



# BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Business Administration in Digital Marketing

Course Name – Introduction to Marketing Management

Course Code - BBADMC201

( 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) Marketing is the process of identifying the need of
 

a) Consumer	b) competitor
c) None of these	d) Both a and b
- (2) Among the given options which one are part of demography-based segmentation parameter?
 

a) Gender	b) Age
c) Occupation	d) All of the options
- (3) Among the given options which one is not an element of Macro Environment study?
 

a) Psychological	b) Social
c) Environmental	d) Political
- (4) \_\_\_\_\_ 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) Value
c) Exchange	d) None of the options
- (5) The task of any business is to deliver \_\_\_\_\_ at a profit. [fill in the blank]
 

a) customer needs	b) products
c) customer value	d) products and services
- (6) Which one is an example of a tangible product?
 

a) Movie	b) Popcorn
c) Parking	d) Public Transport
- (7) "Provide the customer with whatever he wants but not at the cost of society" This concept is known as

a) Marketing

c) Branding

b) Societal Marketing

d) Advertising

(8) 'When the demand for one product increases the demand for another' is an explanation of:

a) Joint demand

c) Fluctuating demand

b) Derived demand

d) Negative demand

(9) Among the following which one is not a basis of market segmentation?

a) Geographic

c) Psychographic

b) Mental

d) None of the options

(10) Value is equal to:

a) Cost/Benefit

c) Profit/Costs

b) Benefit/Cost

d) None of the options

(11) SBU stands for

a) Simple Business Unit

c) Strategic Business Unit

b) Strategic Business Unity

d) Simple Business Unity

(12) The size of the market refers to:

a) Substantiality

c) Marketability

b) Accessibility

d) Measurability

(13) The \_\_\_\_\_ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features

a) Marketing

c) Product

b) Production

d) Selling

(14) When demand is equal to supply, that is known as

a) No Demand

c) Overfull Demand

b) Full demand

d) None of the options

(15) When a customer is not aware of a particular product then what type of demand will be there

a) Negative Demand

c) Cyclical Demand

b) Latent Demand

d) No Demand

(16) 'Value-added services' means

a) Core product

c) Augmented product

b) Expected product

d) Potential product

(17) A market survey is required for

a) Deciding marketing strategies

c) Deciding pricing strategies

b) Deciding product strategies

d) All of the options

(18) Market share can be increased by

a) Increasing number of sales person

c) Increasing the products

b) Increasing sales volume

d) Increasing production

(19) Successful marketing requires having capabilities such as understanding \_\_\_\_\_, creating customer value, delivering customer value, capturing customer value, and sustaining customer value.

a) customer loyalty

c) customer retention

b) customer perks

d) customer value

- (20) When major supplies are received for the first time from a new supplier it is called as
- a) Straight buy
  - b) Straight re-buy
  - c) New task
  - d) Modified re-buy
- (21) As per the production concept, businesses concentrate on:
- a) High product efficiency
  - b) Mass distribution
  - c) Low costs
  - d) All of the options
- (22) Which one is the method way to segment the market based on age?
- a) Geographic
  - b) Demographic
  - c) Psychographic
  - d) Mental
- (23) Among the given options which one is not a part of demography based segmentation Parameter?
- a) Gender
  - b) Lifestyle
  - c) Age
  - d) Education
- (24) Which of the following is not a variable used for segmenting consumer markets?
- a) Ethnographic
  - b) Psychographic
  - c) Demographic
  - d) Geographic
- (25) Target Group for Savings Deposit Account is
- a) Students
  - b) Parents
  - c) Businessman
  - d) All of the options
- (26) The target group for a car loan is
- a) All auto drivers
  - b) All auto dealers
  - c) Any individual needing car
  - d) None of these
- (27) Market share means
- a) Paid-up capital
  - b) Shares of business volume as compared to other companies
  - c) Shares held by employees
  - d) None of these
- (28) Market segmentation means dividing
- a) The market group into homogeneous groups
  - b) The sales teams into small groups
  - c) The market process into easy steps
  - d) All of these
- (29) Why is market segmentation carried out?
- a) To break down large markets into smaller markets
  - b) By grouping together customers with similar needs, it provides a commercially viable method of serving these customers
  - c) Provides an opportunity to surpass competitors
  - d) Allows the achievement of greater market share
- (30) To be effective, the process of market segmentation must meet which of the following basic requirements?
- a) The firm must avoid focusing on non-variables such as profitability and volume.
  - b) The company must expand beyond its marketing capabilities to capture growing markets
  - c) The market segment must have measurable purchasing power and size.
  - d) The market segment must reflect the population's changing attitudes and lifestyles.
- (31) Psychographic segmentation is based on:

