



BRAINWARE UNIVERSITY

Term End Examination 2020 - 21

Programme – Bachelor of Commerce (Honours) in Banking & Financial Accounting

Course Name – Principles of Marketing

Course Code - BCM501

Semester / Year - Semester V

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) “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 |

(ii) Product Life Cycle Concept is basically valid for _____.

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

(iii) Among the following options of 4P’s which one only causes cash inflow for the Company?

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

(iv) Among the given options which one is an element of Micro Environment study?

- | | |
|--------------|-------------|
| a) Legal | b) Economic |
| c) Political | d) Supplier |

(v) Need, which as a customer we don’t know that it exists, is known as:

- a) Basic need
- b) Psychological need
- c) Biological need
- d) Latent need

(vi) 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

(vii) Packaging is a part of _____.

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

(viii) 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

(ix) 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

(x) _____ 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

(xi) Which one is a benefit of Demand Forecasting?

- a) company does not store huge inventories
- b) company generate supernormal profits

- c) company can build core competency d) company can design better product

(xii) Marketing is the process of identifying the need of _____.

- a) Consumer b) competitor
c) None of these d) Consumer & competitor

(xiii) Among the given options which one is not an element of Macro Environment study?

- a) Legal b) Political
c) Psychological d) Economical

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

- a) Consumer & customers b) Customers & consumer
c) Buyers & sellers d) Buyers & customers

(xv) The demand for a product is _____ when price cut causes revenue to increase. (Fill in the blank)

- a) Income elastic b) Price elastic
c) Cross elastic d) None of these

(xvi) 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

(xvii) The size of the market refers to:

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

(xviii) SBU stands for

- a) Simple Business Unit b) Strategic Business Unity

c) Strategic Business Unit

d) Simple Business Unity

(xix) Which of these can represent a brand?

a) Logo

b) Color of the Package

c) Signature Tune

d) All of these

(xx) The principle of advertisement is to create

a) Motivation among the

b) Demand for goods

c) employees

d) Investment

(xxi) An example of tangible product which cannot be stored more than 24 hours is _____.

a) Newspaper

b) Bread

c) Fish

d) None of these

(xxii) One who fights for the same rupee of my customer is my _____.

a) Supplier

b) Competitor

c) Consumer

d) None of these

(xxiii) Market segmentation is a

a) Buyer oriented marketing strategy

b) Consumer oriented marketing strategy

c) Seller oriented marketing strategy

d) All of these

(xxiv) Fundamental purpose of Sales Promotion is to

a) Increase Revenue

b) Attract People

c) Boost up sales

d) All of these

(xxv) Popular figures who can influence consumer decisions are called:

a) Opinion leaders

b) Reference groups

c) Influences

d) All of these

c) Hiring more staff

d) Buying more companies

(xxxiii) The extra premium a customer is ready to pay for a particular brand is known as _____.

a) Brand Rejuvenation

b) Brand Loyalty

c) Brand Proliferation

d) Brand Equity

(xxxiv) Total number of lines provided by a company is known as _____.

a) Product Depth

b) Product Width

c) Product Length

d) Product Mix

(xxxv) Brand represents _____.

a) Core Product

b) Generic Product

c) Potential Product

d) Augmented Product

(xxxvi) 'Value-added services' means -

a) Core product

b) Expected product

c) Augmented product

d) Potential product

(xxxvii) A market survey is required for -

a) Deciding marketing strategies

b) Deciding product strategies

c) Deciding pricing strategies

d) All of these

(xxxviii) Cross-selling means -

a) Selling with a cross face

b) Selling other products to existing customers

c) Selling to friends

d) Selling to employees

(xxxix) The Target Group for Savings Deposit Account is _____.

a) Students

b) Parents

c) Businessman

d) All of these

(xl) Market segmentation means-

a) Segmenting the salesmen

b) Segmenting the employees

c) Segmenting the customers as per their needs

d) Segmenting the products

(xli) Direct marketing means -

a) Advertisements

b) Banners

c) Selling to incoming customers

d) Selling using a medium to the customer

(xlii) The ultimate aim of marketing is to provide -

a) More business to the company

b) More profit

c) More staff

d) More production

(xliii) Customer Oriented Pricing is also known as _____.

