

MOCK MCQ TEST

**SUBJECT: MARKETING
MANAGEMENT**

PAPER CODE: BCOM 201

DELHI INSTITUTE OF ADVANCED STUDIES

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1. Refers to those in the targeted market who have purchased the product.
 - A. target market
 - B. Penetrated market
 - C. available market
 - D. potential market

2. _____ are goods with high volume, low unit value and fast purchase
 - A. soft goods
 - B. FMCG
 - C. Consumer durables
 - D. Services

3. Buying, assembling and selling are _____ functions of marketing
 - A. Merchandising function
 - B. facilitating function
 - C. distribution function

4. _____ represents a suitable field of marketing action where a company may have a potential trading advantage
 - A. Marketing opportunity
 - B. selling opportunity
 - C. advertising
 - D. storage

5. Customers who are loyal to two or three brands in a product group are _____ .
 - A. Hard core loyal
 - B. Soft core loyal
 - C. Switchers
 - D. Latent Loyalty

6. The term _____ is a foundation model for businesses, historically centered around product, price, place, and promotion. It has been defined as the "set of marketing tools that the firm uses to pursue its marketing objectives in the target market".
 - A. Marketing Mix

- B. Marketing Management
- C. Segmentation
- D. Positioning

7. Marketing Mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. This concept was originally developed by:

- A. Jerome McCarthy
- B. Philip Kotler
- C. W. J. Stanton

8. Marketing Management was developed by _____ who is called Father of Marketing?

- A. Philip Kotler
- B. Jerome McCarthy
- C. W. J. Stanton

9. _____ are the basic concepts or orientations or philosophies of marketing:

- a. Production, Product, Selling, Marketing and Societal Concepts
- b. Production, Selling, Marketing
- c. Selling and Marketing
- d. Production and Product

10. Which of the following statements is correct?

- A. Marketing is the term used to refer only to the sales function within a firm
- B. Marketing managers usually don't get involved in production or distribution decisions
- C. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole
- D. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

11. Which of the following is NOT an element of the marketing mix?

- A. Distribution
- B. Product
- C. Target market
- D. Pricing

12. Marketing is a process which aims at:

- A. Selling Products
- B. Maximizing Profits
- C. Satisfying Customers

D. Producing

13. Marketing is _____ :

- a. Art
- b. Science
- c. Both
- d. Neither

14. 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

15. _____ refers to collecting goods of the same type from various sources of supply.

- A. Buying
- B. Selling
- C. Assembling
- D. Financing

16. Identify the products that the customer usually buys frequently and with a minimum of comparison and buying effort.

- A. Specialty
- B. Convenience
- C. Unsought
- D. Augmented

17. The most basic level of a product is called the:

- A. Core product.
- B. Central product.
- C. Fundamental product.
- D. Augmented product

18. A(n) _____ product exceeds customer expectations.

- A. Strategic
- B. Superior
- C. Augmented
- D. Anticipated

19. These objectives are often the most suitable when firms operate in a market dominated by a major competitor and where their financial resources are limited

- A. Niche
- B. Hold
- C. Harvest
- D. Divest

20. The use of price points for reference to different levels of quality for a company's related products is typical of which product-mix pricing strategy?

- A. Optional-product pricing
- B. Captive-product pricing
- C. By-product pricing
- D. Product line pricing

21. What does the term PLC stand for?

- A. Product life cycle
- B. Production life cycle
- C. Product long cycle
- D. Production long cycle
- E. None of these

22. PLC in marketing represents two main challenges. 1st an organization must be good at developing new product to replace old ones and 2nd it must be good at _____.

- A. Functioning
- B. Marketing
- C. Selling
- D. Adapting
- E. Testing

23. Which of the following is stage of Product Life Cycle?

- A. Introduction Stage
- B. Growth stage
- C. Decline stage
- D. Mature stage
- E. All of the above

24. When a new product arrives in the market with higher quality, higher value and new features better than its competitors. Such products are known as

- A. Superior products
- B. Develop superior products
- C. Unique superior products
- D. New products
- E. None of these

25. Which of the following is not a characteristic of “Market Introduction Stage” in PLC?

- A. Demands has to be created
- B. Costs are low
- C. Makes no money at this stage
- D. Slow sales volume to start
- E. There is little or no competition

26. According to whom “ a product lifecycle is very much similar to human life cycle.”

- A. Arch Paton
- B. Stanton
- C. Neil Borden
- D. Philip Kotler
- E. Nielson

27. Increased competition leads to price decrease, increasing public awareness, sales volume increase significantly are the characteristics of _____ in PLC.

- A. Mature stage
- B. Decline stage
- C. Growth stage
- D. Market introduction stage
- E. None of these.

28. _____ includes review of sales, profit projections and cost for a new product, to find out whether it satisfied the company objective or not.

