

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

Course Name -Marketing Management

Course Code - BBA402

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Answer all the questions. Each question carry one mark.

9. _____ is the process of obtaining a desired products from another party by giving the party something in return [fill in the blank]

Mark only one oval.

- Transaction
- Exchange
- Value
- None of these

10. 2. Among the given options which one is not an element of Macro Environment study?

Mark only one oval.

- Legal
- Exchange
- Value
- None of these

11. 3. Among the following options of 4P"s which one only causes cash inflow for the company

Mark only one oval.

- Product
- Price
- Place
- Promotion

12. 4. Many people want BMW, only few are able to buy" this is an example of

Mark only one oval.

- Need
- Want
- Demand
- Desire

13. 5. Produce the product in bulk volume” this concept is known as

Mark only one oval.

- Product Concept
- Production Concept
- Selling Concept
- Marketing Concept

14. 6. Word of Mouth promotion is more effective because

Mark only one oval.

- It is opinion of neutral people
- It is endorsed by celebrities
- It is endorsed by Government
- None of these

15. 7. The activity of changing the brand by a customer is known as

Mark only one oval.

- Brand Equity
- Brand Loyalty
- Brand Switching
- Brand Rejuvenation

16. 8. "Value-added services" means

Mark only one oval.

- Core product
- Expected product
- Potential product
- Dynamic programming

17. 9. Market segmentation means

Mark only one oval.

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

18. 10. When customers share a strong need that cannot be satisfied by an existing product, it is:

Mark only one oval.

- Latent demand
- Unwholesome demand
- Nonexistent demand
- Full demand

19. 11. 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?

Mark only one oval.

- Personal characteristics
- Psychological characteristic
- Behavioral characteristics
- Demographic characteristics

20. 12. WOM is a part of

Mark only one oval.

- Communication
- Sales
- Distribution
- Marketing research

21. 13. _____ 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

22. 14. The marketing mix includes all EXCEPT which of the following?

Mark only one oval.

- Product
- Price
- Place
- Purchase

23. 15. 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

24. 16. If a firm is practicing _____, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction

Mark only one oval.

- double-up marketing
- interactive marketing
- service marketing
- internal marketing

25. 17. 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

26. 18. In marketing theory, every contribution from the supply chain adds _____ to the product.

Mark only one oval.

- value
- costs
- convenience
- ingredients

27. 19. In _____ consumers may share a strong need that cannot be satisfied by an existing product.

Mark only one oval.

- negative demand
- latent demand
- declining demand
- irregular demand

28. 20. A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

Mark only one oval.

- Learning
- Role selection
- Perception
- Motivation

29. 21. While buying milk which kind of behaviour is displayed by a person?

Mark only one oval.

- Extensive problem solving behaviour
- Routinized buying behaviour
- Variety seeking behaviour
- None of the above

30. 22. What is the basic property of a service which makes it different from a product?

Mark only one oval.

- Shape
- Size
- Very expensive
- Intangibility

31. 23. 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

32. 24. _____ 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

33. 25. 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

34. 26. 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

35. 27. _____ 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

36. 28. The American Marketing Association defines marketing as follows: “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that _____ individual and organizational goals.” [fill in the blank]

Mark only one oval.

- Convince
- manipulate
- satisfy
- define

37. 29. _____ is a trade of value between two or more parties

Mark only one oval.

- Transaction
- Exchange
- Value
- None of these

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

Mark only one oval.

- Gender
- Age
- Education
- Lifestyle

39. 31. "Produce the best quality product" this concept is known as

Mark only one oval.

- Product concept
- Production concept
- Marketing concept
- Selling concept

40. 32. Which one is an example of a tangible product

Mark only one oval.

- Movie
- Popcorn
- Parking
- Public Transport

41. 33. Advertisement is a part of

Mark only one oval.

- Product
- Price
- Place
- Promotion

42. 34. When the demand for one product increases the demand for another' is an explanation o

Mark only one oval.

- Joint demand
- Derived demand
- Fluctuating demand
- Negative demand

43. 35. When there is a proper balance between demand and supply that is known as

Mark only one oval.

- Latent Demand
- Overfull Demand
- Full demand
- No Demand

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

Mark only one oval.

- Introduction
- Growth
- Maturity
- Decline

45. 37. Which of these can not represent a brand?

Mark only one oval.

- Logo
- Brand Name
- Theme Line
- Demand

46. 38. Customer need identification was first considered in the _____
concept (fill in the blank)

Mark only one oval.

- Selling
- Marketing
- Societal Marketing
- Production

47. 39. Those who buy products from domestic manufacturers and sell them to retail stores are called as

Mark only one oval.

- Retailer
- Wholesaler
- Importers
- Franchisers

48. 40. One who fights for the same rupee of my customer is my

Mark only one oval.

