segmented Pricing
▶ Skimming Pricing

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

Internet was used for the first time in which of the following year?

- ▶ **1982**
▶ 1984
▶ 1988
▶ 1987

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

Which of the following claim that certain marketing practices hurt individual consumers, society as a whole, and other business firms?

- ▶ **Social critics**
▶ Marketing ethics
▶ Environmentalism
▶ Public policy

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

Greedy intermediaries who mark up prices beyond the value of their services, comes under which of the following factors of harming consumers through high prices?

- ▶ **High cost of distribution**
- ▶ High advertising and promotion cost
- ▶ Excessive markup
- ▶ High pressure selling

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

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action. Which of the following action will your company take in this situation?

- ▶ Hold the same price
- ▶ Close your business
- ▶ **Launch low-price "Fighting Brand"**
- ▶ With draw your product

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

Companies are refraining to use poisonous gases in the manufacturing of their products to prevent damage to the environment. The companies are trying to follow:

- ▶ Production Concept
- ▶ Product Concept
- ▶ Marketing Concept
- ▶ **Societal Marketing Concept**

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

Which of the following is NOT one of the alternative concepts under which organizations design and carry out their marketing strategies?

- ▶ **Distribution Concept**
- ▶ Production Concept
- ▶ Marketing Concept
- ▶ Selling Concept

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

A(n) _____ is a segment of the population selected to represent the population as a whole.

- ▶ Survey
- ▶ **Sample**
- ▶ Experiment

- ▶ None of the given

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

How long does the product maturity stage last?

- ▶ **Longer than previous stages**
- ▶ 2 months
- ▶ 1 month
- ▶ 3 months

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

Sales Force Personnel must be _____.

- ▶ Calculating
- ▶ **Enthusiastic**
- ▶ Angry Youngman
- ▶ None of the above

FINAL TERM EXAMINATION
Spring 2010
MGT301- Principles of Marketing (Session)

Paper#4

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

Which one the following option is related with this statement "Rapid imitation of leader or challenger with moderate country market coverage and emphasis on price sensitive markets. The result is overall moderate share with high shares in selected country markets."

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

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

If a local company wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies?

- ▶ Focusing on today is important for us
- ▶ Making money is our business
- ▶ **The customer is always right**
- ▶ Keeping prices low is our objective

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

Which form of data can usually be obtained more quickly and at a lower cost?

- 
- ▶ Primary
 - ▶ Census
 - ▶ **Secondary**
 - ▶ Tertiary

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

If ABC Ltd knows that its market share in Pakistan has dropped 13 percent in the first quarter of the year but does not know what might have contributed to this decline, it is in which stage of the marketing research process?

- ▶ Hypothesis development
- ▶ Symptom identification
- ▶ **Problem identification**
- ▶ Data interpretation

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

Mr. Salman works for an organization in which his purchases must be accountable to the public. His buying procedures are extremely complex. Based on this description, he works for an organization in which market type?

- ▶ Reseller
- ▶ Producer
- ▶ Supplier
- ▶ **Government**

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

A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

- ▶ Straight rebuy purchase
- ▶ Delayed purchase
- ▶ **New-task purchase**
- ▶ Modified rebuy purchase

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

Customer service is another element of product strategy. The first step is to survey customers periodically to assess the value of current services and to obtain ideas for new ones. From this careful monitoring, marketer has learned that buyers are very upset by repairs that are not done correctly the first time. What is the name of these types of services?

- ▶ Brand equity services
- ▶ **Product support services**
- ▶ Social marketing services
- ▶ Unsought product services

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

A review of the sales, costs and profit projections for a new product to find out whether they satisfy the company's objectives refers to which one of the following concepts?

- ▶ Business feasibility
- ▶ Feasibility study
- ▶ **Business analysis**
- ▶ Product acceptance

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

If ABC Company develops a new air conditioning compressor that lasts twice as long as existing compressors but only uses half the electricity, it will probably establish its pricing based on:

- ▶ Cash flow
- ▶ **Product quality**
- ▶ Return on investment.
- ▶ Market share

Question No: 10 (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: 11 (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: 12 (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: 13 (Marks: 1) - Please choose one

The Shirt Company utilizes a push strategy to sell the shirt line. Its basic promotional tool is discount. These discounts offered to middlemen are referred to as which one of the following discounts?

- Trade
- Cumulative
- Non cumulative
- Cash

Question No: 14 (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: 15 (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: 16 (Marks: 1) - Please choose one

"Sharing of meaning" reflects which one of the following concepts?

- Noise
- Interference
- Communication
- Information

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

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

- Persuasive advertising



▶ Informative advertising

▶ Comparative advertising

▶ Institutional advertising

Question No: 18 (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: 19 (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: 20 (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: 21 (Marks: 1) - Please choose one

If a retailer from Islamabad orders a quantity of merchandise to be delivered to his store in Lahore and is quoted a price that does not include transport costs, the retailer is paying a price called:

▶ FOB destination

▶ FOB price

▶ Geographic price

▶ Base-point price

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

All of the following are disadvantages of magazine advertising EXCEPT:

▶ May be inappropriate mix with magazine content

▶ Lesser reach compared with television

- 
- ▶ Static images only
▶ **Allows for better targeting of audience**

<http://www.powerhomebiz.com/Vol118/admediums.htm>

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

Which of the following direct marketing medium leads in terms of expenditures, sales and employment?

