



LIBRARY
Brainware University
Baramba, Kolkata - 700125

BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Master of Business Administration

Course Name – Marketing Management

Course Code - MBA202

(Semester II)

Time allotted : 1 Hrs.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) Customers are showing greater price sensitivity in their search for _____.
 - a) the right product
 - b) the right service
 - c) the right store
 - d) value
- (2) The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.
 - a) production
 - b) selling
 - c) marketing
 - d) product
- (3) One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being _____.
 - a) product, positioning, place, and price
 - b) product, price, promotion, and place
 - c) product, production, price, and place
 - d) place, promotion, production, and positioning
- (4) During market segmentation analysis, the marketer identifies which segments present the greatest opportunity. These segments are called _____.
 - a) target markets
 - b) primary markets
 - c) tertiary markets
 - d) focused markets
- (5) The process of dividing a market into subsets of consumers with common needs or characteristics is known as _____.
 - a) Market penetration
 - b) Market capture
 - c) Market segmentation
 - d) Market positioning
- (6) The process by which a company creates a distinct image and identify for its products, services, or brands in consumers' mind is known as _____.
 - a) Targeting
 - b) Positioning
 - c) Segmentation
 - d) Perceptual mapping
- (7) The controllable variables a company puts together to satisfy a target group is called the _____.

- a) Marketing strategy
 - b) Marketing mix
 - c) Strategic planning
 - d) Sales Mix
- (8) In marketing, lifestyles are named as _____, which include consumers' activities, interest, and opinions.
- a) Geographical
 - b) Psychographics
 - c) Demographics
 - d) Geodemographics
- (9) The buying process starts when the buyer recognizes a _____.
- a) Product
 - b) an advertisement for the product
 - c) a salesperson from a previous visit
 - d) problem or need
- (10) In _____ consumers may share a strong need that cannot be satisfied by an existing product.
- a) negative demand
 - b) latent demand
 - c) declining demand
 - d) irregular demand
- (11) Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in _____.
- a) consumer buying behavior
 - b) post-purchase dissonance
 - c) retail buyer behavior
 - d) business buyer behavior
- (12) What is the basic property of a service which makes it different from a physical product?
- a) Shape
 - b) Size
 - c) Very expensive
 - d) Intangibility
- (13) Marketing Myopia is
- a) Far sightedness
 - b) Short sightedness
 - c) Long sightedness
 - d) None of these
- (14) SBU stands for
- a) Simple Business Unit
 - b) Strategic Business Unity
 - c) Strategic Business Unit
 - d) Simple Business Unity
- (15) Popular figures who can influence consumer decisions are called
- a) Opinion leaders
 - b) Reference groups
 - c) Political leaders
 - d) Social Class
- (16) A want backed up by willingness and ability to pay is known as
- a) Need
 - b) Want
 - c) Value
 - d) Demand
- (17) The activity of changing the brand by a customer is known as
- a) Brand Equity
 - b) Brand Loyalty
 - c) Brand Switching
 - d) Brand Rejuvenation
- (18) Total number of lines provided by a company is known as
- a) Product Depth
 - b) Product Width
 - c) Product Length
 - d) Product Mix
- (19) Cross-selling means
- a) Selling with a cross face
 - b) Selling other products to existing customers
 - c) Selling to friends
 - d) Selling to employees
- (20) "When the demand for one product increases the demand for another" is an explanation of _____.
- a) Joint demand
 - b) Derived demand

- c) Fluctuating demand
 (21) The _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features
 a) marketing
 c) product
- d) Negative demand
 b) production
 d) selling
- (22) _____ reflects the perceived tangible and intangible benefits and costs to customers.
 a) Loyalty
 c) Value
- b) Satisfaction
 d) Expectations
- (23) Which of the following would be the best illustration of a subculture?
 a) A religion
 c) Your university
- b) A group of close friends
 d) Your occupation
- (24) Which of the following is a measure of how often consumers buy a given brand?
 a) Consumer involvement
 c) Brand loyalty
- b) Brand equity
 d) Recognition test
- (25) The most basic level of a product is called the
 a) Core benefit
 c) Fundamental product
- b) Central product
 d) Augmented product
- (26) _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share
 a) Market-skimming
 c) Market-penetration
- b) Value-based
 d) Leader
- (27) The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refers to which one of the following characteristic?
 a) Personal characteristics
 c) Behavioral characteristics
- b) Psychological characteristics
 d) Demographic characteristics
- (28) Understanding of consumer needs and then develops a marketing mix to satisfy those needs
 a) The marketing concept
 c) Consumer socialization
- b) The strategic plan
 d) The production concept
- (29) WOM is a part of
 a) Communication
 c) Distribution
- b) Sales
 d) Marketing research
- (30) No middle men is involved in
 a) Wholesale trade
 c) Direct marketing
- b) Retail trade
 d) Indirect marketing
- (31) Adding new features to a product is advocated by which of the approaches?
 a) Product Approach
 c) Marketing Approach
- b) Production Approach
 d) Selling Approach
- (32) A change in an individual's behavior prompted by information and experience refers to which one of the following concept?
 a) Learning
 c) Perception
- b) Role selection
 d) Motivation
- (33) While buying milk which kind of behaviour is displayed by a person?
 a) Extensive problem solving behaviour
- b) Routinized buying behaviour

