



BRAINWARE UNIVERSITY
Term End Examination 2020 - 21
Programme – Bachelor of Business Administration
Course Name – Principles of Marketing
Course Code - BBAC302

Semester / Year - Semester III

Time allotted : 75 Minutes

Full Marks : 60

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 60=60

1. (Answer any Sixty)

(i) Which factor is relevant for the concept of selling?

- | | |
|--|---|
| a) Views business as customer satisfying process | b) Converts customer needs into product |
| c) Views business as goods producing process | d) Consumer determines price; price determines cost |

(ii) 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]

- | | |
|-------------|---------------|
| a) Convince | b) manipulate |
| c) satisfy | d) define |

(iii) 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 |

(iv) _____ is the process of obtaining a desired product from another party by giving the party something in return [fill in the blank]

- | | |
|----------------|-------------|
| a) Transaction | b) Exchange |
|----------------|-------------|

c) Value

d) None of these

(v) Marketing Myopia is

a) Far sightedness

b) Short sightedness

c) Long sightedness

d) None of these

(vi) 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

(vii) 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

(viii) The traditional view of marketing is that the firm makes something and then _____ it.

a) Markets

b) Sells

c) Distributes

d) Prices

(ix) '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

(x) The _____ in the value chain cover the sequence of bringing materials into the business (inbound logistics), converting them into final products (operations), shipping out final products (outbound logistics), marketing them (marketing and sales), and servicing them (service).

a) operations process

b) manufacturing process

c) primary activities

d) secondary activities

(xi) 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

(xii) Value is equal to;

a) Benefit/Cost

b) Cost/Benefit

c) Profit/Costs

d) None of these

(xiii) SBU stands for

a) Simple Business Unit

b) Strategic Business Unity

c) Strategic Business Unit

d) Simple Business Unity

(xiv) A demand which is in its dormant stage is known as

a) No Demand

b) Full Demand

c) Overfull Demand

d) Latent Demand

(xv) 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

(xvi) 'Value-added services' means

a) Core product

b) Expected product

c) Augmented product

d) Potential product

(xvii) Market information means

a) Knowledge of industries

b) Knowledge of household

c) Knowledge of peers

d) All of these

(xviii) The collaborator's _____ involves horizontal partnerships, where companies choose partners based on their ability to exploit related market opportunities, and vertical partnerships, where companies choose partners based on their ability to serve their value creation.

- a) resource space
- b) competency space
- c) cognitive space
- d) rational space

(xix) Successful marketing requires having capabilities such as understanding _____, creating customer value, delivering customer value, capturing customer value, and sustaining customer value.

- a) customer loyalty
- b) customer perks
- c) customer retention
- d) customer value

(xx) The _____ process consists of corporate, division, business, and product planning.

- a) Implementing
- b) Controlling
- c) Importers
- d) Franchisers

(xxi) As per the production concept, businesses concentrate on:

- a) High product efficiency
- b) Low costs
- c) Mass distribution
- d) All of these

(xxii) Which one is the method way to segment the market based on age?

- a) Geographic
- b) Demographic
- c) Psychographic
- d) Mental

(xxiii) Market Segmentation is useful for

- a) Preferential marketing
- b) Identifying prospects
- c) Knowing customers' tastes
- d) All of these

(xxiv) The target group for credit cards is

- a) Existing cardholders
- b) Individuals with taxable income

c) All minors

d) All graduates

(xxv) Market expansion means

a) Growth in sales through existing and new products

b) Buying more products

c) Hiring more staff

d) Buying more companies

(xxvi) Market segmentation means dividing

a) The market group into homogeneous groups

b) The market process into easy steps

c) The sales teams into small groups

d) All of these

(xxvii) Why is market segmentation carried out?

a) To break down large markets into smaller markets

b) Provides an opportunity to surpass competitors

c) By grouping together customers with similar needs, it provides a commercially viable method of serving these customers

d) Allows the achievement of greater market share

(xxviii) The family life cycle:

a) is a way to apply psychographic segmentation.

b) refers to the process of family formation and dissolution.

c) provides insights into the relationships among age, occupation, income, and housing.

d) is composed of the 11 stages of personal growth from infancy to retirement.

(xxix) Which of the following are the three broad groups of organizational characteristics segmentation criteria?

a) Organizational size, industry type and gender.

b) Psychographics, purchaser, and behavioural criteria.

c) Organizational size, industry type, and geographical location.

d) None of these

(xxx) 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.
- b) enhancing a company's competitive position by providing direction and focus for marketing strategies.
- c) examining and identifying growth opportunities in the market through the identification of new customers, growth segments, or new product uses.
- d) All of these

(xxxii) Which of the following processes is not fundamental in explaining how consumers think and learn about products and brands?

