



## BRAINWARE UNIVERSITY

**Term End Examination 2021 - 22**  
**Programme – Bachelor of Business Administration**  
**Course Name – Marketing Management**  
**Course Code - BBA402**  
**( Semester IV )**

**Time allotted : 1 Hrs.25 Min.**

**Full Marks : 70**

[The figure in the margin indicates full marks.]

**Group-A**

(Multiple Choice Type Question)

1 x 70=70

*Choose the correct alternative from the following :*

- (1) SBU stands for
 

a) Simple Business Unit	b) Strategic Business Unity
c) Strategic Business Unit	d) Simple Business Unity
- (2) The objective of advertisement is to create
 

a) Motivation among the employees	b) Demand for goods
c) Supply of goods	d) Investment
- (3) “Produce the product in bulk volume” this concept is known as
 

a) Product Concept	b) Production Concept
c) Selling Concept	d) Marketing Concept
- (4) Popular figures who can influence consumer decisions are called
 

a) Opinion leaders	b) Reference groups
c) Political leaders	d) None of these
- (5) Which of the following is a function of expectation and perceived performance
 

a) Consumption	b) Satisfaction
c) Perfection	d) Usage
- (6) Total number of lines provided by a company is known as
 

a) Product Depth	b) Product Width
c) Product Length	d) Product Mix
- (7) "Value-added services" means
 

a) Core product	b) Expected product
c) Augmented product	d) Potential product
- (8) Cross-selling means
 

a) Selling with a cross face	b) Selling other products to existing customers
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- c) Selling to friends  
d) Selling to employees
- (9) Market segmentation means  
a) Segmenting the salesmen  
b) Segmenting the employees  
c) Segmenting the customers as per their needs  
d) Segmenting the products
- (10) The set of benefits that a company offers to its customers for satisfying their needs is known as  
a) Product proposition  
b) Value proposition  
c) Price proposition  
d) None of these
- (11) Romila, a manager, delegates the authority for a project to Ramesh, her subordinate. Romila is most likely involved in which function of the management process?  
a) staffing  
b) organizing  
c) motivating  
d) leading
- (12) When managers use metrics to assess performance and then develop strategies for corrective action, they are performing the \_\_\_\_\_ function of the management process.  
a) Planning  
b) Leading  
c) Controlling  
d) Organizing
- (13) HRM is \_\_\_\_\_  
a) staff functions  
b) A line function  
c) A staff function, line function and accounting function  
d) All of the above
- (14) Finding ways to reduce \_\_\_\_\_ is a key responsibility of management  
a) Dissatisfaction  
b) Uncertainty  
c) Stress  
d) None of the above
- (15) Which of the following options is an important issue in the definition of communication  
a) Transmission and reception of messages  
b) Involvement of people  
c) Process of communication  
d) All of the above
- (16) \_\_\_\_\_ is the process of estimating the quantity and quality of people required to  
a) Demand forecasting  
b) Supply forecasting  
c) Environmental forecasting  
d) None of the above
- (17) WOM is a part of  
a) Communication  
b) Sales  
c) Distribution  
d) Marketing research
- (18) In marketing, lifestyles are named as \_\_\_\_\_, which include consumers' activities, interest, and opinions  
a) Geographical  
b) Psychographics  
c) Demographics  
d) Geodemographics
- (19) If actual performance exceeds the expected performance of the product, Then customer is \_\_\_\_\_  
a) Satisfied  
b) Dissatisfied  
c) Delighted  
d) Neutral
- (20) 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
- (21) What is the last stage of the consumer decision process?



key parties such as customers, suppliers, distributors, and other marketing partners in order to earn and retain their business.

- a) Demand-based  
c) Direct
- b) Relationship  
d) Integrated
- (34) Products that are usually purchased due to adversity and high promotional back up rather than desire are called
- a) Sought goods  
c) Unsought goods
- b) Unique goods  
d) Preferred goods
- (35) \_\_\_\_\_ 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  
c) Profit margin
- b) Satisfaction scale  
d) Competitive benefit
- (36) Which factor is relevant for the concept of marketing?
- a) Seeks to quickly convert products in cash  
c) Cost determines the price
- b) All departments operate in a highly integrated manner  
d) Different departments operate as separate water tight compartments
- (37) The American Marketing Association defines a market as “the aggregate \_\_\_\_\_ of the potential buyers for a product or service.” [fill in the blank]
- a) demand  
c) interest
- b) purchase  
d) expenditure
- (38) \_\_\_\_\_ is a trade of value between two or more parties
- a) Transaction  
c) Value
- b) Exchange  
d) None of these
- (39) Among the given options which one is not a part of demography based segmentation parameter?
- a) Gender  
c) Education
- b) Age  
d) Lifestyle
- (40) Marketing Myopia is
- a) Far sightedness  
c) Long sightedness
- b) Short sightedness  
d) None of these
- (41) Need which as a customer we don't know that it exist is known as;
- a) Basic need  
c) Biological need
- b) Psychological need  
d) Latent need
- (42) Which one is an example of a tangible product
- a) Movie  
c) Parking
- b) Popcorn  
d) Public Transport
- (43) “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
- (44) ‘Situation in which a purchaser buys the same product in the same quantities from the same vendor’ is
- a) A new buy selling situation  
c) A straight rebuy
- b) A modified rebuy  
d) A complex buying situation
- (45) Product Life Cycle Concept is basically valid for