- ▶ Direct mail and catalogs
▶ **Telephone**
▶ Television
▶ Advertising

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

Which of the following is role of a sales person?

- ▶ Prospecting
▶ Identifying customer need & wants
▶ closing the sales
▶ **All of the given options**

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

Which of the following option is correct when a manufacturer can not hold on message that he wants to convey to audience?

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

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

Which of the following is the basic purpose of personal selling?

- ▶ Indirect written communication between buyers and sellers
▶ It is an inexpensive mode to convey message to buyers
▶ Not usually combined with other aspects of promotion in the total marketing mix
▶ **Gets immediate feedback from consumers**

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

The four major promotional tools (advertising, personal selling, sales promotion, and public relations) are known as the:

- ▶ Communication model
▶ Advertising campaign
▶ **Promotional mix**
▶ Marketing mix

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

Sales promotion is *best* defined as a(n):

- ▶ **Activity and/or material used as a direct inducement to resellers, salespersons or consumers**
- ▶ Advertising and publicity campaign
- ▶ Give some incentive to consumer
- ▶ Activity and/or material used in personal selling

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

A direct payment of cash and goods given to the retailer agreeing to setup the point of sale display is known as:

- ▶ Event marketing
- ▶ **Trade promotion**
- ▶ Brand reminder
- ▶ Sponsorships

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

Where sellers & buyers have to be together is known as:

- ▶ **Personal selling**
- ▶ Non Personal
- ▶ Personification
- ▶ Personalization

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

An activity and/or material that offer added value or incentive to resellers, salespersons or consumers is also known as:

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

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


Which of the following is TRUE for direct marketing channel?

- ▶ It consists of wholesaler
- ▶ It consists of wholesaler, agent and retailer
- ▶ It consists of wholesaler and retailer
- ▶ **It consists of no intermediary**

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

Which of the following is NOT true for warehousing?

- ▶ **A company can open warehouse any where, no planning is required**
- ▶ Every company must store its goods while they wait to be sold

- 
- A storage function is needed because production and consumption cycles rarely match
- A company must decide on *how many* and *what types* of warehouses it needs

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

Which of the following is one of the challenges faced by market leader?

- Indirect attack
- Dividing the total market
- Increasing sales force
- **Protecting market share**

The first is that of the market leader which faces three challenges: expanding the total market, protecting market share, and expanding market share.

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

Which of the following is an administrative trade restriction that imposes a complete ban on imports of a specified product?

- **Import quota**
- Tariff
- Embargo
- Dumping

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

Which of the following allowances are payments to wholesalers or retailers to stock unproven new products?

- **Stocking allowance**
- Trade-in allowance
- Push money allowance
- Promotion allowance

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

With reference to E-Marketing, which of the following can be used to increase efficiency of marketing?

- Market positioning
- Brand awareness
- **Technology**
- Virtual business

Technology can be used to increase efficiency of marketing and increases company profitability and adds customer value

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

Which of the following source of internet can be used to coordinate the consumers and producers?

- 
- ▶ Websites
 - ▶ **Search engines**
 - ▶ Email
 - ▶ Chat rooms

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

All of the following are the primary criticisms leveled at the marketing function by consumers, consumer advocates and government agencies **EXCEPT**:

- ▶ High-pressure selling
- ▶ **Cultural pollution**
- ▶ Harming consumers through high prices
- ▶ Deceptive practices

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

Which one of the following is **NOT** the primary criticism leveled at the marketing function by consumers, consumer advocates, and government agencies?

- ▶ Deceptive practices
- ▶ High-pressure selling
- ▶ Shoddy or unsafe products
- ▶ **Too much political power**

There are six primary criticisms leveled at the marketing function by consumers, consumer advocates, and government agencies.

- Harming consumers through high prices.**
- Deceptive practices.**
- High-pressure selling.**
- Shoddy or unsafe products.**
- Planned obsolescence.**
- Poor service to disadvantaged consumers.**

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

Which of the following principle of enlightened marketing requires that a company seek real product and marketing improvements?

- ▶ **Innovative marketing**
- ▶ Consumer-oriented marketing
- ▶ Societal marketing
- ▶ Value marketing

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

To persuade people to purchase non essential goods and services which of the following concepts would prove more fruitful?

- ▶ Production Concept
- ▶ Product Concept
- ▶ **Selling Concept**

- ▶ Marketing Concep

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

Identify three considerations companies should balance when setting their marketing strategies.