L1074
 Bhamwala L
 Bangalore, Karnataka

- c) Variety seeking behaviour
- d) None of the above
- (34) Whether to sell via intermediaries or directly to consumers, how many outlets to sell through, and whether to control or cooperate with other channel members are examples of decisions marketers must make about
- a) Promotion
- b) Price
- c) Distribution
- d) Product
- (35) Customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options
- a) Customer perceived value
- b) Marketing myopia
- c) Customer relationship management
- d) Customer satisfaction
- (36) Buying goods and services for further processing or for use in the production process refers to which of the following markets?
- a) Consumer markets
- b) Government markets
- c) Business markets
- d) International markets
- (37) A person's _____ consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior
- a) culture
- b) subculture
- c) reference groups
- d) demographics
- (38) The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.
- a) marketing concept
- b) selling concept
- c) production concept
- d) product concept
- (39) Products that are usually purchased due to adversity and high promotional back up rather than desire are called
- a) Sought goods
- b) Unique goods
- c) Unsought goods
- d) Preferred goods
- (40) 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
- (41) Among the given options which one is not a part of demography based segmentation parameter?
- a) Gender
- b) Age
- c) Education
- d) Lifestyle
- (42) Among the given options which one is not an element of Macro Environment study?
- a) Legal
- b) Political
- c) Psychological
- d) Economical
- (43) Which one is an example of a tangible product
- a) Movie
- b) Popcorn
- c) Parking
- d) Public Transport
- (44) "Provide the customer with whatever he wants but not at the cost of society" This concept is known as
- a) Marketing
- b) Societal Marketing
- c) Branding
- d) Advertising
- (45) Among the following options of 4P's which one only causes cash inflow for the company
- a) Product
- b) Price
- c) Place
- d) Promotion

- (46) Among the given options which one is an element of Micro Environment study?
 a) Legal
 b) Economic
 c) Political
 d) Supplier
- (47) Value is equal to
 a) Benefit/Cost
 b) Cost/Benefit
 c) Profit/Costs
 d) None of these
- (48) Company's sales and profit level decline at which stage of product life cycle?
 a) Introduction
 b) Growth
 c) Maturity
 d) Decline
- (49) The process of identifying a group of people similar in one or more ways is called
 a) Market Research
 b) Target Marketing
 c) Market Analysis
 d) Market Segmentation
- (50) _____ occurs when an organization chooses to market and sell the same product and service to all consumers. (fill in the blank)
 a) Mass marketing
 b) Niche marketing
 c) Target marketing
 d) Differentiated marketing
- (51) The size of the market refers to:
 a) Measurability
 b) Marketability
 c) Accessibility
 d) Substantiality
- (52) Those who buy products from domestic manufacturers and sell them to retail stores are called as
 a) Retailer
 b) Wholesaler
 c) Importers
 d) Franchisers
- (53) For a very unique product which is coming to the market for the first time, the type of pricing that should be adopted is known as
 a) Two Part Pricing
 b) Penetration Pricing
 c) Skimming Pricing
 d) Special Event Pricing
- (54) What is a function of expectation and perceived performance
 a) Consumption
 b) Satisfaction
 c) Perfection
 d) Usage
- (55) Brand represents
 a) Core Product
 b) Generic Product
 c) Potential Product
 d) Augmented Product
- (56) 'Value-added services' means
 a) Core product
 b) Expected product
 c) Augmented product
 d) Potential product
- (57) Market segmentation means
 a) Segmenting the salesmen
 b) Segmenting the employees
 c) Segmenting the customers as per their needs
 d) Segmenting the products
- (58) In _____, consumers dislike the product and may even pay to avoid it.
 a) Negative demand
 b) Nonexistent demand
 c) Latent demand
 d) Declining demand
- (59) In _____, consumers may be unaware of or uninterested in the product.
 a) Negative demand
 b) Nonexistent demand
 c) Latent demand
 d) Declining demand

(60) In _____, Consumers may share a strong need that cannot be satisfied by an existing product.

a) Negative demand

c) Latent demand

b) Nonexistent demand

d) Declining demand

LIBRARY
Srinivas
20-000, K...