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CHAPTER 5

MANAGING MARKETING INFORMATION

MULTIPLE CHOICE QUESTIONS

1. In 1985, Coca-Cola made a major marketing blunder by dropping their flagship brand (Coca-Cola) in favor of New Coke. Quick reaction to the blunder saved the company from potential disaster. Looking back, marketers can now see that a major problem for Coca-Cola was that it:
 - a. did not spend enough money on advertising to make the new brand work.
 - b. defined its marketing research problem too narrowly.
 - c. failed to take into account the growing influence of the Internet on consumer spending.
 - d. failed to account for the marketing power of rival Pepsi Cola.

Answer: (b) Difficulty: (3) Page: 154

2. A _____ consists of people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate information to marketing decision makers.
 - a. management information system
 - b. marketing information system
 - c. financial information system
 - d. management intelligence plan

Answer: (b) Difficulty: (2) Page: 156

3. Marketing information systems begin and end with information users. They _____, develop needed information, and distribute information.
 - a. assess information needs
 - b. forecast problem situations
 - c. gather marketing intelligence
 - d. tighten internal security over information

Answer: (a) Difficulty: (2) Page: 156, Figure 5-1

4. In a marketing information system, it is necessary to develop needed information. All of the following would be primary sources of this needed information EXCEPT:
 - a. psychoanalytical models.
 - b. internal company databases.
 - c. marketing intelligence.

- d. **marketing** research.

Answer: (a) Difficulty: (2) Page: 157-160

5. A good **marketing information** system balances the **information** managers would like to have against:
- information** that **competitors** have.
 - information** that is **available**.
 - what they really *need* and what is *feasible* to offer.
 - what is *supplied by consultants*.

Answer: (c) Difficulty: (2) Page: 157

6. One of the greatest problems in obtaining and accessing **information** that is relevant to a **marketing** manager is:
- the intelligence of the manager.
 - the cost of obtaining the **information**.
 - the number of people that are seeking the **information**.
 - a cataloging system for the **information**.

Answer: (b) Difficulty: (2) Page: 157

7. A(n) _____ is a computerized **collection** of **information** obtained from data sources within the company.
- retrieval system
 - marketing** research report
 - flow diagram and a PERT chart
 - internal database

Answer: (d) Difficulty: (1) Page: 157

8. **Information** in the company database can come from many sources. Which of the following would not be chief among these sources?
- the accounting department
 - the manufacturing department
 - the **marketing** department
 - interviews with stockholders

Answer: (d) Difficulty: (1) Page: 158

9. Which of the following **information** forms **available** to the **marketing** manager can usually be accessed more quickly and cheaply than other **information** sources?
- marketing** intelligence
 - marketing** research
 - customer profiles
 - internal databases

Answer: (d) Difficulty: (2) Page: 158

10. One of the most common problems with using internal **information** is that:
- since it was probably collected for some other purpose, it may be incomplete or wrong.
 - it is usually expensive to retrieve.
 - top executives are usually unwilling to relinquish data, therefore, the data has limits.
 - the data is almost always unsecured and, therefore, suspect as to reliability.

Answer: (a) Difficulty: (2) Page: 158

11. _____ is(are) the **systematic collection** and **analysis** of **publicly available information** about **competitors** and **developments** in the **marketing environment**.
- Marketing** research
 - Internal company records
 - Marketing** intelligence
 - Competitor **analysis**

Answer: (c) Difficulty: (2) Page: 158

12. The goal of **marketing** intelligence is to:
- improve strategic decision making.
 - improve external security of the organization.
 - prevent regulators from persecuting the company or its officers.
 - monitor employees and ensure the company against leaks or fraud.

Answer: (a) Difficulty: (2) Page: 158

13. The **systematic** design, **collection**, **analysis**, and reporting of data relevant to a specific **marketing** situation facing an organization is **called**:
- internal company records.
 - marketing** research.
 - marketing** implementation.
 - marketing** intelligence.

Answer: (b) Difficulty: (1) Page: 160

14. If Compaq Computers wants to know how many and what kinds of people or companies will buy its new light-weight super-fast notebook computer, it would probably undertake which of the following?
- internal company records search
 - marketing** research
 - marketing** implementation **analysis**
 - marketing** intelligence

Answer: (b) Difficulty: (2) Page: 160

15. Typical situations in which _____ is used include market potential and market share studies, assessments of customer satisfaction and purchase behavior, and/or studies of pricing, product, distribution, and promotion activities.
- marketing intelligence
 - marketing control
 - internal company records
 - marketing research

Answer: (d) Difficulty: (2) Page: 160

16. The first step in the formal marketing research process is best described as being one where the marketing manager has to:
- define the problem and research objectives.
 - interpret and report the findings.
 - develop the research plan for collecting information.
 - implement the research plan, and collect and analyze the data.