- ▶ **Company profits, society's interests, and consumer wants**
- ▶ Existing products, customer needs, and market trends
- ▶ Customer wants, integrated marketing techniques, and profit margins
- ▶ Selling concepts, product integrity, and customer base

The societal concept calls upon marketers to balance three considerations in setting their marketing policies:

- Company profits.**
- Customer wants.**
- Society's interests.**

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

The steps comprising the marketing control process in ascending order are:

- ▶ Measure performance – evaluate performance – corrective action – set goals
- ▶ Corrective action – set goals - measure performance – evaluate performance
- ▶ **Set goals - Measure performance – evaluate performance - corrective action**
- ▶ Set goals - Measure performance – corrective action – evaluate performance

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

Each culture contains smaller subcultures, which can be defined as:

- ▶ Personality characteristics of a consumer
- ▶ The motives that people have for their behavior
- ▶ **Shared value systems based on common life experiences**
- ▶ Geographic regions and income levels

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

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

Mr. X is interested in buying a carpet. Although the carpet is costly but there is very little perceived difference between the brands. This is an example of:

- ▶ Complex Buying Behavior
- ▶ Variety Seeking Buying Behavior
- ▶ **Dissonance Reducing Buying Behavior**
- ▶ Habitual Buying Behavior

Dissonance reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase, but see little difference among brands.

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

All of the following are characteristics of business markets EXCEPT:

- ▶ Derived demand
- ▶ Inelastic demand
- ▶ Fluctuating demand
- ▶ **Elastic demand**

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

Of the following, the most complex type of business buying situation is the:

- ▶ **Modified rebuy**
- ▶ System selling
- ▶ Straight rebuy
- ▶ New task

**FINAL TERM EXAMINATION
Spring 2010**

MGT301- Principles of Marketing (Session - 2)

Paper#5

Question No: 1 (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

Question No: 2 (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

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

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

- ▶ Physiological needs
- ▶ Safety needs
- ▶ **Need recognition**
- ▶ Self-actualization

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

Identify the process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment?

- ▶ Personality
- ▶ **Perception**
- ▶ Selective group
- ▶ Habitual behavior

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

Demographic segmentation divides the market into groups based on which of the following variables?

- ▶ Size, location, industry, customer
- ▶ Size, company, industry, technology
- ▶ **Location, size, occupation, race**
- ▶ Customer, technology, company, industry

Question No: 6 (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: 7 (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: 8 (Marks: 1) - Please choose one

Which one of the following statements reflects pricing policies and methods?

▶ **Help direct and structure the selection of a final price**

- ▶ Are the last decisions made for a new product
- ▶ Are the same for all of a company's products
- ▶ Are the most important decisions made for a product

Question No: 9 (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: 10 (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: 11 (Marks: 1) - Please choose one

When a firm or store offers a price reduction to customers who buy during off-peak periods throughout the year, the firm is giving which of the following discount?


- ▶ Annual
- ▶ Credit
- ▶ Functional
- ▶ **Seasonal**

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

Which one of the following pricing policy may result in losing money on the product?

- ▶ Psychological discounting
- ▶ Penetration pricing
- ▶ **Special-event pricing**
- ▶ Price leader

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



When major producers or suppliers work directly with a major retailer in ordering and shipping products, they often use _____ to save time and money.

- ▶ Dual distribution modes
- ▶ **Continuous inventory replenishment systems**
- ▶ Their own trucking and distribution systems
- ▶ Integrated distribution

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

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

- ▶ **Hypermarket**
- ▶ Department store
- ▶ General merchandise retailer
- ▶ Discount store

Question No: 15 (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: 16 (Marks: 1) - Please choose one

Through vehicle the coded message is transmitted from the source to the receiver. Which one of the following vehicle is used for this purpose?

- ▶ Decoder
- ▶ Encoder
- ▶ Relay channel
- ▶ **Media**

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

A measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time refers to which one of the following step of media selection?

- ▶ Frequency
- ▶ Impact
- ▶ Media
- ▶ **Reach**

Question No: 18 (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: 19 (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: 20 (Marks: 1) - Please choose one

Which one of the following is the major benefit of using event sponsorship?

- ▶ **Provides large amounts of free media coverage**
- ▶ Enhances personal selling efforts
- ▶ Neutralizes the effects of unfavorable public relations
- ▶ Provides an excellent back-drop for advertisements

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

Which one of the following promotion tools includes press releases and special events?

- ▶ Sales promotion
- ▶ Personal selling
- ▶ Direct marketing
- ▶ **Public relations**

Question No: 22 (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: 23 (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: 24 (Marks: 1) - Please choose one

Which one of the following is **NOT** a part of competitive analysis?

- ▶ Identifying competitors
- ▶ Assessing competitors
- ▶ Selecting competitors to attack and avoid
- ▶ **Situation analysis**

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

E-marketing refers to which one of the following?

- ▶ Email marketing
- ▶ **Electronic marketing**
- ▶ Electric marketing
- ▶ Elastic marketing

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

Identify the name of a vast public web of computer networks that connect users of all types all around the world to each other?

