



# 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



- (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
  - d) Negative demand
- (21) The \_\_\_\_\_ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features
- a) marketing
  - b) production
  - c) product
  - d) selling
- (22) \_\_\_\_\_ reflects the perceived tangible and intangible benefits and costs to customers.
- a) Loyalty
  - b) Satisfaction
  - c) Value
  - d) Expectations
- (23) Which of the following would be the best illustration of a subculture?
- a) A religion
  - b) A group of close friends
  - c) Your university
  - d) Your occupation
- (24) 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
- (25) The most basic level of a product is called the
- a) Core benefit
  - b) Central product
  - c) Fundamental 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
  - b) Value-based
  - c) Market-penetration
  - 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
  - b) Psychological characteristics
  - c) Behavioral characteristics
  - d) Demographic characteristics
- (28) Understanding of consumer needs and then develops a marketing mix to satisfy those needs
- a) The marketing concept
  - b) The strategic plan
  - c) Consumer socialization
  - d) The production concept
- (29) WOM is a part of
- a) Communication
  - b) Sales
  - c) Distribution
  - d) Marketing research
- (30) No middle men is involved in
- a) Wholesale trade
  - b) Retail trade
  - c) Direct marketing
  - d) Indirect marketing
- (31) Adding new features to a product is advocated by which of the approaches?



- a) Legal  
c) Psychological
- b) Political  
d) Economical
- (43) Which one is an example of a tangible product  
a) Movie  
c) Parking
- b) Popcorn  
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  
c) Branding
- b) Societal Marketing  
d) Advertising
- (45) Among the following options of 4P's which one only causes cash inflow for the company  
a) Product  
c) Place
- b) Price  
d) Promotion
- (46) Among the given options which one is an element of Micro Environment study?  
a) Legal  
c) Political
- b) Economic  
d) Supplier
- (47) Value is equal to  
a) Benefit/Cost  
c) Profit/Costs
- b) Cost/Benefit  
d) None of these
- (48) Company's sales and profit level decline at which stage of product life cycle?  
a) Introduction  
c) Maturity
- b) Growth  
d) Decline
- (49) The process of identifying a group of people similar in one or more ways is called  
a) Market Research  
c) Market Analysis
- b) Target Marketing  
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  
c) Target marketing
- b) Niche marketing  
d) Differentiated marketing
- (51) The size of the market refers to:  
a) Measurability  
c) Accessibility
- b) Marketability  
d) Substantiality
- (52) Those who buy products from domestic manufacturers and sell them to retail stores are called as  
a) Retailer  
c) Importers
- b) Wholesaler  
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  
c) Skimming Pricing
- b) Penetration Pricing  
d) Special Event Pricing
- (54) What is a function of expectation and perceived performance  
a) Consumption  
c) Perfection
- b) Satisfaction  
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
  - b) Nonexistent demand
  - c) Latent demand
  - d) Declining demand