Answer: (a) Difficulty: (1) Page: 160, Figure 5-2

17. Managers believe that the hardest step to accomplish successfully in the marketing research process is the one where the marketing manager has to:
- define the problem and research objectives.
 - interpret and report the findings.
 - develop the research plan for collecting information.
 - implement the research plan, and collect and analyze the data.

Answer: (a) Difficulty: (2) Page: 160, Figure 5-2

18. When a manager knows that something is wrong, but is unsure of the specific causes, the marketing research process is most likely to be in which of the following stages?
- define the problem and research objectives
 - interpret and report the findings
 - develop the research plan for collecting information
 - implement the research plan, collect, and analyze the data

Answer: (a) Difficulty: (2) Page: 160

19. After the problem has been defined carefully, the next step in the marketing research process is to:
- develop the product concept.
 - develop the advertising campaign.
 - develop the research plan for collecting information.
 - proceed with collecting the information.

Answer: (c) Difficulty: (1) Page: 160

20. _____ is **marketing** research to gather preliminary **information** that will help define problems and suggest hypotheses.
- a. Descriptive research
 - b. Causal research
 - c. Exploratory research
 - d. Experimental research

Answer: (c) Difficulty: (1) Page: 160

21. The type of research used to gather preliminary **information** to help generate research hypotheses is **called**:
- a. descriptive research.
 - b. causal research.
 - c. exploratory research.
 - d. experimental research.

Answer: (c) Difficulty: (2) Page: 160

22. _____ is **marketing** research to better describe **marketing** problems, situations, or markets.
- a. Descriptive research
 - b. Causal research
 - c. Exploratory research
 - d. Experimental research

Answer: (a) Difficulty: (1) Page: 160

23. The type of research used to describe things such as the market potential for a product is **called**:
- a. descriptive research.
 - b. causal research.
 - c. exploratory research.
 - d. investigative research.

Answer: (a) Difficulty: (2) Page: 160

24. _____ is **marketing** research to test hypotheses about cause-and-effect relationships.
- a. Descriptive research
 - b. Causal research
 - c. Exploratory research
 - d. Experimental research

Answer: (b) Difficulty: (1) Page: 160

25. The type of research used to test hypotheses about cause-and-effect relationships is **called:**

- a. descriptive research.
- b. causal research.
- c. exploratory research.
- d. investigative research.

Answer: (b) Difficulty: (1) Page: 160

26. The owner of a small men's clothing store has noticed that sales for men's suits are especially high on Saturdays and at the end of the month. If he chooses to investigate this phenomenon he would probably choose which of the following research formats?

- a. descriptive research
- b. causal research
- c. exploratory research
- d. investigative research

Answer: (b) Difficulty: (3) Page: 160

27. The second step of the **marketing** research process is _____.

During this step an outline of sources of existing data, specific research approaches, contact methods, sampling plans, and instruments that researchers will use to gather new data are presented.

- a. defining the problem and research objectives
- b. implementing the research plan
- c. developing the research plan for collecting **information**
- d. interpreting and reporting the findings

Answer: (c) Difficulty: (1) Page: 160, Figure 5-2

28. Research objectives can be translated into specific **information** needs. Which of the following would not be a good example of such specific **information** needs that could be matched to research objectives as applied to consumers?

- a. demographic, economic, and lifestyle characteristics of users
- b. consumer-usage patterns
- c. profit margins
- d. attitudes toward proposed new packaging

Answer: (c) Difficulty: (2) Page: 161

29. _____ is **information** that already exists somewhere, having been collected for another purpose.
- Experimental **information**
 - External **information**
 - Primary data
 - Secondary data

Answer: (d) Difficulty: (1) Page: 161

30. _____ is **information** collected for the specific purpose at hand.
- Experimental **information**
 - External **information**
 - Primary data
 - Secondary data

Answer: (c) Difficulty: (1) Page: 161

31. The first type of data normally collected and processed in a research effort is **called** _____ data.
- experimental
 - external
 - primary
 - secondary

Answer: (d) Difficulty: (2) Page: 161

32. _____ are computerized collections of **information** **available** from online commercial sources or via the Internet.
- Internal databases
 - Intranet databases
 - Online databases
 - Synergistic databases

Answer: (c) Difficulty: (1) Page: 161

33. Which of the following would be a good example of an online database?
- Linux
 - LEXIS-NEXIS
 - AOL
 - Quicken

Answer: (b) Difficulty: (2) Page: 161

34. All of the following are advantages of using secondary data EXCEPT:
- a. secondary data can be obtained from either internal or external sources.
 - b. secondary data can be obtained more quickly than primary data.
 - c. secondary data usually costs more (but is usually worth it) than primary data.
 - d. secondary data can often provide data that an individual company cannot collect on its own.

Answer: (c) Difficulty: (3) Page: 161, 163

35. Problems associated with secondary data include all of the following EXCEPT:
- a. consistency.
 - b. relevancy.
 - c. accuracy.
 - d. current status (currency).