- a) Cognition.
- b) Perception
- c) Learning
- d) Personality

(xxxiii) The process of screening meaningful from non-meaningful information is known as

- a) Picking
- b) proposition evaluation
- c) routine.
- d) selective exposure

(xxxiiii) With respect to consumer behaviour, one's friends and relatives could be considered a/an:

- a) impersonal influence.
- b) reference group influence
- c) perceptual influence.
- d) institutional influences.

(xxxv) Which of the following is not part of the consumer proposition acquisition process?

- a) Motive development.
- b) Information gathering.
- c) Proposition evaluation.
- d) Perception.

(xxxvi) An imbalance between a consumer's actual and desired state in which recognition that a gap or problem needs resolving is called:

- a) motive development
- b) an attitude.

c) a self-concept.

d) Product Evaluation.

(xxxvi) 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

(xxxvii) A person who is in the position of attempting to satisfy their needs at the most basic level is operating at the level of Maslow's needs hierarchy called the need for:

a) self-actualization.

b) esteem.

c) physiological needs

d) belongingness.

(xxxviii) 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

(xxxix) The process that creates changes in behaviour is called:

a) selective adaptation

b) learning.

c) involvement manipulation

d) attitude adjustment

(xl) "Produce the best quality product" this concept is known as

a) Product concept

b) Production concept

c) Marketing concept

d) Selling concept

(xli) Product Life Cycle Concept is basically valid for

a) Goods

b) Services

c) Goods and Services both

d) None of these

(xlii) Among the following options of 4P's which one only causes cash inflow for the company

- a) Product
- b) Price
- c) Place
- d) Promotion

(xliii) Company's sales and profit level decline at which stage of product life cycle?

- a) Introduction
- b) Growth
- c) Maturity
- d) Decline

(xliv) Brand represents

- a) Core Product
- b) Generic Product
- c) Potential Product
- d) Augmented Product

(xlv) At the third level of customer value hierarchy, marketers need to design a

- a) Expected product
- b) Augmented product
- c) Basic product
- d) None of these

(xlvi) The first level in the customer value hierarchy is _____

- a) Core benefit
- b) Basic product
- c) Expected product
- d) Augmented product

(xlvii) The following is the source(s) for developing new or improved product

- a) Research and Development department
- b) Consumer suggestions and Complaints of the enterprise
- c) Other competitive products in the market
- d) All of these

(xlviii) 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

(xlix) _____ helps in establishing the interchangeability of products

- a) Standardization
- b) Simplification
- c) Diversification
- d) Specialization

(l) The product life cycle has four stages. Which of the following is not one of these?

- a) Market introduction
- b) Market growth
- c) Market maturity
- d) Economic competition

(li) In the process of maximum market skimming

- a) Prices start high and slowly decline over time
- b) Prices start low and gradually increase over time
- c) Prices remain constant
- d) All of these

(lii) The pricing objective of a nonprofit hospital is

- a) Partial cost recovery
- b) Full cost recovery
- c) Maximum market share
- d) None of these

(liii) Which of the following is not a step in target costing?

- a) Compute a target cost by adding the desired profit to the expected manufacturing cost
- b) Define the minimum acceptable profit
- c) Identify a competitive market price
- d) Compute a target cost by subtracting the desired profit from the target price

(liv) Skimming pricing is price from;

- a) High to low
- b) Low to high
- c) Moderate
- d) None of these

(lv) What type of cost is 'mark-up' pricing based on?

- a) fixed cost
- b) variable cost

c) direct cost

d) indirect cost

(lvi) What is the term for the volume of products sold that, at a given price, will cover the company's costs?

a) equilibrium point

b) target profit

c) maximum profit

d) breakeven point

(lvii) Under which conditions would market skimming be likely to be a viable strategy?

a) There is insufficient market capacity and competitors cannot make more of the product.

b) There are no competitors.

c) The demand for the goods in question is relatively price inelastic.

d) All of these

(lviii) Ramesh has recently opened a sandwich bar but he is not sure what prices to charge for his various products. His customers tell him they would never pay more than Rs.80.00 for a sandwich and so he sets his top price at £4.00. What kind of pricing is he using?

a) customer value pricing

b) psychological price barriers

c) contribution pricing

d) going-rate pricing

(lix) Direct marketing means

a) Advertisements

b) Banners

c) Selling to incoming customers

d) Selling using a medium to the customer

(lx) Web marketing involves

a) Selling web cameras

b) Web advertisements

c) E-mail chatting

d) Browsing the web