



BRAINWARE UNIVERSITY

Term End Examination 2021 - 22

Programme – Bachelor of Business Administration & Bachelor of Law

Course Name – Marketing Management

Course Code - BBALLB401

(Semester IV)

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) Good marketing is no accident, but a result of careful planning and _____.
 - a) execution
 - b) selling
 - c) strategies
 - d) research
- (2) Rising promotion costs and shrinking profit margins are the result of _____.
 - a) changing technology
 - b) globalization
 - c) deregulation
 - d) heightened competition
- (3) 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
- (4) 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
- (5) _____ reflects the perceived tangible and intangible benefits and costs to customers.
 - a) Loyalty
 - b) Satisfaction
 - c) Value
 - d) Expectations

- (6) Marketers often use the term _____ to cover various groupings of customers
- a) people
 - b) buying power
 - c) demographic segment
 - d) market
- (7) Which of the following is a measure of how often consumers buy a given brand?
- a) Consumer involvement
 - b) Brand equity
 - c) Brand loyalty
 - d) Recognition test
- (8) 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
- (9) Bread and milk are which kind of products?
- a) Specialty Products
 - b) Convenience products
 - c) Shopping products
 - d) Unsought products
- (10) The promotion “P” of marketing is also known as _____.
- a) Product Differentiation
 - b) Distribution
 - c) Cost
 - d) Marketing Communication
- (11) The _____ holds that the organization’s task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer’s and the society’s well-being
- a) Customer-centered business
 - b) Societal marketing concept
 - c) Focused business model
 - d) Ethically responsible marketing
- (12) 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
 - b) Psychological characteristics
 - c) Behavioral characteristics
 - d) Demographic characteristics
- (13) WOM is a part of
- a) Communication
 - b) Sales
 - c) Distribution
 - d) Marketing research
- (14) _____ is the ratio between customers’ perceived benefits and the resources they use to obtain those benefits
- a) Customer Satisfaction
 - b) Customer Value
 - c) Customer Perception
 - d) Customer Cognition
- (15) The marketing mix includes all EXCEPT which of the following?
- a) Product
 - b) Price
 - c) Place
 - d) Purchase
- (16) 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
- (17) If a firm is practicing _____, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction
- a) double-up marketing b) interactive marketing
c) service marketing d) internal marketing
- (18) Adding new features to a product is advocated by which of the approaches?
- a) Product Approach b) Production Approach
c) Marketing Approach d) Selling Approach
- (19) In marketing theory, every contribution from the supply chain adds _____ to the product.
- a) value b) costs
c) convenience d) ingredients
- (20) 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
- (21) A change in an individual's behavior prompted by information and experience refers to which one of the following concepts?
- a) Learning b) Role selection
c) Perception d) Motivation
- (22) While buying milk which kind of behaviour is displayed by a person?
- a) Extensive problem solving behaviour b) Routinized buying behaviour
c) Variety seeking behaviour d) None of the above
- (23) What is the basic property of a service which makes it different from a product?
- a) Shape b) Size
c) Very expensive d) Intangibility
- (24) 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
- (25) _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants
- a) Target marketing b) Psychographic segmentation
c) Product Differentiation d) Consumer behavior
- (26) The five-stage model of the consumer buying process includes all of the following stages EXCEPT _____.
- a) problem recognition b) information search
c) social interaction d) purchase decision

- (27) 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
- (28) _____ refers to the information a consumer has stored in their memory about a product or service.
- a) Cognitive dissonance
 - b) Product knowledge
 - c) Product research
 - d) Marketing research
- (29) _____ is defined as the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits.
- a) Customer value
 - b) Satisfaction scale
 - c) Profit margin
 - d) Competitive benefit
- (30) 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
- (31) _____ is the process of obtaining a desired products from another party by giving the party something in return [fill in the blank]
- a) Transaction
 - b) Exchange
 - c) Value
 - d) None of these
- (32) 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
- (33) Among the given options which one is not a part of demography based segmentation parameter?
- a) Gender
 - b) Age
 - c) Education
 - d) Lifestyle
- (34) Marketing Myopia is
- a) Far sightedness
 - b) Short sightedness
 - c) Long sightedness
 - d) None of these
- (35) Need which as a customer we don't know that it exist is known as;
- a) Basic need
 - b) Psychological need
 - c) Biological need
 - d) Latent need
- (36) “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
- (37) Advertisement is a part of