- ▶ Extranet
- ▶ **Internet**
- ▶ LAN
- ▶ Intranet

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

Like many consumer products manufacturers, Haier Electronics gives its resellers discounts to encourage them to carry and promote its products. When doing so, Haier Electronics uses which of the following strategy?

- ▶ Intensity
- ▶ **Push**
- ▶ Flexible
- ▶ Pull

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

Which of the following is the most significant disadvantage of publicity as a promotional tool?

- ▶ Publicity is expensive
- ▶ Publicity is viewed as being biased

- ▶ Publicity isn't believable to many people
- ▶ **Publicity isn't controllable by the company**

<http://www.slideshare.net/waseembhatti/the-marketing-concept>

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

Which of the following is true about North American Free-Trade Agreement (NAFTA)?

- ▶ **An accord to remove trade barriers among Canada, Mexico and the United States**
- ▶ An accord to remove transport barriers among Canada, Mexico and the United States
- ▶ An accord to remove transport barriers among Canada, Morocco, Chile and the United States
- ▶ An accord to remove trade barriers among Canada, Mexico, Brazil and the United States

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

Which of the following has a greater amount of risk, control and profit potential?

- ▶ Importing
- ▶ Joint Venturing
- ▶ **Direct Investment**
- ▶ Exporting

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

Rs.3.00 is rounded to Rs.3.00 while Rs. 2.99 is rounded to Rs.2.00 "plus change" relates to which of the following?

- ▶ **Odd-Even Pricing**
- ▶ Special-Event Pricing
- ▶ Cash Rebate
- ▶ Segmented Pricing

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


With reference to E-Marketing, which one of the following can be used to increase company profitability?

- ▶ **Technology**
- ▶ Virtual business
- ▶ Market positioning
- ▶ Brand awareness

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

Companies can reduce their need of inventory stocks by using which of the following?

- ▶ **Inventory system**
- ▶ Internet marketing
- ▶ Virtual business

- 
- Logistic system

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

Practice of which of the following concept leads the economy by an invisible hand to satisfy the many and changing needs of millions of consumers?

- **The marketing concept**
► The production concept
► The selling concept
► Societal marketing concept

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

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action. Which of the following action will your company take in this situation?

- **Hold the same price**
► Close your business
► Launch low-price "Fighting Brand"
► With draw your product

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

Which of the following is the disadvantage of personal selling?

- It can be adapted for individual customers
► **It is costly to develop and operate a sales force**
► It can be focused on prospective customers
► It results in the actual sale

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

A manufacturer of ceiling fans has no contact, coordination and agreement with the retailers and wholesalers that are selling its products. This phenomenon is called:

- Horizontal Marketing System
► Conventional Distribution Channel
► Vertical Marketing System
► **Contractual VMS**

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

The 4 P's of marketing are product, price, place and promotion. Occasionally marketers consider two more P's. These are:

- People and Processes
► Profits and Processes
► **People and Profits**
► Profits and Procedure



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

The car manufacturers in order to compete with its rival brands are inserting Air bags, Disc players, Cushions and Seat belts. This is done to:

- ▶ Reduce the possibility of accidents
- ▶ Increase short run customer satisfaction
- ▶ **Increase long run customer satisfaction**
- ▶ Add style to its cars

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

All of the following are examples of online marketing research EXCEPT:

- ▶ **Personal interviewing**
- ▶ Internet surveys
- ▶ Online focus groups
- ▶ Online panels

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

In a business market the buyer has to make the most amounts of decisions while making a:

- ▶ Straight rebuy
- ▶ New task
- ▶ **Modified rebuy**
- ▶ None of the given options

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

Manufacturers of surf excel are successful in making their product occupy a desirable place in the hearts of its customers. Now surf excel is considered as a powerful all purpose family detergent. The marketers have successfully _____ its product.

- ▶ Differentiated
- ▶ Targeted
- ▶ **Positioned**
- ▶ Segmented

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

Undifferentiated marketing may also be called:

- ▶ **Mass marketing**
- ▶ Niche marketing
- ▶ Target marketing
- ▶ Segmented marketing

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

A good package may:

- ▶ Protect the product



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- ▶ Help to sell the product
- ▶ Raise total distribution cost
- ▶ All of the given options

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

Which of the following is NOT one of the causes of product decline?

- ▶ Increasing costs
- ▶ Increasing competition
- ▶ Technological advances
- ▶ changing consumer tastes

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

The improved form of conventional distribution channel is:

- ▶ Vertical Marketing System (VMS)
- ▶ Horizontal Marketing System (HMS)
- ▶ Vertical Management System (VMS)
- ▶ Horizontal Management System (HMS)

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

Advertising has _____ Ms.

- ▶ Three
- ▶ Four
- ▶ Five
- ▶ Six

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

There are _____ types of Sales Force Personnel.

- ▶ 2
- ▶ 3
- ▶ 4
- ▶ 5

FINAL TERM EXAMINATION

Spring 2010


MGT301- Principles of Marketing (Session - 2)

Paper#6

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

Inelastic demand in industrial markets refers to which of the following situation?