- Supplier
- Competitor
- Consumer
- Channel partner

49. 41. Popular figure who can influence consumer decisions are called

Mark only one oval.

- Opinion leader
- Reference group
- Influencer
- All of these

50. 42. Among the following options which one is a type of intermediary

Mark only one oval.

- Manufacturer
- Distributor
- End User
- None of these

51. 43. A want backed up by willingness and ability to pay is known as

Mark only one oval.

- Need
- Want
- Value
- Demand

52. 44. _____ requires understanding the financial and nonfinancial returns to business and society from marketing activities and programs.

Mark only one oval.

- Performance marketing
- Integrated marketing
- Relationship marketing
- internal marketing

53. 45. In _____, consumers may be unaware of or uninterested in the product.

Mark only one oval.

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

54. 46. In _____, consumers begin to buy the product less frequently or not at all.

Mark only one oval.

- Declining demand
- Irregular demand
- Negative demand
- Nonexistent demand

55. 47. According to _____, consumers may be attracted to products that have undesirable social consequences

Mark only one oval.

- Latent demand
- Nonexistent demand
- Overfull demand
- Unwholesome demand

56. 48. The process of carefully managing detailed information about individual customers and all customer “touch points” to maximize loyalty is known as

Mark only one oval.

- Customer Relationship Management
- Personalizing marketing
- Customer Lifetime Value
- Holistic Marketing

57. 49. Groups having a direct influence are called

Mark only one oval.

- Membership group
- Aspirational groups
- Dissociative group
- Influential group

58. 50. The specific mix of human traits that we can attribute to a particular brand is known as

Mark only one oval.

- Personality traits
- Brand personality
- Brand equity
- Brand identity

59. 51. Which of Maslow's needs reflects individuals' desires for status, self-esteem, and prestige?

Mark only one oval.

- Ego
- Self-actualization
- Social
- Safety and Security

60. 52. _____ describes changes in an individual's behaviour arising from experience.

Mark only one oval.

- Perception
- Motivation
- Personality
- Learning

61. 53. _____ occurs when a consumer holds conflicting thoughts about a belief or an attitude object.

Mark only one oval.

- Cognitive dissonance
- Positive Reinforcement
- Negative Reinforcement
- Information overload

62. 54. Which of the following is not a criteria for good segmentation of markets:

Mark only one oval.

- The chosen segment of the market should be Accessible
- The segment features could be transient
- The segment should be of attractive size
- The segment size should be Measurable

63. 55. Post-purchase evaluation means

Mark only one oval.

- Researching consumers who have previously bought the product
- Comparing the purchase outcome with previous expectations
- Feelings of disappointment following a purchase
- Claim warranty service

64. 56. Obtaining satisfaction through fulfilling one's potential is called:

Mark only one oval.

- Esteem
- Self-actualization
- Perception
- Ego

65. 57. _____ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

Mark only one oval.

- Readiness
- Selectivity
- Perception
- Motivation

66. 58. Which of the following is NOT part of group influence?

Mark only one oval.

- Social Clas
- Culture
- Reference Group
- Personality

67. 59. Blake is in the process of buying a new car. He is highly involved in the purchase and perceives significant differences among his three favorite models. Blake's next step is most likely to be _____

Mark only one oval.

- opinion leadership
- cognitive dissonance
- post purchase behavior
- evaluation of alternatives

68. 60. All those factors particular to a time and place that do not follow from knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behavior are known as _____.

Mark only one oval.

- Situational influence
- Motivators
- Consumption triggers
- Consumption influencers

69. 61. Which of the following best describes involvement

Mark only one oval.

- Consumers' disinterest in a product or service
- The relationship users develop with selected products and services
- The degree of personal relevance of a product or service to a consumer
- Motivation to contribute to the improvement of a brand

70. 62. Which of the following is based on the notion that learning occurs through a trial-and-error process?

Mark only one oval.

- Instrumental conditioning
- Classical conditioning
- Observational learning
- None of these

71. 63. Good marketing is no accident, but a result of careful planning and _____

Mark only one oval.

- execution
- selling
- merge sort
- research

72. 64. Rising promotion costs and shrinking profit margins are the result of _____.

Mark only one oval.

- changing technology
- globalization
- deregulation
- heightened competition

73. 65. 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

74. 66. 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

75. 67. _____ reflects the perceived tangible and intangible benefits and costs to customers.

Mark only one oval.

- Loyalty
- Satisfaction
- Value
- Expectations

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

Mark only one oval.

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

77. 69. Marketers often use the term _____ to cover various groupings of customers

Mark only one oval.

- people
- buying power
- demographic segment
- market

78. 70. Which of the following would be the best illustration of a subculture?

Mark only one oval.

- A religion
- A group of close friends
- Your university
- Your occupation

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