



## BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Business Administration

Course Name – Principles of Marketing

Course Code - BBAC302

( Semester III )

Time : 1 Hr.15 Min.

Full Marks : 60

[The figure in the margin indicates full marks.]

### Group-A

(Multiple Choice Type Question)

1 x 60=60

Choose the correct alternative from the following :

- (1) Which factor is relevant for the concept of marketing?
  - a) Seeks to quickly convert products in cash
  - b) All departments operate in a highly integrated manner
  - c) Cost determines the price
  - d) Different departments operate as separate water tight compartments
- (2) The American Marketing Association defines a market as “the aggregate \_\_\_\_\_ of the potential buyers for a product or service.” [fill in the blank]
  - a) demand
  - b) purchase
  - c) interest
  - d) expenditure
- (3) \_\_\_\_\_ is a trade of value between two or more parties
  - a) Transaction
  - b) Exchange
  - c) Value
  - d) None of these
- (4) Marketing is the process of identifying the need of
  - a) Consumer
  - b) competitor
  - c) None of these
  - d) Both of them
- (5) Among the given options which one is not an element of Macro Environment study?
  - a) Legal
  - b) Political
  - c) Psychological
  - d) Economical
- (6) A key ingredient of the marketing management process is insightful, \_\_\_\_\_ marketing strategies and plans that can guide marketing activities.
  - a) Creative
  - b) Macro
  - c) Micro
  - d) Niche

- (7) In a hypercompetitive economy such as ours, a company can win only by fine-tuning the value delivery process and choosing, providing, and \_\_\_\_\_ superior value.
- a) Communicating  
b) selecting target markets with  
c) composing  
d) Developing
- (8) When you are searching for specific information from a nonspecific source that is known as
- a) Formal Search  
b) Informal Search  
c) Integrative Search  
d) Intensive Search
- (9) The \_\_\_\_\_ is a tool for identifying ways to create more customer value.
- a) value chain  
b) customer survey  
c) brand loyalty index  
d) promotion channel
- (10) 'When the demand for one product increases the demand for another' is an explanation of;
- a) Joint demand  
b) Derived demand  
c) Fluctuating demand  
d) Negative demand
- (11) "the primary benefits of the MIS can be useful in the areas of functional integration, \_\_\_\_\_, strategy development, and strategy implementation" Harmon (2003),  
(Fill in the blank)
- a) market monitoring  
b) product development  
c) quality monitoring  
d) market development
- (12) The additional P's of marketing are
- a) People, Physical evidence, Package  
b) People, Physical evidence, Process  
c) People, Process, Packaging  
d) Physical evidence, Process, Packaging
- (13) Among the following which one is not a basis of market segmentation?
- a) Geographic  
b) Demographic  
c) Psychographic  
d) Mental
- (14) SBU stands for
- a) Simple Business Unit  
b) Strategic Business Unit  
c) Strategic Business Unit  
d) Simple Business Unit
- (15) A demand which is in its dormant stage is known as
- a) No Demand  
b) Full Demand  
c) Overfull Demand  
d) Latent Demand
- (16) When a customer is not aware of a particular product then what type of demand will be there
- a) Negative Demand  
b) Latent Demand  
c) Cyclical Demand  
d) No Demand
- (17) Market information means
- a) Knowledge of industries  
b) Knowledge of household  
c) Knowledge of peers  
d) All of these
- (18) Successful marketing aims at
- a) Increasing the sales volume  
b) Increasing the profits  
c) Increasing the output of the sales persons  
d) All of these
- (19) Which of the following statement is true about rural marketing?