- ▶ Demand for a given product fluctuates very little over time.
- ▶ Price increases or decreases will not significantly alter demand for a given product.
- ▶ The demand for one product depends heavily on the demand for another product.

- 
- ▶ Flexible usage rate
 - ▶ Volume usage rate

The price of the service is broken into a fixed fee plus a variable usage rate.

Page#123

Question No: 7 (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: 8 (Marks: 1) - Please choose one

Quantity discounts are a legal form of price discrimination. A quantity discount is a price reduction to buyers who purchase _____.

- ▶ Frequently
- ▶ Inferior merchandise
- ▶ Superior merchandise
- ▶ Large volumes

Question No: 9 (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: 10 (Marks: 1) - Please choose one

When encoding the message, the source should use signs (words and symbols). What must be in these signs?

- ▶ New and exciting meanings
- ▶ Different meanings to different people
- ▶ Meanings understandable by the target market
- ▶ Broad interpretations of signs

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

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



▶ Feedback

- ▶ Media
- ▶ Noise
- ▶ Decoding

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

Short-term incentives to encourage the purchase or sale of a product or service refer to which one of the following promotional tool?

- ▶ Direct marketing
- ▶ Sales promotions
- ▶ Personal selling
- ▶ Public relations

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

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

- ▶ Straight commission
- ▶ Straight salary
- ▶ Salary and commission
- ▶ Commission and bonuses

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

Companies are always looking for ways to increase selling time. All of the following are ways to save time to accomplish this goal **EXCEPT**:

- ▶ Reduce the number of customers
- ▶ Use phones instead of traveling
- ▶ Simplify record keeping
- ▶ Find better call and routing plans

Question No: 16 (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: 17 (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: 18 (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**
- ▶ Consumer education

Question No: 19 (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: 20 (Marks: 1) - Please choose one

The difference between values that the customer gain from owning and using a product and the costs of obtaining the product refers to which of the following options?

- ▶ **Customer value**
- ▶ Customer satisfaction
- ▶ Customer quality
- ▶ Total quality management

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

Which one of the following forces is **NOT** the part of company's macro environment?



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- ▶ Demographic
- ▶ Economic
- ▶ Political
- ▶ **Public**

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

Nestlé Foods, ran an ad promoting its new Nestlé fruit juice in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. The advertising agency that created the Nestlé's ad for the magazine:

- ▶ Was engaged in feedback barrier removal
- ▶ **Was engaged in encoding the ad**
- ▶ Was responsible for decoding the ad
- ▶ Acted as the communication channel

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

Which of the following statements about sales promotion is **TRUE**?

- ▶ It is the only promotional element that is not regulated by a federal agency
- ▶ It is more effective than all the elements of marketing mix
- ▶ **Sales promotions are offered to both intermediaries and ultimate consumers**
- ▶ To be most effective, sales promotions should be conducted continuously

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

A direct payment of cash and goods given to the retailer agreeing to setup the point of sale display is known as:

- ▶ Event marketing
- ▶ **Trade promotion**
- ▶ Brand reminder
- ▶ Sponsorships

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

Communication through a news story regarding an organization and/or its products that is transmitted through a mass medium at no charge is known as:

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

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

Which promotional strategy is designed to build customer demand based on spending a lot on advertising and consumer promotion?

- ▶ Production strategy
- ▶ **Pull strategy**



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- ▶ Operational strategy
- ▶ Push strategy

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

Which of the following is NOT of the levels of service offered by retailers?

- ▶ Self-service
- ▶ **Operating service**
- ▶ Full service
- ▶ Limited service

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

Which of the following is NOT one of the functions of wholesalers?

- ▶ Financing
- ▶ **Production**
- ▶ Risk bearing
- ▶ Transportation

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

Which of the following is one of the challenges faced by market leader?

- ▶ **Expanding the total market**
- ▶ Indirect attack
- ▶ Dividing the total market
- ▶ Increasing sales force

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

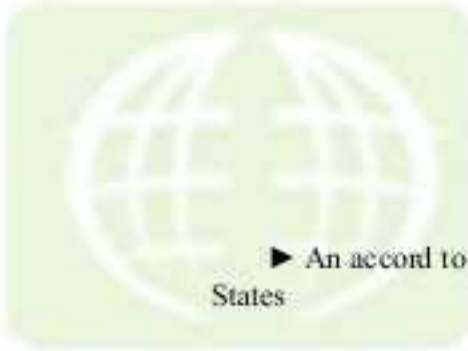
Which of the following is an accord to remove trade barriers among Canada, Mexico, and the United States?

- ▶ **North American Free-Trade Agreement (NAFTA)**
- ▶ General Agreement on Tariffs and Trade (GATT)
- ▶ Regional Free Trade Zone
- ▶ World Trade Organization (WTO)

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

Which of the following is **true** about North American Free-Trade Agreement (NAFTA)?