a) Skimming Pricing

b) Penetration Pricing

c) Perceived Value Pricing

d) Loss Leader Pricing

(xliv) What is a function of expectation and perceived performance?

a) Consumption

b) Satisfaction

c) Perfection

d) Usage

(xlv) The real value of marketing research to the organization can best be understood by -

a) Its immediate impact on profits

b) The amount of time spent

c) How much it costs

d) Improvements in the ability to make decisions

(xlvi) When demand is equal to supply, that is known as _____.

a) No Demand

b) Overfull Demand

c) Full Demand

d) Latent Demand

(xlvi) Effective marketing helps in -

a) Developing new product

b) Creating a competitive environment

c) Building demands for products

d) All of these

(xlviii) Innovation means -

a) Product designing

b) New ideas

c) Motivation

d) Both Product designing & New ideas

(xlix) Market survey means -

a) Market research

b) Market plan

c) Marketing strategies

d) Market monitoring

(l) Networking makes marketing -

a) Very difficult

b) Very cumbersome

c) Easy to handle

d) Has no role in marketing

(li) A "Lead" means -

a) A buyer

b) A seller

c) Employee

d) Employer

(lii) A "prospect" means

a) Company's prospectus

b) Company's memorandum of association

c) A likely buyer

d) A likely seller

(liii) 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

(liv) "HNI" means -

- a) Highly Non-Interested
- b) Highly Needy Individuals
- c) High Net worth Individuals
- d) Highly Negative Individuals

(lv) Of the 4P's of marketing, 3 are product, place and promotion. Which is the 4th P?

- a) Price
- b) Pricing
- c) Purpose
- d) Pursuit

(lvi) The intangible value proposition is made physical by an offering, which can be -

- a) a combination of products and services
- b) a combination of services and information
- c) a combination of information and experiences
- d) a combination of product, services, information and experiences

(lvii) Marketing is the art of _____.

- a) Buying more
- b) Paying more
- c) Selling more
- d) Talking more

(lviii) A true marketing mindset requires

- a) Control mindset
- b) Active mindset
- c) Command mindset
- d) Passive mindset

(lix) Marketers operate in which marketplaces?

- a) Consumer and business
- b) Global and non-profit
- c) Consumer ,business , Global and non-profit
- d) None of these

(lx) At a fast-food restaurant, what is marketed?

- a) Goods
- b) Service

- c) both goods and service
- d) None of these

(lxi) Telemarketing involves-

- a) Good communication skills
- b) High level of motivation
- c) Door-to-door campaigns
- d) Event management

(lxii) Online marketing is

- a) Same as face-to-face marketing
- b) Easier than traditional marketing
- c) Boring as customers are not visible
- d) Voluminous task

(lxiii) Motivation for sales persons can be achieved through -

- a) High success rate of conversion
- b) Better sales incentives
- c) Continuous training and updating of knowledge
- d) All of these

(lxiv) Education loans can be more effectively canvassed by -

- a) Door-to-door campaigns
- b) E-mail contacts
- c) Tie-up with colleges
- d) All of these

(lxv) Marketing is influenced by -

- a) Product demand
- b) Buyer behavior
- c) Brand image
- d) All of these

(lxvi) Marketing in banks is a necessity today, due to _____.

- a) Liberalization
- b) Nationalization
- c) Fashion
- d) Fashion

(lxvii) Wal-Mart has become the world's largest retailer by delivering on its promise, "Always low prices—always." This would be an example of the marketing philosophy that says

- a) "Take care of your customers, and
- b) Buy cheap, sell cheap."

market share and profits will follow.”

- c) Always take discounts and pass some of them on to consumers.”
- d) Distribution is the secret to all conquests in marketing.”

(lxviii) The most basic concept underlying marketing is that of

- a) products and services.
- b) human needs
- c) barter.
- d) transactions

(lxix) are human needs as shaped as individual personality and culture.

- a) Exchanges
- b) Wants
- c) Demand
- d) Transactions

(lxx) With respect to customer satisfaction, smart companies aim to

- a) give the customer anything and everything they want.
- b) make customers addicted to their products and services.
- c) delight customers by promising only what they can deliver, then delivering more than they promise.
- d) . always save the customers money, time, and other resources