



**BRAINWARE UNIVERSITY**  
**Term End Examination 2020 - 21**  
**Programme – Bachelor of Business Administration**  
**Course Name – Principles of Marketing**  
**Course Code - BBA302**

**Semester / Year - Semester III**

Time allotted : 85 Minutes

Full Marks : 70

[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 70=70

1. (Answer any Seventy )

(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) Which one is an example of a tangible product

a) Movie

b) Popcorn

c) Parking

d) Public Transport

(vii) 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

(viii) 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

(ix) The traditional view of marketing is that the firm makes something and then \_\_\_\_\_ it.

a) Markets

b) Sells

c) Distributes

d) Prices

(x) '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

(xi) 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

(xii) 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

(xiii) Value is equal to;

- a) Benefit/Cost
- b) Cost/Benefit
- c) Profit/Costs
- d) None of these

(xiv) SBU stands for

- a) Simple Business Unit
- b) Strategic Business Unity
- c) Strategic Business Unit
- d) Simple Business Unity

(xv) The size of the market refers to:

- a) Measurability
- b) Marketability
- c) Accessibility
- d) Substantiality

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

- a) No Demand
- b) Full Demand
- c) Overfull Demand
- d) Latent Demand

(xvii) 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

(xviii) 'Value-added services' means

- a) Core product
- b) Expected product
- c) Augmented product
- d) Potential product

(xix) Market information means

- a) Knowledge of industries
- b) Knowledge of household
- c) Knowledge of peers
- d) All of these

(xx) 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

(xxi) 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

(xxii) The \_\_\_\_\_ process consists of corporate, division, business, and product planning.

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

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

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

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

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

(xxv) Among the given options which one is not a part of demography based segmentation Parameter?

- a) Gender
- b) Age
- c) Lifestyle
- d) Education

(xxvi) Market Segmentation is useful for

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

(xxvii) The Target Group for Savings Deposit Account is

- a) Students
- b) Parents
- c) Businessman
- d) All of these

(xxviii) The target group for credit cards is

- a) Existing cardholders
- b) Individuals with taxable income
- c) All minors
- d) All graduates

(xxix) Market expansion means

- a) Growth in sales through existing and new products
- b) Buying more products
- c) Hiring more staff
- d) Buying more companies

(xxx) The target group for marketing of Internet Banking is

- a) All customers
- b) All literate customers
- c) All computer literate customers
- d) Only borrowers

(xxxi) 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

(xxxii) 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

(xxxiii) A commonly used basis for segmenting consumer markets is:

- a) organizational size.
- b) demographics.
- c) product type
- d) price.

(xxxiv) Which of the following is not an example of a behavioural variable?

- a) Product usage.
- b) Media usage.
- c) Purchase occasion
- d) Personality.

(xxxv) 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.

(xxxvi) 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

(xxxvii) A key benefit of the STP process is:

- a) more effective and efficient matching of company resources to targeted market
- b) enhancing a company's competitive position by providing direction and focus

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.

for marketing strategies.

d) All of these

(xxxviii) 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

b) The term motivation research refers to qualitative research designed to probe consumers' hidden, subconscious motivations

c) Abraham Maslow sought to explain why people are driven by particular needs at particular times

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

(xxxix) The consumers' five steps of adopting a new product refer to which of the following?

a) Awareness, interest, evaluation, trial, adoption

b) Awareness, promotion, evaluation, trial, adoption

c) doption, interest, evaluation, trial promotion

d) Awareness, interest, cash cows, trial, adoption

(xl) 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

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

a) Picking

b) proposition evaluation

c) routine.

d) selective exposure

(xlii) 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.

(xliii) 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.

(xliv) 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

(xlv) 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.

(xlvi) 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.

(xlvii) 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



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

- a) selective adaptation
- b) learning.
- c) involvement manipulation
- d) attitude adjustment

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

- a) Product concept
- b) Production concept
- c) Marketing concept
- d) Selling concept

(l) Product Life Cycle Concept is basically valid for

- a) Goods
- b) Services
- c) Goods and Services both
- d) None of these

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

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

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

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

(liii) The array of product which a particular seller has to offer is termed as

- a) Product line
- b) Product Depth
- c) Product width
- d) Product consistency

(liv) Market plan is a

- a) Business document for marketing strategies
- b) Year-end-budget
- c) Selling process
- d) All of these

(lv) Brand represents

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

(lvi) 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

(lvii) The first level in the customer value hierarchy is \_\_\_\_\_

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

(lviii) 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

(lix) \_\_\_\_\_ helps in establishing the interchangeability of products

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

(lx) 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

(lxi) Skimming pricing is price from

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

(lxii) 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

(lxiii) The pricing objective of a nonprofit hospital is

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

(lxiv) 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

(lxv) Skimming pricing is price from;

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

(lxvi) 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

(lxvii) 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

(lxviii) 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

(lxix) Direct marketing means

- a) Advertisements
- b) Banners
- c) Selling to incoming customers
- d) Selling using a medium to the customer

(lxx) Web marketing involves

- a) Selling web cameras
- b) Web advertisements
- c) E-mail chatting
- d) Browsing the web