

- 1) Which one of the following is an attribute of a Service:
  - a. Tangible
  - b. Intangible**
  - c. Can be touched
  - d. Can be tasted
- 2) Which one of the following is a form of a Service:
  - a. Education**
  - b. Manufacturing
  - c. Industry
  - d. Commodities
- 3) Which one of the following is not an attribute of a Product:
  - a. Tangible
  - b. Intangible**
  - c. Can be touched
  - d. Can be tasted
- 4) Which one of the following is more related to the Product:
  - a. Teaching
  - b. Tourism
  - c. Health Services
  - d. Product Manufacturing**
- 5) What do the four 'P's' of marketing relate to?
  - a. Product, price, place, and promotion**
  - b. Product, price, press, and promotion
  - c. Product, price, publicity, and promotion
  - d. Product, price, post, and promotion
- 6) Which of the following is NOT one of marketing's "four Ps"?
  - a. Place
  - b. Price
  - c. Performance**
  - d. Promotion
- 7) In pricing major decisions are taken for \_\_\_\_
  - a. Performance
  - b. People
  - c. Price of the product**
  - d. Potential
- 8) Which of the following deals with Placement?
  - a. Place**
  - b. Price
  - c. Product
  - d. Promotion
- 9) A brand is a \_\_\_\_\_.
  - a. Name
  - b. Term
  - c. Sign
  - d. A combination of all of the above**
- 10) Which of the following is not part of the SMART model of setting marketing objectives?
  - a. Simple**
  - b. Measurable
  - c. Achievable
  - d. Relevant

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- 11) Which ONE of these quantitative methods is being used more nowadays?
- Telephone interviewing.
  - Postal interviewing.
  - Face-to-face interviewing.
  - Online research.**
- 12) Which of the following department deals with Branding?
- Marketing Department**
  - Human Resource Department
  - Production Department
  - Finance Department
- 13) The Marketing Manger works on \_\_\_\_
- Strategic Plan
  - Marketing**
  - Human Resource Management
  - None of the above
- 14) Stakeholders are groups or individuals affected by
- employees
  - organization and its strategic accomplishments**
  - customers
  - consumers
- 15) Businesses or products with high-market-shares in high-growth markets are referred to as \_\_\_\_\_ in the BCG Matrix.
- Cash cows
  - Laggards
  - Stars**
  - Question marks
- 16) Acquiring or investing in new and different businesses is which type of growth strategy?
- Diversification**
  - Acquisition
  - Product development
  - Market penetration
- 17) A \_\_\_\_\_ strategy offers products that are unique and different from the competition.
- Competitive advantage
  - Product innovation
  - Differentiation**
  - Product development
- 18) Allison is new to the Onyx Organization. She asks her supervisor why accounting procedures are not modified to reflect more modern practices. Her supervisor says, "That is the way we do things around here." The supervisor's comment is an example of \_\_\_\_\_.
- Organizational design
  - Organizational strategy
  - Organizational culture**
  - Organizational mission
- 19) The various organizational routines and processes that determine how efficiently and effectively the organization transforms its inputs into outputs are called:
- strengths.
  - core competencies.**
  - capabilities.
  - customer value
- 20) Decisions related to choices about product and service mix, facilities locations, and new technologies are most likely to be a part of the \_\_\_\_\_ strategy of an organization.
- branding**
  - marketing
  - corporate
  - functional
- 21) The competencies or skills that a firm employ to transform input into output
- Tangible resources
  - Intangible resources
  - Organizational capabilities**
  - Reputational resources
- 22) A brand is a \_\_\_\_\_.
- Name
  - Term
  - Sign

