

Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - Marketing Management

Course Code - BBA402(BL)

* You can submit the form ONLY ONCE.

* Fill the following information for further process.

* Required

1. Email address *

2. Name of the Student *

3. Enter Full Student Code *

4. Enter Roll No *

5. Enter Registration No *

6. Enter Course Code *

7. Enter Course Name *

8. Select Your Programme *

Mark only one oval.

D.PHARM

B.SC.(CS)

B.SC.(HN)

B.A.(MW)

BBA

[B.COM](#)

BCA

M.SC.(CS)

M.SC.(HN)

M.A.(MW)

MBA

MCA

M.TECH(CSE)

Answer all the questions. Each question carry one mark.

9. 1. Which factor is relevant for the concept of selling?

Mark only one oval.

Views business as customer satisfying process

Converts customer needs into product

Views business as goods producing process

Consumer determines price; price determines cost

10. 2. _____ 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

11. 3. 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

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

Mark only one oval.

- Legal
- Political
- Psychological
- Economical

13. 5. Which one is an example of a product which I will buy but will never like to use it;

Mark only one oval.

- newspaper
- education
- cigarette
- post card

14. 6. Advertisement is a part of;

Mark only one oval.

- Product
- Price
- Place
- Promotion

15. 7. "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

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

Mark only one oval.

- Product
- Price
- Place
- Promotion

17. 9. Among the given options which one is an element of Micro Environment study?

Mark only one oval.

- Legal
- Economic
- Political
- Supplier

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

Mark only one oval.

- Need
- Want
- Demand
- Desire

19. 11. SBU stands for

Mark only one oval.

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

20. 12. Which of the following is not a variable used for segmenting consumer markets?

Mark only one oval.

- Ethnographic
- Demographic
- Psychographic
- Geographic

21. 13. _____ buy products & _____ use product. (fill in the blanks)

Mark only one oval.

- Consumer & customers
- Customers & consumer
- Buyers & sellers
- Buyers & customers

22. 14. The size of the market refers to:

Mark only one oval.

- Measurability
- Marketability
- Accessibility
- Substantiality

23. 15. The principle of advertisement is to create

Mark only one oval.

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

24. 16. An example of tangible product which cannot be stored more than 24 hours is

Mark only one oval.

- Newspaper
- Bread
- Fish
- None of these

25. 17. Market segmentation is a

Mark only one oval.

- Buyer oriented marketing strategy
- Consumer oriented marketing strategy
- Seller oriented marketing strategy
- All of these

26. 18. “Produce the product in bulk volume” this concept is known as

Mark only one oval.

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

27. 19. Popular figures who can influence consumer decisions are called

Mark only one oval.

- Opinion leaders
- Reference groups
- Influences
- All of these

28. 20. 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

29. 21. What is a function of expectation and perceived performance

Mark only one oval.

- Consumption
- Satisfaction
- Perfection
- Usage

30. 22. The activity of changing the brand by a customer is known as

Mark only one oval.

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

31. 23. 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

32. 24. Total number of lines provided by a company is known as

Mark only one oval.

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

33. 25. "Value-added services" means

Mark only one oval.

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

34. 26. A market survey is required for

Mark only one oval.

- Deciding marketing strategies
- Deciding product strategies
- Deciding pricing strategies
- All of these

35. 27. Cross-selling means

Mark only one oval.

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

36. 28. The Target Group for Savings Deposit Account is

Mark only one oval.

- Students
- Parents
- Businessman
- All of these

37. 29. Market information means

Mark only one oval.

- Knowledge of industries
- Knowledge of household
- Knowledge of peers
- All of these

38. 30. Market segmentation means

Mark only one oval.

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

39. Submission ID (skip this field) *

⚠ DO NOT EDIT this field or your time will not be recorded.

This content is neither created nor endorsed by Google.

Google Forms