- a) Rural Marketing consists of marketing of only inputs to the rural market
- b) Rural Marketing consists of marketing of only outputs from the rural markets to other geographical areas
- c) Rural Marketing consists of marketing of inputs to the rural market as well as marketing of outputs from the rural markets to other geographical areas
- d) All of above are false
- (20) Business realignment may be necessary to maximize core competencies. Which of the following would be one of the steps in this realignment process?
- a) Reviewing all macro relationships
- b) Reviewing global outreach projections
- c) Redefining the business concept
- d) Reviewing successes from e-commerce
- (21) When each party has something that could be of value to other party, it results into –
- a) Exchange process
- b) Marketing activity
- c) Market place
- d) Money exchange
- (22) As per the production concept, businesses concentrate on:
- a) High product efficiency
- b) Low costs
- c) Mass distribution
- d) All of these
- (23) Among the given options which one is not a part of demography based segmentation Parameter?
- a) Gender
- b) Age
- c) Lifestyle
- d) Education
- (24) Which of the following is not a variable used for segmenting consumer markets?
- a) Ethnographic
- b) Demographic
- c) Psychographic
- d) Geographic
- (25) Market segmentation means
- a) Segmenting the salesmen
- b) Segmenting the employees
- c) Segmenting the customers as per their needs
- d) Segmenting the products
- (26) Market share means
- a) Paid-up capital
- b) Shares held by employees
- c) Shares of business volume as compared to other companies
- d) Share price of the company quoted in the market
- (27) The target group for marketing of Internet Banking is
- a) All customers
- b) All literate customers
- c) All computer literate customers
- d) Only borrowers
- (28) The \_\_\_\_\_ method is one of the main approaches to segmenting markets by adopting the view that the market consists of customers that are essentially the same, so the task is to identify groups which share particular differences.
- a) sample design
- b) breakdown
- c) build up
- d) profile identification
- (29) Which of the following are the three broad groups of consumer segmentation criteria?
- a) Behavioural, psychological and profile criteria.
- b) Behavioural-, gender- and industry- type variables.
- c) Organizational size, demographic and behavioural variables.
- d) Psychographic, sociological and price variables.
- (30) Which of the following is not an example of a behavioural variable?



- a) Product usage.  
c) Purchase occasion
- b) Media usage.  
d) Personality.
- (31) Psychographic segmentation is based on:
- a) the quantitative side of consumer demographic analysis.  
c) individuals' residential patterns and life-cycle preferences.
- b) the quantitative side of consumer geographic analysis.  
d) grouping people according to their psychological characteristics, values, and lifestyles.
- (32) Which of the following are the three broad groups of organizational characteristics segmentation criteria?
- a) Organizational size, industry type and gender.  
c) Organizational size, industry type, and geographical location.
- b) Psychographics, purchaser, and behavioural criteria.  
d) None of these
- (33) Before beginning the market segmentation process, a firm should:
- a) identify bases for segmenting markets.  
c) forecast market share.
- b) forecast total market potential  
d) select target market segments.
- (34) A key benefit of the STP process is:
- a) more effective and efficient matching of company resources to targeted market segments promising the greatest ROMI.  
c) examining and identifying growth opportunities in the market through the identification of new customers, growth segments, or new product uses.
- b) enhancing a company's competitive position by providing direction and focus for marketing strategies.  
d) All of these
- (35) Which of the following statements is not true?
- a) Sigmund Freud assumed that people are largely unconscious about the real psychological forces shaping their behavior  
c) Abraham Maslow sought to explain why people are driven by particular needs at particular times
- b) The term motivation research refers to qualitative research designed to probe consumers' hidden, subconscious motivations  
d) Selective retention means that marketers must try to understand the mind-sets of consumers and how these will affect interpretations of advertising and sales information
- (36) Which of the following processes is not fundamental in explaining how consumers think and learn about products and brands?
- a) Cognition.  
c) Learning
- b) Perception  
d) Personality
- (37) Bollywood cinema aimed at audiences in the Indian sub-continent and at diaspora around the world, using strong love and ethical themes, and a musical format, is an example of:
- a) Group influence.  
c) Social grade.
- b) Ethnic marketing.  
d) Lifestyle.
- (38) Which of the following is not part of the consumer proposition acquisition process?
- a) Motive development.  
c) Proposition evaluation.
- b) Information gathering.  
d) Perception.
- (39) The single group within society that is most vulnerable to reference group influence is:
- a) the older consumer who feels somewhat left  
b) he married women, many of whom feel a ne