- a) Goods  
c) Goods and Services both
- b) Services  
d) None of these
- (46) Among the following options of 4P's which one only causes cash inflow for the company
- a) Product  
c) Place
- b) Price  
d) Promotion
- (47) Among the given options which one is not a part of demography based segmentation parameter?
- a) Gender  
c) Lifestyle
- b) Age  
d) Education
- (48) Value is equal to
- a) Benefit/Cost  
c) Profit/Costs
- b) Cost/Benefit  
d) None of these
- (49) Company's sales and profit level decline at which stage of product life cycle?
- a) Introduction  
c) Maturity
- b) Growth  
d) Decline
- (50) 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
- (51) Which of these can not represent a brand?
- a) Logo  
c) Theme Line
- b) Brand Name  
d) Demand
- (52) Which of the following is not an element of the marketing mix?
- a) Place  
c) Promotion
- b) Production  
d) Price
- (53) \_\_\_\_\_ 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
- (54) Those who buy products from domestic manufacturers and sell them to retail stores are called as
- a) Retailer  
c) Importers
- b) Wholesaler  
d) Franchisers
- (55) Penetration Pricing does not assume
- a) Brand Loyalty  
c) Brand Proliferation
- b) Brand Switching  
d) None of these
- (56) One who fights for the same rupee of my customer is my
- a) Supplier  
c) Consumer
- b) Competitor  
d) Channel partner
- (57) 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
- (58) Popular figure who can influence consumer decisions are called
- a) Opinion leader  
c) Influencer
- b) Reference group  
d) All of these

- (59) In consumer buying process which one comes after initiator
- |               |            |
|---------------|------------|
| a) Influencer | b) Decider |
| c) Buyer      | d) Payer   |
- (60) Which of the following is Customer Oriented Pricing?
- |                            |                        |
|----------------------------|------------------------|
| a) Skimming Pricing        | b) Penetration Pricing |
| c) Perceived Value Pricing | d) Loss Leader Pricing |
- (61) A want backed up by willingness and ability to pay is known as
- |          |           |
|----------|-----------|
| a) Need  | b) Want   |
| c) Value | d) Demand |
- (62) 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  |
- (63) 'Value-added services' means
- |                      |                      |
|----------------------|----------------------|
| a) Core product      | b) Expected product  |
| c) Augmented product | d) Potential product |
- (64) In \_\_\_\_\_, consumers dislike the product and may even pay to avoid it.
- |                    |                       |
|--------------------|-----------------------|
| a) Negative demand | b) Nonexistent demand |
| c) Latent demand   | d) Declining demand   |
- (65) In \_\_\_\_\_, consumers may be unaware of or uninterested in the product.
- |                    |                       |
|--------------------|-----------------------|
| a) Negative demand | b) Nonexistent demand |
| c) Latent demand   | d) Declining demand   |
- (66) 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 |
- (67) Consumer purchases vary on a seasonal, monthly, weekly, daily, or even hourly basis in \_\_\_\_\_.
- |                       |                     |
|-----------------------|---------------------|
| a) Unwholesome demand | b) Irregular demand |
| c) Overfull demand    | d) Declining demand |
- (68) Groups having a direct influence are called
- |                       |                        |
|-----------------------|------------------------|
| a) Membership group   | b) Aspirational groups |
| c) Dissociative group | d) Influential group   |
- (69) \_\_\_\_\_ are those whose values or behavior an individual rejects.
- |                       |                        |
|-----------------------|------------------------|
| a) Membership group   | b) Aspirational groups |
| c) Dissociative group | d) Religious group     |
- (70) Which of Maslow's needs reflects individuals' desires for status, self-esteem, and prestige?
- |           |                        |
|-----------|------------------------|
| a) Ego    | b) Self-actualization  |
| c) Social | d) Safety and Security |