- d. **A combination of all of the above**
- 23) Brand personality is:
- a. A set of physical benefits the brand can offer
  - b. A set of emotional benefits the brand can offer
  - c. A way of communicating the authority of the brand
  - d. **A set of human attributes the brand possesses**
- 24) Which of the following is not a component of the visual expression of a brand?
- a. Typography
  - b. **Tone of Voice**
  - c. Design Elements
  - d. Logo
- 25) Which of the following is not a strategic direction?
- a. Service Development
  - b. Diversification
  - c. **Service Penetration**
  - d. Market Development
- 26) Which of the following is not a criteria for Segmenting Consumer Markets?
- a. Geographic
  - b. **Turnover**
  - c. Behavioral
  - d. Psychographic
- 27) According to Kotler (1991), which one of the following elements is "the best starting point for constructing market segments"?
- a. Geographic
  - b. Demographic
  - c. **Behavioral**
  - d. Psychographic
- 28) Which of the following statements best describes positioning?
- a. How customers view your products or services
  - b. How you intend to compete with your competitors
  - c. **How your customers perceive you in relation to your competitors**
  - d. The amount of growth you intend to achieve over the duration of the plan
- 29) Which ONE of these quantitative methods is being used more nowadays?
- a. Telephone interviewing.
  - b. Postal interviewing.
  - c. Face-to-face interviewing.
  - d. **Online research.**
- 30) What do companies that focus on filling a gap in the market engage in?
- a. Direct marketing
  - b. Traditional marketing
  - c. **Niche marketing**
  - d. Outbound marketing
- 31) What is the term for a market that is defined by specific characteristics?
- a. Market niche
  - b. Market division
  - c. Market characteristic
  - d. **Market segment**
- 32) What does CRM stand for?
- a. Consumer Relations Management
  - b. **Customer Relationship Marketing**
  - c. Customer Relationship Management
  - d. Consumer Returns Management
- 33) Consumer values based on personality types are a form of what type of brand value?
- a. Core
  - b. Functional
  - c. **Expressive**
  - d. Individual
- 34) What is the term for gaining consumers' express agreement to receive marketing material?
- a. Opt-in marketing
  - b. **Permission marketing**
  - c. Targeted marketing
  - d. Focused marketing
- 35) What is not part of a marketing plan?

- a. Marketing mix
  - b. Demand analysis
  - c. **Government support**
  - d. Competitor analysis
- 36) Which of the following statements concerning marketing research is incorrect?
- a. Secondary research can be organized in-house or via a research agency.
  - b. **Secondary research is done after primary research.**
  - c. Secondary research is quicker than primary research.
  - d. Secondary research is cheaper than primary research.
- 37) "Benchmarking" is a type of research which:
- a. **compares a company's performance with standards set by selected other organizations.**
  - b. is based on qualitative feedback from customers who sit on consumer panels (or benches).
  - c. is based on quantitative feedback from customers who sit on consumer panels (or benches).
  - d. is essentially attitudinal in nature.
- 38) 'Mystery Shopper' surveys can best be described as a form of:
- a. **Observational research**
  - b. Desk research
  - c. Essentially quantitative research
  - d. Attitudinal research
- 39) Which of the following is not an element of a Marketing Information System?
- a. Marketing research
  - b. Decision support system
  - c. **Production monitoring system**
  - d. Internal records system
- 40) Many companies have created a \_\_\_\_\_ position to put marketing on a more equal footing with other C-level executives.
- a. CFO
  - b. MCO
  - c. MEO
  - d. **CMO**
- 41) Which of the following is NOT a major decision made by marketing managers?
- a. Prices to offer customers
  - b. How much to spend on advertising or sales
  - c. **Packaging decisions competitors should make**
  - d. may share a strong need that cannot be satisfied by an existing product
- 42) A negative demand state refers to consumers who \_\_\_\_\_.
- a. may be unaware or uninterested in the product
  - b. **dislike the product and may even pay to avoid it**
  - c. begin to buy the product less frequently or not at all
  - d. may share a strong need that cannot be satisfied by an existing product
- 43) Building mutually satisfying long-term relationships with key constituents in order to earn and retain their business is the aim of \_\_\_\_\_.
- a. network marketing
  - b. alternative marketing
  - c. internal marketing
  - d. **relationship marketing**
- 44) Which of the following is NOT one of marketing's "four Ps"?
- a. Place
  - b. Price
  - c. **Performance**
  - d. Product
- 45) \_\_\_\_\_ are wants for specific products backed by an ability to pay.
- a. Needs
  - b. **Demands**