- A. Product Development
- B. Business Analysis
- C. Marketing Strategy
- D. Test Marketing
- E. Idea Screening

29. In _____ all the augmentations and transformations of a product might undergo in the failure.

- A. Generic Product
- B. Expected Product
- C. Augmented Product
- D. Potential Product
- E. None of these

30. Color and size of the product, brand and packaging are considered as

- A. Chemical features of product
- B. Physical features of product
- C. Product designing
- D. Product manufacture
- E. Business strategy

31. Marketing channel that involves no intermediaries to make their products available to final buyers is classified as

- A. Direct channel
- B. Indirect channel
- C. Static channel
- D. Flexible channel

32. Identify the incorrect statement about multiple channels:

- A. Internet banking is an example of low-cost channel that is offered by banks
- B. Customers usually use only one channel for all transactions even if multiple channels are offered
- C. Service sensitive customers prefer the full-service channels

D. Economic considerations should not be the only criteria for deciding what combination of channels to be used

33. The _____ function of marketing makes the products available in different geographic regions.

A. Production.

B. Selling.

C. Distribution.

D. Promotion.

34. Logistics means _____.

A. Production.

B. Flow of goods.

C. Consumption.

D. Marketing channel.

35. Logistics management is a part of _____.

A. Production.

B. Marketing channel

C. Supply chain management.

D. Consumption.

36. Which of the following is not included in the function of physical supply?

A. Standardization.

B. Storage.

C. Packaging.

D. Transportation.

37. The best channel of distribution for vacuum cleaner is _____.

A. Direct marketing.

B. Tele marketing.

C. Retail chains.

D. None of these.

38. Transportation belongs to _____ function of marketing.

A. Research.

B. Exchange.

C. Physical supply

D. Facilitating.

39. _____ is a broad range of activities concerned with efficient movement of finished goods from the end of the production line to the consumer.

A. Physical distribution.

B. Channel of distribution

C. Intensive distribution.

D. None of these.

40. Which of the following is not a non-store retailing?

A. Tele marketing.

B. Direct marketing.

C. Kiosk marketing.

D. Retail chains.

41. In _____, manufacturers supply products to a limited number of outlets in the target market.

A. Selective distribution

B. Geographical distribution

C. Intensive distribution.

D. executive distribution.

42. Which company is the pioneer in direct marketing?

A. Johnson & Johnson.

B. Eureka Forbes.

C. Avon cosmetics.

D. Cipla.

43. Ensuring the availability of the products and services as and when required by the customers is _____ utility.

A. Time.

B. Place.

C. Form.

D. Profession

44. The process of moving the raw materials from the place of the suppliers to the place of the producers is known as _____.

A. Inbound logistics.

B. Outbound logistics

C. Inventory management.

D. Acquisition of raw materials.

45. The flow of goods from production to consumption is known as _____.

A. Inbound logistics.

B. Outbound logistics.

C. Process logistics.

D. Reverse logistics

46. A strength of radio advertising is _____

A. the ability to reach segmented audiences

B. the ability to reach prospective customers on a personal and intimate level

C. low cost per thousand

D. short lead-times

E. All of the above

47. Marketers can enhance the consumers' ability to access knowledge structures by _____

A. using loud music

B. using colorful ads

C. employing verbal framing

D. repeating brand information

E. increasing curiosity about the brand

48. All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as _____

- A. Sponsorship
- B. Advertising
- C. personal selling
- D. sales promotion
- E. Publicity

49. A detergent that advertises how clean it gets clothes is appealing to the _____ consumer need

- A. Functional
- B. Symbolic
- C. Biological
- D. Utilitarian
- E. Experiential

50. Which of the following is NOT a requirement for setting advertising objectives?

- A. Objectives must specify the amount of change.
- B. Objectives must be stated in terms of profits.
- C. Objectives must be realistic.
- D. Objectives must be internally consistent.
- E. Objectives must be clear and in writing.

51. The _____ component of attitudes focuses on behavioral tendencies

- A. Affective
- B. Instrumental
- C. Conative
- D. Cognitive
- E. Behavioral

52. The process of translating thought into a symbolic form is known as _____

- A. Encoding
- B. Feedback
- C. Noise
- D. Decoding
- E. the message channels

53. Margaret Stephens notices the television commercial because of the loud sounds. This is an example of _____

- A. exposure
- B. involuntary attention
- C. nonvoluntary attention
- D. voluntary attention
- E. interpretation

54. The series of steps that must be followed by salespersons is classified as:

- A. Marketing process
- B. Selling process
- C. Intermediation process
- D. Nominal process

55. The concept which states information about value, opportunities and rewards of good performance as thought by salespersons is called:

- A. Organizational Climate
- B. Media Climate
- C. Sales Climate
- D. Outbound Climate

56. According to consumer promotion technique, the cash refunds is also classified as:

- A. Price packs
- B. Sweepstakes
- C. Point of Purchase Promotions
- D. Cash Rebate

57. The consumer promotion technique according to which product consumers are told to submit their names for drawing is classified as

- A. Cash Refunds

- B. Cash Sample
- C. Sweepstakes
- D. Cents off deals

58. The promotion tools such as sweepstakes, event sponsorship, samples and coupons are classified in category of:

- A. Organizational Promotion
- B. Consumer Promotions
- C. Inbound Promotion
- D. Outbound Promotion

59. The consumer promotion technique in which customer purchase proof is sent to manufacturer which then refunds some part of price is called:

- A. Cash refund
- B. Coupon
- C. Sample
- D. Premium

60. The individual who represent company by performing selling, servicing, information gathering, and prospecting is classified as:

- A. Sales person
- B. Promoting manager
- C. Prospering manager
- D. Persuasion manager

ANSWER KEY

1	B	11	C	21	A	31	A	41	A	51	C
2	B	12	C	22	D	32	B	42	B	52	A
3	A	13	C	23	E	33	C	43	A	53	B
4	A	14	D	24	C	34	B	44	A	54	B
5	B	15	C	25	B	35	C	45	B	55	A
6	A	16	B	26	A	36	A	46	E	56	D
7	A	17	A	27	C	37	A	47	D	57	C
8	A	18	C	28	B	38	C	48	D	58	B
9	A	19	A	29	D	39	A	49	A	59	A
10	D	20	D	30	B	40	D	50	B	60	A

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