- ▶ **An accord to remove trade barriers among Canada, Mexico and the United States**
- ▶ An accord to remove transport barriers among Canada, Mexico and the United States
- ▶ An accord to remove transport barriers among Canada, Morocco, Chile and the United States



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▶ An accord to remove trade barriers among Canada, Mexico, Brazil and the United States

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

Which of the following discounts encourage purchases earlier than demand?

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

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

Which of the following provide connection and interaction between the consumer and company?

- ▶ **Virtual communities**
- ▶ Business to consumer
- ▶ Business to business
- ▶ E-Marketing

What ever is the type of commerce it requires connection between the two parties which are buyer and the seller. This connection and the interaction are provided by the virtual communities.

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

All of the following are the primary criticisms leveled at the marketing function by consumers, consumer advocates and government agencies EXCEPT:

- ▶ Shoddy or unsafe products
- ▶ Planned obsolescence
- ▶ Poor service to disadvantaged consumers
- ▶ **False wants and too much materialism**

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

Greedy intermediaries who mark up prices beyond the value of their services, comes under which of the following factors of harming consumers through high prices?

- ▶ **High cost of distribution**
- ▶ High advertising and promotion cost
- ▶ Excessive markup
- ▶ High pressure selling

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

When a company cannot supply all its customers' needs, it can raise its prices; ration products to customers, or both. Here which of the following factors is contributing in price increase?

- ▶ Cost inflation
- ▶ **Excess demand**
- ▶ Low product quality
- ▶ None of the given options

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

A bar of chocolate costs Rs.50. If all the other factors are kept constant approximately what is the marketing cost that has incurred in marketing this product.

- ▶ Rs.40
- ▶ **Rs.30**
- ▶ Rs.25
- ▶ Rs.15

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

"Save the world" is an environment group that tries to decrease pollution emitted from factories. "Save the world" is considered as:

- ▶ **Publics**
- ▶ Customers
- ▶ Competitors
- ▶ Company

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

Relationship marketing came into existence in which of the following era?

- ▶ Production Era
- ▶ Product Era
- ▶ Selling Era
- ▶ **Marketing Era**

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

Planning which is used to supervise the operations of the organization is called:

- ▶ Strategic Planning
- ▶ Tactical Planning
- ▶ **Operational Planning**
- ▶ Mission Planning

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

Which of the following entities of a company has a separate mission and objectives which can be planned independently from other company businesses?

- ▶ Business Portfolio



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▶ **Strategic Business Unit**

- ▶ Product Line
- ▶ None of the given

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

A marketing department organization where different marketing activities are headed by a functional specialist (such as a sales manager, advertising manager, etc.) is called:

▶ **Functional Organization**

- ▶ Geographic Organization
- ▶ Product Management Organization
- ▶ Customer Management Organization

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

The consumer can obtain information from various different sources. Which is **NOT** one of these sources?

- ▶ Personal
- ▶ Commercial
- ▶ **Attitude**
- ▶ Public

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

Products which require a considerable amount of search behavior are called:

- ▶ Specialty Products
- ▶ **Shopping Products**
- ▶ Convenience Products
- ▶ Unsought Products

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

The company develops the physical product in the _____ stage.

- ▶ Idea generation
- ▶ **Product development**
- ▶ Test marketing
- ▶ Commercialization

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

Which of the following is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time?

- ▶ **Reach**
- ▶ Frequency
- ▶ Impact



▶ Rate

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

Sales Force Personnel must be _____.

- ▶ Calculating
- ▶ **Enthusiastic**
- ▶ Angry Youngman
- ▶ None of the above

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

There are _____ types of Sales Force Personnel.

- ▶ 2
- ▶ 3
- ▶ **4**
- ▶ 5

FINAL TERM EXAMINATION

Fall 2008

MGT301-Principles of Marketing (Session - 2)

Paper#07

Question No: 1 (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: 2 (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**

Question No: 3 (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**



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

The retailer is usually in an excellent position to:

- ▶ Make the most profits in the channel
- ▶ Become the channel leader
- ▶ **Gain feedback from consumers**
- ▶ Co-ordinate the production strategy

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

A departmental store firm wants to increase sales and reach new markets with direct marketing. To accomplish this, the sales or marketing manager would choose which of the following tool?

- ▶ Sales promotions
- ▶ Advertising
- ▶ **Kiosk marketing**
- ▶ Public relations

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

In contrast to vending machines which dispense only products, there are other systems that dispense information and take orders without direct human aid. This system refers to which one of the following options?

- ▶ **Kiosks**
- ▶ TV monitors
- ▶ The internet
- ▶ Cell phones

Question No: 7 (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: 8 (Marks: 1) - Please choose one

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

- ▶ Straight commission
- ▶ Straight salary

- ▶ Salary and commission
- ▶ **Commission and bonuses**

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

There are three typical types of sales force structures. Which one is often supported by many levels of sales management positions in specific geographical areas?