- c. Wants d. Offerings
- 46) To reach a target market the marketer uses various marketing channels. Which of the following choices is NOT one of the channels discussed in the text?
- a. Communication channel c. Distribution channel  
**b. Internet channel** d. Service channel
- 47) Expanding total market is a strategy that comes under \_\_\_\_\_
- a. **Market Leader** c. Market Follower  
b. Market Challenger d. Nicher
- 48) Expanding Market share is a strategy that comes under \_\_\_\_\_
- a. **Market Leader** c. Market Follower  
b. Market Challenger d. Nicher
- 49) Adaptor is a strategy used under \_\_\_\_\_
- a. Market Leader c. **Market Follower**  
b. Market Challenger d. Nicher
- 50) In segmentation dividing market under current user comes in \_\_\_\_\_
- a. Demographic c. Psychographic  
b. Geographic d. **Behavioral**
- 51) In segmentation dividing market under Ex-user comes in \_\_\_\_\_
- a. Demographic c. Psychographic  
b. Geographic d. **Behavioral**
- 52) In segmentation dividing market under Ex-user comes in \_\_\_\_\_
- a. Demographic c. **Psychographic**  
b. Geographic d. Behavioral
- 53) Which of these factors would you describe as a push factor?
- a. Low operating costs in international markets  
b. Good economic conditions in the domestic market  
c. Good economic conditions in international markets  
**d. Restrictive regulatory environment in the domestic market**
- 54) \_\_\_\_\_ is defined as a social and managerial process by which individuals and organizations obtain what they need and want through value creation and exchange
- (a) Selling (b) Advertising (c) Bartering (d) **Marketing**
- 55) When backed by buying power, wants become \_\_\_\_\_.
- (a) Social Needs (b) **Demands** (c) Physical Needs (d) Exchanges
- 56) \_\_\_\_\_ is the act of obtaining a desired object from someone by offering something in return.
- (a) Value Proposition (b) Bribery (c) **Exchange** (d) Donation
- 57) What is not part of a marketing plan?
- (a) Marketing Mix (b) Demand Analysis (c) **Government Support** (d) Competitor Analysis
- 58) Which of the following department deals with Branding?
- (a) Human Resource (b) **Marketing** (c) Production (d) Finance
- 59) \_\_\_\_\_ holds that consumers prefer products that are widely available and inexpensive.
- (a) **Production Concept** (b) Product Concept (c) Selling Concept (d) Marketing Concept
- 60) \_\_\_\_\_ holds that consumers favor those products that offer the most quality, performance, or innovative features
- (a) Production Concept (b) **Product Concept** (c) Selling Concept (d) Marketing Concept
- 61) \_\_\_\_\_ is one of the best ways to increase share of customer.
- (a) **Cross-selling** (b) Targeting new customers (c) Using bait and switch (d) Relationship selling
- 62) In today's world, marketing should be done by \_\_\_\_\_ employees in an organization.
- (a) only sales and technology (b) only management and marketing  
(c) only marketing, sales, and customer-support (d) **all above**

- 63) Customer-perceived value is determined by a customer's \_\_\_\_\_ of the benefits and costs of a market offering relative to those of competing offers.
- (a) emotional understanding
  - (b) rational expectations
  - (c) **personal assessment**
  - (d) accurate assessment
- 64) Following of \_\_\_\_\_ which is the most important concept of modern marketing?
- (a) societal marketing
  - (b) **customer relationship management**
  - (c) consumer-generated marketing
  - (d) properly trained salespeople
- 65) The set of marketing tools a firm uses to implement its marketing strategy is called the \_\_\_\_\_.
- (a) marketing effort
  - (b) product mix
  - (c) promotion mix
  - (d) **marketing mix**
- 66) The three areas of consideration that should be balanced in the societal marketing concept are consumer wants, society's interests, and \_\_\_\_\_.
- (a) **company profits**
  - (b) want satisfaction
  - (c) long-term need
  - (d) short-run wants
- 67) Which \_\_\_\_\_ concept holds that firms must strive to deliver value to customers in a way that maintains or improves the consumer's and society's well-being?
- (a) Marketing concept
  - (b) **societal marketing**
  - (c) selling concept
  - (d) product concept
- 68) When customers don't know what they want or don't even know what's possible, the most effective strategy is \_\_\_\_\_ marketing.
- (a) societal
  - (b) production
  - (c) customer-driven
  - (d) **customer-driving**
- 69) Customer-driven marketing usually works well when \_\_\_\_\_ and when customers \_\_\_\_\_.
- (a) **a clear need exists; know what they want**
  - (b) a clear need exists; are difficult to identify
  - (c) customers know what they want; are loyal to the brand
  - (d) a need exists; don't know what they want
- 70) Though often criticized, the selling concept is particularly appropriate and effective with which of the following types of products \_\_\_\_\_?
- (a) shopping
  - (b) **unsought**
  - (c) convenience
  - (d) specialty
- 71) Political campaigns are generally examples of---
- a) Cause marketing
  - b) Organization marketing
  - c) Event marketing
  - d) **Person marketing**
- 72) When companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles?
- a) Innovative marketing
  - b) Consumer-oriented marketing
  - c) Value marketing
  - d) **Societal marketing**
- 73) Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of---
- a) Pricing
  - b) Distribution
  - c) Product development
  - d) **Promotion**

