

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

Course Name - Marketing Management

Course Code - BBALLB401

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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. Rising promotion costs and shrinking profit margins are the result of \_\_\_\_\_.

*Mark only one oval.*

- changing technology
- globalization
- deregulation
- heightened competition

11. 3. 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

12. 4. 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

13. 5. \_\_\_\_\_ reflects the perceived tangible and intangible benefits and costs to customers.

*Mark only one oval.*

- Loyalty
- Satisfaction
- Value
- Expectations

14. 6. 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

15. 7. 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

16. 8. The process by which a company creates a distinct image and identify for its products, services, or brands in consumers' minds is known as

*Mark only one oval.*

- Targeting
- Positioning
- Segmentation
- Perceptual mapping

17. 9. The controllable variables a company puts together to satisfy a target group is called the \_\_\_\_\_

*Mark only one oval.*

- Marketing strategy
- Marketing mix
- Strategic planning
- Marketing concept

18. 10. The \_\_\_\_\_ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being

*Mark only one oval.*

- Customer-centered business
- Societal marketing concept
- Focused business model
- Ethically responsible marketing

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 characteristics
- 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. The \_\_\_\_\_ refers to the various companies that are involved in moving a product from its manufacturer into the hands of its buyer

*Mark only one oval.*

- distribution network
- supply chain
- promotion network
- product supply

33. 25. \_\_\_\_\_ 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

34. 26. 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

35. 27. 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

36. 28. \_\_\_\_\_ 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

37. 29. \_\_\_\_\_ is defined as the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits.

*Mark only one oval.*

- Customer value
- Satisfaction scale
- Profit margin
- Competitive benefit

38. 30. 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

39. 31. \_\_\_\_\_ 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

40. 32. 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

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

*Mark only one oval.*

- Gender
- Age
- Education
- Lifestyle

42. 34. Marketing Myopia is

*Mark only one oval.*

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

43. 35. 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

44. 36. "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

45. 37. Advertisement is a part of

*Mark only one oval.*

- Product
- Price
- Place
- Promotion



46. 38. When the demand for one product increases the demand for another' is an explanation of

*Mark only one oval.*

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

47. 39. '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

48. 40. 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

49. 41. Among the following options of 4P's which one only causes cash inflow for the company

*Mark only one oval.*

- Product
- Price
- Place
- Promotion

50. 42. Among the following which one is not a basis of market segmentation?

*Mark only one oval.*

- Geographic
- Demographic
- Psychographic
- Mental

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

*Mark only one oval.*

- Gender
- Age
- Lifestyle
- Education

52. 44. Value is equal to

*Mark only one oval.*

- Benefit/Cost
- Cost/Benefit
- Profit/Costs
- None of these

53. 45. SBU stands for

*Mark only one oval.*

- Simple Business Unit
- Strategic Business Unity
- Strategic Business Unit
- Simple Business Unity

54. 46. Which of these can not represent a brand?

*Mark only one oval.*

- Logo
- Brand Name
- Theme Line
- Demand

55. 47. Customer need identification was first considered in the \_\_\_\_\_  
concept (fill in the blank)

*Mark only one oval.*

- Selling
- Marketing
- Societal Marketing
- Production

56. 48. The size of the market refers to:

*Mark only one oval.*

- Measurability
- Marketability
- Accessibility
- Substantiality

57. 49. Penetration Pricing does not assume

*Mark only one oval.*

- Brand Loyalty
- Brand Switching
- Brand Proliferation
- None of these

58. 50. One who fights for the same rupee of my customer is my

*Mark only one oval.*

- Supplier
- Competitor
- Consumer
- Channel partner

59. 51. Popular figure who can influence consumer decisions are called

*Mark only one oval.*

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

60. 52. Among the following options which one is a type of intermediary

*Mark only one oval.*

- Manufacturer
- Distributor
- End User
- None of these

61. 53. Which of the following is Customer Oriented Pricing?

*Mark only one oval.*

- Skimming Pricing
- Penetration Pricing
- Perceived Value Pricing
- Loss Leader Pricing

62. 54. A want backed up by willingness and ability to pay is known as

*Mark only one oval.*

- Need
- Want
- Value
- Demand

63. 55. The extra premium a customer is ready to pay for a particular brand is known as

*Mark only one oval.*

- Brand Rejuvenation
- Brand Loyalty
- Brand Proliferation
- Brand Equity

64. 56. Total number of lines provided by a company is known as

*Mark only one oval.*

- Product Depth
- Product Width
- Product Length
- Product Mix

65. 57. 'Value-added services' means

*Mark only one oval.*

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

66. 58. A 'Call' in marketing language means

*Mark only one oval.*

- Calling on a sales person
- Calling on a customer
- Making a phone-call
- Tele-marketing

67. 59. Market segmentation means

*Mark only one oval.*

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

68. 60. \_\_\_\_\_ 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

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