- ▶ **Territorial**
- ▶ Customer
- ▶ Complex systems
- ▶ Matrix

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

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

- ▶ Customer search
- ▶ Sales preparation
- ▶ Audience identification
- ▶ **Prospecting**

Question No: 11 (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

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

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

Sales promotion includes a wide assortment of tools. Which one of the following is NOT one of these tools?

- ▶ Contests
- ▶ Premiums
- ▶ **Telephone surveys**
- ▶ Coupons

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

Communication process has different elements that are helpful for communicating message to audience. One of the communication tools is the decoding. Which one of the following statements refers to the "Decoding"?

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- ▶ **Commission and bonuses**

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- ▶ Coupons

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

Communication process has different elements that are helpful for communicating message to audience. One of the communication tools is the decoding. Which one of the following statements refers to the "Decoding"?

- ▶ Intensity of the transmission becomes stronger
- ▶ **Receiver attempts to convert signs into concepts and ideas**
- ▶ Source attempts to convert signs into concepts and ideas
- ▶ Receiver filters noise from the feedback

Question No: 14 (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: 15 (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: 16 (Marks: 1) - Please choose one

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

- ▶ **Hypermarket**
- ▶ Department store
- ▶ General merchandise retailer
- ▶ Discount store

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

A cash-and-carry wholesaler would be expected to:

- ▶ Provide transportation
- ▶ **Handle high turnover products**
- ▶ Carry a wide variety of products
- ▶ Provide a wide range of services

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

Which type of wholesaler not only provides transportation and delivers products to retailers, but also provides the service of placing products on retailers' shelves?

- ▶ Truck wholesaler

- ▶ Cash-and-carry wholesaler
- ▶ **Rack jobber**
- ▶ Mail-order wholesaler

Rack jobbers or service merchandisers are similar to truck wholesalers but they provide the extra service of placing products on retailers' shelves.

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

Which one of the following statement BEST describes a merchant wholesaler?

- ▶ Takes title and possession of goods and sells only to retailers.
- ▶ **Takes title and assumes risk and is generally involved in buying and reselling products.**
- ▶ Does not take title and possession of goods but may facilitate exchange between any two parties.
- ▶ Carry a limited line of fast-moving goods and sell to small retailers for cash

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

Which one of the following concept reflects the term "Order processing"?

- ▶ Is the same as order handling
- ▶ Is characterized by electronic processing
- ▶ **Is the receipt and transmission of sales order information**
- ▶ Is the second stage in a physical distribution system

http://books.google.com.pk/books?id=1FLJ0llsWwC&pg=PA349&lpg=PA349&dq=Is+the+receipt+and+transmission+of+sales+order+information&source=bl&ots=w61J5aC2VB&sig=RllfserMPHZYodW_6OnTcMrAH08&hl=en&ei=5_16Tdz0E8Xr4ga2rMTcCg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBQQ6AEwAA#s=onepage&q=Is%20the%20receipt%20and%20transmission%20of%20sales%20order%20information&f=false

Question No: 21 (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

The success of each channel member depends on the performance of the entire supply chain.Page#145

Question No: 22 (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: 23 (Marks: 1) - Please choose one
Relationships among channel members, i.e. producers, wholesalers and retailers, are usually:

- ▶ Short-term commitments
- ▶ **Long-term commitments**
- ▶ Expensive resource commitments
- ▶ Only minor commitments

Question No: 24 (Marks: 1) - Please choose one
Which one of the following is the function of a direct channel of distribution?

- ▶ **The flow of products from producers to customers**
- ▶ Links producers to other marketing intermediaries
- ▶ Takes title to products and resells them
- ▶ Manages transportation and warehousing functions

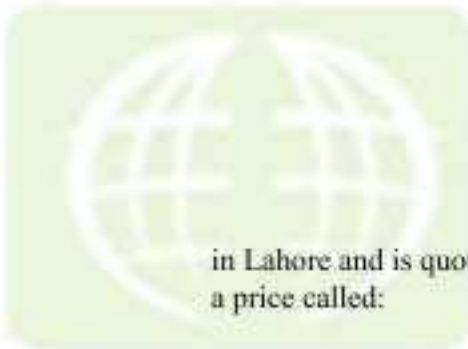
Question No: 25 (Marks: 1) - Please choose one
Three key issues associated with initiating price changes are, the circumstances, the tactics and:

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

Question No: 26 (Marks: 1) - Please choose one
When a firm or store offers a price reduction to customers who buy during off-peak periods throughout the year, the firm is giving which of the following discount?

- ▶ Functional
- ▶ **Seasonal**
- ▶ Annual
- ▶ Credit

Question No: 27 (Marks: 1) - Please choose one
If a retailer from Islamabad orders a quantity of merchandise to be delivered to his store



www.vuaskari.com

in Lahore and is quoted a price that does not include transport costs, the retailer is paying a price called:

- ▶ F.O.B. destination
- ▶ **FOB price**
- ▶ Geographic price
- ▶ Base-point price

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

The Shirt Company utilizes a push strategy to sell the shirt line. Its basic promotional tool is discount. These discounts offered to middlemen are referred to as which one of the following discounts?