- out of things
- c) new immigrants who really want to assimilate into their new culture
- d) children, who base most of their buying decisions on outside influences.
- (40) \_\_\_\_\_ can be defined as the aspect of our psyche that determines the way in which we respond to our environment in a relatively stable way over time.
- a) Perception  
b) Personality  
c) Learning  
d) Memory
- (41) According to Maslow's Hierarchy of Needs theory, the need for fulfilment, for realizing one's own potential, and for fully using one's talents and capabilities are examples of \_\_\_\_\_ needs.
- a) self-actualization  
b) physiological  
c) social  
d) esteem
- (42) Which of the following is an assumption in Maslow's hierarchy of needs?
- a) Needs are dependent on culture and also on social class  
b) Lower-level needs must be at least partially satisfied before higher needs can affect behaviour.  
c) Needs are not prioritized or arranged in any particular order.  
d) Satisfied needs are motivators, and new needs emerge when current needs remain unmet.
- (43) Providing free samples of perfumes (scent) in magazines is an example of which of the following?
- a) Classical conditioning.  
b) Operant conditioning.  
c) Social learning.  
d) Behavioural learning.
- (44) Post-purchase re-evaluation of the consumer proposition acquisition process attempts to measure the degree of:
- a) selling success experienced by the vendor.  
b) consumer satisfaction with the purchase.  
c) follow-up effectiveness of the firm.  
d) advertising influence on the purchase
- (45) When analysing consumer lifecycles, marketers look at consumers in differing stages of their life. Many models upon which these are based were developed in the 1960s. Since then a lot has changed in 'consumer lifecycles'. Which emerging trends should marketers take into consideration?
- a) Fewer people are getting married.  
b) People getting married at a later age.  
c) More couples co-habiting.  
d) All of these
- (46) "Produce the best quality product" this concept is known as
- a) Product concept  
b) Production concept  
c) Marketing concept  
d) Selling concept
- (47) Which one is an example of a product which I will buy but will never like to use it?
- a) newspaper  
b) education  
c) cigarette  
d) post card
- (48) Among the following options of 4P's which one only causes cash inflow for the company
- a) Product  
b) Price  
c) Place  
d) Promotion
- (49) An organization with several product lines has which one of the following mix that consists of all the product lines and items?
- a) Product Mix  
b) Brand Mix



- c) Promotion Mix
- d) Packaging Mix
- (50) Market plan is a
- a) Business document for marketing strategies
- b) Year-end-budget
- c) Selling process
- d) All of these
- (51) At the fifth level, marketer gets a \_\_\_\_\_ that has all the transformations and augmentations the offering or product might undergo in the future.
- a) Expected product
- b) Augmented product
- c) Basic product
- d) Potential product
- (52) The first level in the customer value hierarchy is \_\_\_\_\_
- a) Core benefit
- b) Basic product
- c) Expected product
- d) Augmented product
- (53) The following is the source(s) for developing new or improved product
- a) Research and Development department of the enterprise
- b) Consumer suggestions and Complaints
- c) Other competitive products in the market
- d) All of these
- (54) The ultimate objective of the product is
- a) To provide a new look
- b) Utilizing existing manpower
- c) To monopolize the market
- d) All of these
- (55) The following aspect of product is concerned with the ease and efficiency of the product performance
- a) Functional aspect
- b) Operational aspect
- c) Durability aspect
- d) Aesthetic aspect
- (56) Customer Oriented Pricing is also known as
- a) Skimming Pricing
- b) Penetration Pricing
- c) Perceived Value Pricing
- d) Loss Leader Pricing
- (57) Marketers set the price of a product or service in a \_\_\_\_\_ step procedure.
- a) Four
- b) Five
- c) Six
- d) None of these
- (58) The pricing objectives are
- a) Maximum current profit, market share and market skimming
- b) Survival
- c) Product quality leadership
- d) All of these
- (59) In \_\_\_\_\_ company may not focus on long-run performance by ignoring the impact of other marketing mix variables.
- a) Survival
- b) Maximum current profit
- c) Maximum market share
- d) None of these
- (60) Market-penetration pricing strategy can be adopted when
- a) Market is highly price sensitive
- b) Low price stimulates market growth
- c) Market is highly price sensitive & Low price stimulates market growth
- d) None of these