

Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - –Marketing Management

Course Code - MBA202

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Answer all the questions. Each question carry one mark.

9. 1.Good marketing is no accident, but a result of careful planning and _____

Mark only one oval.

- execution
- selling
- strategies
- research

10. 2.The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.

Mark only one oval.

- production
- selling
- marketing
- product

11. 3.One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being _____.

Mark only one oval.

- product, positioning, place, and price
- product, price, promotion, and place
- product, production, price, and place
- place, promotion, production, and positioning

12. 4.The process of dividing a market into subsets of consumers with common needs or characteristics is known as

Mark only one oval.

- Market penetration
- Market capture
- Market segmentation
- Market positioning

13. 5. Bread and milk are which kind of products?

Mark only one oval.

- Specialty Products
- Convenience products
- Shopping goods
- Unsought products

14. 6. The promotion of marketing is also known as _____.

Mark only one oval.

- Product Differentiation
- Distribution
- Cost
- Marketing Communication

15. 7. _____ is the ratio between customers' perceived benefits and the resources they use to obtain those benefits.

Mark only one oval.

- Customer Satisfaction
- Customer Value
- Customer Perception
- Customer Cognition

16. 8.Customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options

Mark only one oval.

- Customer perceived value
- Marketing myopia
- Customer relationship management
- Customer satisfaction

17. 9.Marketing Myopia is

Mark only one oval.

- Far sightedness
- Short sightedness
- Long sightedness
- None of these

18. 10.Customers' perception of the performance of the product or service in relation to their expectation can be referred as_____.

Mark only one oval.

- Customer value
- Satisfaction
- Brand loyalty
- Customer imagery

19. 11.The most basic level of a product is called the

Mark only one oval.

- Core benefit
- Central product
- Fundamental product
- Augmented product

20. 12._____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share

Mark only one oval.

- Market-skimming
- Value-based
- Market-penetration
- Leader

21. 13.Understanding of consumer needs and then develops a marketing mix to satisfy those needs

Mark only one oval.

- The marketing concept
- The strategic plan
- Consumer socialization
- The production concept

22. 14.No middle men is involved in

Mark only one oval.

- Wholesale trade
- Retail trade
- Direct marketing
- Indirect marketing

23. 15.In marketing, lifestyles are named as_____, which include consumers' activities, interest, and opinions

Mark only one oval.

- Geographical
- Psychographics
- Demographics
- Geodemographics

24. 16.Whether to sell via intermediaries or directly to consumers, how many outlets to sell through, and whether to control or cooperate with other channel members are examples of decisions marketers must make about

Mark only one oval.

- Promotion
- Price
- Distribution
- Product

25. 17. Buying goods and services for further processing or for use in the production process refers to which of the following markets?

Mark only one oval.

- Consumer markets
- Government markets
- Business markets
- International markets

26. 18. _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants

Mark only one oval.

- Target marketing
- Psychographic segmentation
- Product Differentiation
- Consumer behavior

27. 19. The five-stage model of the consumer buying process includes all of the following stages EXCEPT _____.

Mark only one oval.

- problem recognition
- information search
- social interaction
- purchase decision

28. 20.The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.

Mark only one oval.

- marketing concept
- selling concept
- production concept
- product concept

29. 21._____ refers to the information a consumer has stored in their memory about a product or service.

Mark only one oval.

- Cognitive dissonance
- Product knowledge
- Product research
- Marketing research

30. 22.Which factor is relevant for the concept of marketing?

Mark only one oval.

- Seeks to quickly convert products in cash
- All departments operate in a highly integrated manner
- Cost determines the price
- Different departments operate as separate water tight compartments

31. 23.The American Marketing Association defines a market as the aggregate _____ of the potential buyers for a product or service.[fill in the blank]

Mark only one oval.

- demand
- purchase
- interest
- expenditure

32. 24.Which one is a benefit of Demand Forecasting?

Mark only one oval.

- company does not store huge inventories
- company generate supernormal profits
- company can build core competency
- company can design better product

33. 25.Need which as a customer we don't know that it exist is known as;

Mark only one oval.

- Basic need
- Psychological need
- Biological need
- Latent need

34. 26."Provide the customer with whatever he wants but not at the cost of society".
This concept is known as

Mark only one oval.

- Marketing
- Societal Marketing
- Branding
- Advertising

35. 27.Advertisement is a part of

Mark only one oval.

- Product
- Price
- Place
- Promotion

36. 28."Situation in which a purchaser buys the same product in the same quantities
from the same vendor" is

Mark only one oval.

- A new buy selling situation
- A modified rebuy
- A straight rebuy
- A complex buying situation

37. 29. Among the following options of 4's which one only causes cash inflow for the company

Mark only one oval.