- ▶ **Trade**
- ▶ Cumulative
- ▶ Non cumulative
- ▶ Cash

Question No: 29 (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: 30 (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: 31 (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: 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

http://books.google.com.pk/books?id=R1zRakeLJgC&pg=PA581&lpq=PA581&dq=pricing+objectives+is+rarely+operational&source=bl&ots=de57e1J13x&sig=0aCc1akWPgFNeVLzt3B39nkj_o&hl=en&ei=QgM7ThLvNuig4Qbf29SmCg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBcQ6AEwAA#v=onepage&q=pricing+objectives%20is%20rarely%20operational&f=false

Question No: 33 (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: 34 (Marks: 1) - Please choose one

Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?

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

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

Which of the following factors are often used for segmenting customer groups?

- ▶ Geographic factors
- ▶ Psychographic factors
- ▶ Behavioral factors
- ▶ **Demographic factors**

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

What is the stage of the buyer decision process in which the consumer uses information to evaluate brands in the choice set?

- ▶ **The alternative evaluation stage**

- ▶ The situational stage
- ▶ The experimental stage
- ▶ The informative stage

Evaluation of Alternatives: This is the stage of the buyer decision process in which the consumer uses information to evaluate alternative brands in the choice set.

<http://www.thismarketingcase.com/index.php/basics/15-consumer-buying-decision-process>

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

The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refers to which one of the following characteristic?

- ▶ **Personal characteristics**
- ▶ Psychological characteristics
- ▶ Behavioral characteristics
- ▶ Demographical characteristics

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

Marketers are interested in the roles and influence of the husband, wife and children on the purchase of different products and services. Which one of the following segment is being studied by the marketer?

- ▶ Social class
- ▶ Opinion leader
- ▶ Reference group
- ▶ **Family**

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

Marketing stimuli consist of the four Ps. Which is NOT one of these Ps?

- ▶ Product
- ▶ **Political**
- ▶ Price
- ▶ Promotion

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

Which one of the following steps in the marketing research process deals in "defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings"?

- ▶ Developing the research budget
- ▶ Choosing the research agency
- ▶ Choosing the research method

▶ **Developing the research plan**

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

Which one of the following environment is made up of institutions and other forces affecting society's basic values, perceptions, preferences and behaviors?

- ▶ **Cultural environment**
- ▶ Fictitious environment
- ▶ Natural environment
- ▶ Political environment

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

Which one of the following is NOT a part of marketing channel firms (intermediaries)?

- ▶ Physical distribution firm
- ▶ Marketing service agency
- ▶ Financial intermediary
- ▶ **Stock exchange**

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

Advertising agencies are an example of which of the following marketing intermediaries?

- ▶ Insurance company
- ▶ Financial intermediary
- ▶ **Marketing services agency**
- ▶ Physical distribution firm

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

Which one of the following is a chief goal of the implementation function in marketing process?

- ▶ Develop marketing plans
- ▶ **Turns plans into actions**
- ▶ Take corrective actions.
- ▶ Develop strategic plans.

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

Developing and maintaining a strategic fit between the organization's goals and capabilities and its changing marketing opportunities represent which one of the following concept?

- ▶ Marketing objectives
- ▶ **Strategy planning**
- ▶ Marketing activities

- ▶ Corporate strategies

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

Which one of the following options is best to explain the purpose of intranets?

- ▶ Buying and selling processes
- ▶ Business-to-business purchasing
- ▶ **Communication among employees**
- ▶ Maintaining customer relations

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

A network of networks that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services. Which one of the following networks represents it?

- ▶ LAN
- ▶ Intranet
- ▶ Extranet
- ▶ **Internet**

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

Which one of the following statements is an example of a problem that may arise in the implementation of the marketing concept?

- ▶ Dissatisfaction of one segment affects the satisfaction of other segments
- ▶ **Consumers do not understand what the marketing concept is**
- ▶ Dealers do not support the marketing concept
- ▶ A product may fit the needs of too many segments

Question No: 49 (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

Question No: 50 (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



Paper 08

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

Areas of concern in marketing ethics include:

- ▶ Distributor relations
- ▶ Advertising standards
- ▶ Customer service
- ▶ **All of the given options** Page#217

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

Through sales management supervision, what does the company do for sales force to do a better job?

- ▶ Coaches
- ▶ **Motivates**
- ▶ Influences
- ▶ Forces

Through supervision, the company directs and motivates the sales force to do a better job. Page#189

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

All of the following are the questions that arise when a competitor changes the price EXCEPT:

- ▶ **What are the competitor's products?**
- ▶ Why did the competitor change the price?
- ▶ Is the price change temporary or permanent?
- ▶ Are other companies going to respond?

Question No: 4 (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

Once the company has determined that the competitor has cut its price and that this price reduction is likely to harm company sales and profits, it might simply decide to hold its current price and profit Page#130

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

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

- ▶ Pollution prevention