- a) Product
 - b) Price
 - c) Place
 - d) Promotion
- (38) 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
- (39) When there is a proper balance between demand and supply that is known as
- a) Latent Demand
 - b) Overfull Demand
 - c) Full demand
 - d) No Demand
- (40) Among the following options of 4P's which one only causes cash inflow for the company
- a) Product
 - b) Price
 - c) Place
 - d) Promotion
- (41) Among the given options which one is not a part of demography based segmentation parameter?
- a) Gender
 - b) Age
 - c) Lifestyle
 - d) Education
- (42) Value is equal to
- a) Benefit/Cost
 - b) Cost/Benefit
 - c) Profit/Costs
 - d) None of these
- (43) SBU stands for
- a) Simple Business Unit
 - b) Strategic Business Unit
 - c) Strategic Business Unit
 - d) Simple Business Unit
- (44) Which of these can not represent a brand?
- a) Logo
 - b) Brand Name
 - c) Theme Line
 - d) Demand
- (45) Customer need identification was first considered in the _____ concept (fill in the blank)
- a) Selling
 - b) Marketing
 - c) Societal Marketing
 - d) Production
- (46) The size of the market refers to:
- a) Measurability
 - b) Marketability
 - c) Accessibility
 - d) Substantiality
- (47) Penetration Pricing does not assume
- a) Brand Loyalty
 - b) Brand Switching
 - c) Brand Proliferation
 - d) None of these
- (48) One who fights for the same rupee of my customer is my
- a) Supplier
 - b) Competitor
 - c) Consumer
 - d) Channel partner
- (49) Popular figure who can influence consumer decisions are called

- a) Opinion leader
 - b) Reference group
 - c) Influencer
 - d) All of these
- (50) Among the following options which one is a type of intermediary
- a) Manufacturer
 - b) Distributor
 - c) End User
 - d) None of these
- (51) Which of the following is Customer Oriented Pricing?
- a) Skimming Pricing
 - b) Penetration Pricing
 - c) Perceived Value Pricing
 - d) Loss Leader Pricing
- (52) A want backed up by willingness and ability to pay is known as
- a) Need
 - b) Want
 - c) Value
 - d) Demand
- (53) 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
- (54) Total number of lines provided by a company is known as
- a) Product Depth
 - b) Product Width
 - c) Product Length
 - d) Product Mix
- (55) 'Value-added services' means
- a) Core product
 - b) Expected product
 - c) Augmented product
 - d) Potential product
- (56) Cross-selling means
- a) Selling with a cross face
 - b) Selling other products to existing customers
 - c) Selling to friends
 - d) Selling to employees
- (57) _____ requires understanding the financial and nonfinancial returns to business and society from marketing activities and programs.
- a) Performance marketing
 - b) Integrated marketing
 - c) Relationship marketing
 - d) internal marketing
- (58) In _____, consumers may be unaware of or uninterested in the product.
- a) Negative demand
 - b) Nonexistent demand
 - c) Latent demand
 - d) Declining demand
- (59) In _____, consumers begin to buy the product less frequently or not at all.
- a) Declining demand
 - b) Irregular demand
 - c) Negative demand
 - d) Nonexistent demand
- (60) According to _____, consumers may be attracted to products that have undesirable social consequences.
- a) Latent demand
 - b) Nonexistent demand
 - c) Overfull demand
 - d) Unwholesome demand