- Product
- Price
- Place
- Promotion

38. 30. Company's sales and profit level decline at which stage of product life cycle?

Mark only one oval.

- Introduction
- Growth
- Maturity
- Decline

39. 31. For a very unique product which is coming to the market for the first time, the type of pricing that should be adopted is known as

Mark only one oval.

- Two Part Pricing
- Penetration Pricing
- Skimming Pricing
- Special Event Pricing

40. 32. In consumer buying process which one comes after initiator

Mark only one oval.

- Influencer
- Decider
- Buyer
- Payer

41. 33. When demand is higher than supply then it is known as

Mark only one oval.

- No Demand
- Overfull Demand
- Latent Demand
- Cyclical Demand

42. 34. "Value-added services" means

Mark only one oval.

- Core product
- Expected product
- Augmented product
- Potential product

43. 35.The buying process starts when the buyer recognizes a _____.

Mark only one oval.

- Product
- an advertisement for the product
- a salesperson from a previous visit
- problem or need

44. 36.A cluster of complementary goods and services across diverse set of industries is called as _____

Mark only one oval.

- Market place
- Meta market
- Market space
- Resource Market

45. 37.Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in _____.

Mark only one oval.

- consumer buying behavior
- post-purchase dissonance
- retail buyer behavior
- business buyer behavior

46. 38.Packaging is a part of;

Mark only one oval.

- Product
- Price
- Place
- Promotion

47. 39.Which of these doesn't represent a brand?

Mark only one oval.

- Logo
- Color of the Package
- Signature Tune
- Price

48. 40.Cross-selling means

Mark only one oval.

- Selling with a cross face
- Selling other products to existing customers
- Selling to friends
- Selling to employees

49. 41. Rising promotion costs and shrinking profit margins are the result of _____.

Mark only one oval.

- changing technology
- globalization
- deregulation
- heightened competition

50. 42. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.

Mark only one oval.

- production
- selling
- marketing
- product

51. 43. _____ is individuals and households who buy goods and services for personal consumption

Mark only one oval.

- The target market
- The business market
- The consumer market
- The institutional market

52. 44. Adding new features to a product is advocated by which of the approaches?

Mark only one oval.

- Product Approach
- Production Approach
- Marketing Approach
- Selling Approach

53. 45. A change in an individual's behavior prompted by information and experience refers to which one of the following concepts?

Mark only one oval.

- Learning
- Role selection
- Perception
- Motivation

54. 46. Among the given options which one is not a part of demography based segmentation parameter?

Mark only one oval.

- Gender
- Age
- Education
- Lifestyle

55. 47.Among the given options which one is an element of Micro Environment study?

Mark only one oval.

- Legal
- Economic
- Political
- Supplier

56. 48.What is a function of expectation and perceived performance

Mark only one oval.

- Consumption
- Satisfaction
- Perfection
- Usage

57. 49.Customer need identification is considered in the_____ concept

Mark only one oval.

- Selling
- Marketing
- product
- Production

58. 50.A want backed up by willingness and ability to pay is known as

Mark only one oval.

- Need
- Want
- Value
- Demand

59. 51.In marketing theory, every contribution from the supply chain adds _____ to the product.

Mark only one oval.

- value
- costs
- convenience
- ingredients

60. 52.Which of these can not represent a brand?

Mark only one oval.

- Logo
- Brand Name
- Theme Line
- Demand

61. 53.Customer need identification was first considered in the _____
concept (fill in the blank)

Mark only one oval.

- Selling
- Marketing
- Societal Marketing
- Production

62. 54.The size of the market refers to:

Mark only one oval.

- Measurability
- Marketability
- Accessibility
- Substantiality

63. 55.The principle of advertisement is to create

Mark only one oval.

- Motivation among the employees
- Demand for goods
- Supply of goods
- Investment

64. 56. Market segmentation means

Mark only one oval.

- Segmenting the salesmen
- Segmenting the employees
- Segmenting the customers as per their needs
- Segmenting the products

65. 57. In _____, consumers dislike the product and may even pay to avoid it.

Mark only one oval.

- Negative demand
- Nonexistent demand
- Latent demand
- Declining demand

66. 58. Consumer purchases vary on a seasonal, monthly, weekly, daily, or even hourly basis in _____.

Mark only one oval.

- Unwholesome demand
- Irregular demand
- Overfull demand
- Declining demand

67. 59. Managers of _____ oriented businesses concentrate on achieving high production efficiency, low costs, and mass distribution

Mark only one oval.

- Production
- Product
- Selling
- Marketing

68. 60. _____ are those whose values or behavior an individual rejects.

Mark only one oval.

- Membership group
- Aspirational groups
- Dissociative group
- Religious group

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