- a) the quantitative side of consumer demographic analysis
  - b) the quantitative side of consumer geographic analysis
  - c) grouping people according to their psychological characteristics, values, and lifestyles
  - d) All of the options
- (32) Before beginning the market segmentation process, a firm should:
- a) identify bases for segmenting markets
  - b) forecast market share
  - c) forecast total market potential
  - d) None of these
- (33) The purpose of evaluating the attractiveness of the differing market segments identified in the second stage of the market segmentation process is to:
- a) identify the specific members of each segment to be able to contact each of them directly
  - b) evaluate the market potential within each segment
  - c) determine the level of resources that must be committed to each segment
  - d) None of these
- (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.
  - b) examining and identifying growth opportunities in the market through the identification of new customers, growth segments, or new product uses.
  - c) enhancing a company's competitive position by providing direction and focus for marketing strategies.
  - d) All of the options
- (35) The process of screening meaningful from non-meaningful information is known as
- a) Picking
  - b) routine
  - c) proposition evaluation
  - d) selective exposure
- (36) 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
  - b) Social grade
  - c) Ethnic marketing
  - d) Lifestyle
- (37) With respect to consumer behaviour, one's friends and relatives could be considered a/an:
- a) impersonal influence
  - b) perceptual influence
  - c) reference group influence
  - d) All of the options
- (38) Which of the following is not part of the consumer proposition acquisition process?
- a) Motive development
  - b) Proposition evaluation
  - c) Information gathering
  - d) Perception
- (39) Which of the following can be described as an affective mental state?
- a) Attitudes
  - b) Values
  - c) Opinions
  - d) Conative
- (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) Learning
  - c) Personality
  - d) Memory
- (41) Opinions can be referred to as cognitive and:

- a) are a measure of the emotional content of the opinion
  - b) refer to the individual's knowledge and information about an object or concept
  - c) deal with the aesthetic content of the opinion
  - d) All of the options
- (42) Which of the following consumer buying behaviours requires the least effort?
- a) High involvement buying situation
  - b) Routine buying
  - c) New buying situation
  - d) Impulsive buying
- (43) 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) More couples co-habiting
  - c) People getting married at a later age
  - d) All of the options
- (44) The process that creates changes in behaviour is called:
- a) selective adaptation
  - b) involvement manipulation
  - c) learning
  - d) All of the options
- (45) Which one is an example of a product which I will buy but will never like to use it?
- a) newspaper
  - b) cigarette
  - c) education
  - d) post card
- (46) Product Life Cycle Concept is basically valid for
- a) Goods
  - b) Services
  - c) Goods and Services both
  - d) None of these
- (47) Among the following options of 4P's which one only causes cash inflow for the company
- a) Product
  - b) Place
  - c) Price
  - d) None of these
- (48) Company's sales and profit level decline at which stage of product life cycle?
- a) Introduction
  - b) Maturity
  - c) Growth
  - d) Decline
- (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) Promotion Mix
  - c) Brand Mix
  - d) Packaging Mix
- (50) 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
- (51) Total number of lines provided by a company is known as
- a) Product Depth
  - b) Product Length
  - c) Product Width
  - d) Product Mix
- (52) 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) Basic product
  - c) Augmented product
  - d) Potential product

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(53) The following aspect of product is concerned with the ease and efficiency of the product performance

- a) Functional aspect
- b) Durability aspect
- c) Operational aspect
- d) Aesthetic aspect

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

- a) Standardization
- b) Simplification
- c) Specialization
- d) All of these

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

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

(56) During the MARKET INTRODUCTION stage of the product life cycle

- a) large profits are typical—until competition arrives
- b) much money is spent on Promotion, while spending on Place is left until later
- c) Price and Promotion are more important than Place and Product
- d) money is invested—in the hope of FUTURE profits

(57) Skimming pricing is price from

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

(58) Customer Oriented Pricing is also known as

- a) Skimming Pricing
- b) Perceived Value Pricing
- c) Penetration Pricing
- d) Loss Leader Pricing

(59) While setting the price, marketers

- a) Select the pricing objective
- b) Analysis competitors cost, offers and prices
- c) Estimate demand
- d) All of these

(60) Product quality leadership is based on

- a) High quality and low pricing
- b) Low quality and premium pricing
- c) High quality and premium pricing
- d) None of these