- 74) A marketing philosophy summarized by the phrase "a good product will sell itself" is characteristic of the \_\_\_\_\_ period.
- Production**
  - Sales
  - Marketing
  - Relationship
- 75) Today's marketers need \_\_\_\_\_
- Neither creativity nor critical thinking skills
  - Both creativity and critical thinking skills**
  - Critical thinking skills but not creativity
  - Creativity but not critical thinking skills
- 76) Diversification is best described as which of the following?
- Existing products in new markets
  - Existing products in existing markets
  - New products for new markets**
  - New products for existing markets
- 77) The process that turns marketing strategies and plans into marketing actions in order to accomplish strategic marketing objectives is called \_\_\_\_\_
- Marketing strategy.
  - Marketing control.
  - Marketing analysis.
  - Marketing implementation**
- 78) Marketing channel that involves no intermediaries to make their products available to final buyers is classified as \_\_\_\_\_
- Direct channel**
  - Indirect channel
  - Static channel
  - Flexible channel
- 79) Typically profit is negative in which stage of the product life cycle?
- Growth
  - Maturity
  - Introduction**
  - Decline
- 80) Segmentation is the process of:
- Dividing the market into homogenous groups**
  - Selecting one group of consumers among several other groups
  - Creating a unique space in the minds of the target consumer
  - None of these
- 81) Good marketing is no accident, but a result of careful planning and \_\_\_\_\_.
- Execution**
  - Selling.
  - Research.
  - Strategies.

- 82) The \_\_\_\_\_ function of marketing makes the products available in different geographic regions.
- Production.
  - Selling.
  - Distribution.**
  - Promotion.
- 83) The traditional view of marketing is that the firm makes something and then \_\_\_\_\_ it.
- Markets.
  - Sells.**
  - Prices.
  - Services.
- 84) Groups that have a direct or indirect influence on a persons attitudes or behavior is known as \_\_\_\_\_
- Reference groups**
  - Family.
  - Roles.
  - Status.
- 85) The emotional attachment of a customer towards a brand is known as \_\_\_\_\_.
- Brand associations
  - Perceived quality.
  - Brand loyalty.**
  - Brand awareness.
- 86) Logistics means \_\_\_\_\_.
- Production.
  - Flow of goods.**
  - Consumption.
  - Marketing channel.
- 87) Logistics management is a part of \_\_\_\_\_.
- Production.
  - Marketing channel
  - Supply chain management.**
  - Consumption.
- 88) Demographic segmentation refers to.
- The description of the people and the place in society.**
  - The description of the people's purchasing behavior
  - The location where people live
  - Geographic regions.
- 89) In \_\_\_\_\_ segmentation , buyers are divided into different groups on the basis of life style or personality and values.
- Geographic.
  - Demographic
  - Psychographic.**
  - Behavioral.

- 90) In \_\_\_\_\_ segmentation, buyers are divided into different groups on the basis of Location, City, or Area.
- Geographic.
  - Demographic**
  - Psychographic.
  - Behavioral.
- 91) In \_\_\_\_\_ segmentation, buyers are divided into different groups on the basis of usage of the product.
- Geographic.
  - Demographic
  - Psychographic.
  - Behavioral.**
- 92) Which of the following is not part of demographic segmentation?
- Age.
  - Income.
  - Education.
  - Interest**
- 93) The best channel of distribution for vacuum cleaner is \_\_\_\_\_.
- Direct marketing.**
  - Tele marketing.
  - Retail chains.
  - None of these.
- 94) Being \_\_\_\_\_ one cannot taste, touch, see, hear, smell or use services like physical products;
- Intangible.**
  - Tangible.
  - None of these.
- 95) E- marketing is a part of \_\_\_\_\_.
- E-commerce.**
  - E-cash.
  - E-Payment.
  - E-mail.
- 96) Social marketing is used as an instrument to achieve the goals of \_\_\_\_\_.
- Marketer.
  - Seller.
  - Society.**
  - None of these.
- 97) \_\_\_\_\_ marketing means serving a small market not Served by competitions.
- Niche.**
  - Mega.
  - Meta.
  - None of these.
- 98) these are \_\_\_\_\_ elements of promotion mix.
- Nine.
  - Six.**

- c. Five.
- d. Two.

99) Transportation belongs to \_\_\_\_\_ function of marketing.

- a. Research.
- b. Exchange.
- c. Physical supply**
- d. Facilitating.

100) The task of any business is to deliver \_\_\_\_\_ at a profit.

- a. Customer needs
- b. Products.
- c. Customer value**
- d. Quality.