Answer: (a) Difficulty: (3) Page: 163

36. Designing a plan for primary data **collection** usually calls for decisions in all of the following areas EXCEPT:
- a. payment methods.
 - b. research approaches.
 - c. contact methods.
 - d. research instruments.

Answer: (a) Difficulty: (2) Page: 164, Table 5-2

37. _____ research is the gathering of primary data by observing relevant people, actions, and situations.
- a. Questionnaire
 - b. Observational
 - c. Survey
 - d. Experimental

Answer: (b) Difficulty: (1) Page: 164

38. Steelcase office equipment company, when designing its highly successful Personal Harbor modular office units, set up video cameras at various companies to study motions and behavior patterns that customers themselves might not even notice. This would be an example of which of the following research approaches?
- a. questionnaire research
 - b. observational research
 - c. survey research
 - d. experimental research

Answer: (b) Difficulty: (3) Page: 164

39. A wide range of companies now use _____ research—which combines intensive observation with customer interviews—to gain deep insights into how customers buy and live with their products.
- experimental
 - dyad
 - ethnographic
 - experimental

Answer: (c) Difficulty: (2) Page: 164

40. A people meter or a checkout scanner would be examples of which of the following forms of research?
- ethnographic
 - survey
 - experimental
 - mechanical

Answer: (d) Difficulty: (2) Page: 166

41. _____ is the gathering of primary data by asking people questions about their knowledge, attitudes, preferences, and buying behavior.
- Observational research
 - Survey research
 - Experimental research
 - Mechanical research

Answer: (b) Difficulty: (1) Page: 166, 167

42. The most widely used method for primary data **collection** is **called**:
- observational research.
 - survey research.
 - experimental research.
 - mechanical research.

Answer: (b) Difficulty: (3) Page: 166

43. Electronic monitoring systems that link consumers' exposure to television advertising and promotion (measured using television meters) with what they buy in stores (measured using store checkout scanners) are **called**:
- covert intelligence devices.
 - single-source data systems.
 - motivational research systems.
 - subliminal persuasion measurement devices.

Answer: (b) Difficulty: (3) Page: 167

44. The major advantage of survey research is its:

- a. simplicity.
- b. structure.
- c. organization.
- d. flexibility.

Answer: (d) Difficulty: (2) Page: 167

45. _____ is the gathering of primary data by selecting matched groups of subjects, giving them different treatments, controlling related factors, and checking for differences in group responses.

- a. Observational research
- b. Survey research
- c. Experimental research
- d. Mechanical research

Answer: (c) Difficulty: (2) Page: 167

46. Which of the following common survey methods is rated “excellent” for the control of the sample?

- a. mail
- b. telephone
- c. personal
- d. online

Answer: (b) Difficulty: (3) Page: 167, Table 5-3

47. Which of the following common survey methods is rated “poor” in terms of speed of data **collection**?

- a. mail
- b. telephone
- c. personal
- d. online

Answer: (a) Difficulty: (2) Page: 167, Table 5-3

48. Of all the survey contact methods **available** for the **marketing** researcher, the _____ method is the only one rated as “excellent” in the cost category (it can collect many responses cheaply).

- a. mail
- b. telephone
- c. personal
- d. online

Answer: (d) Difficulty: (2) Page: 167, Table 5-3

49. Which of the following common survey methods is rated “excellent” in terms of flexibility?
- a. mail
 - b. telephone
 - c. personal
 - d. online

Answer: (c) Difficulty: (3) Page: 167, Table 5-3

50. When personal interviewing involves inviting six to ten people to gather for a few hours with a trained interviewer to talk about a product, service, or organization, the method is **called**:
- a. selective sponsorship.
 - b. probing.
 - c. focus group interviewing.
 - d. the Delphi method.

Answer: (c) Difficulty: (2) Page: 168

51. One of the problems with focus group interviewing is the potential for greater:
- a. interviewer bias.
 - b. respondent boredom.
 - c. respondent ignorance.
 - d. interviewer incompetence.

Answer: (a) Difficulty: (2) Page: 168

52. Sam Moise goes to a local cybercafe once a week to participate in a unique form of **marketing** research. He sits at one of the computers in the cafe, receives questions from a pre-programmed disk, reads the questions, and types in his answers while an interviewer is present in the cafe to monitor and assist with the process. Which of the following would be the best description of the form of research in which Sam has just been a participant?
- a. mechanical interviewing
 - b. computer-assisted interviewing
 - c. focus group interviewing
 - d. online or Internet interviewing

Answer: (b) Difficulty: (2) Page: 168

53. When a **marketing** research organization chooses a segment of the population that represents the population as a whole, they have chosen a _____.
- a. group

- b. bi-variant population
- c. sample
- d. market target

Answer: (c) Difficulty: (1) Page: 169

54. Designing the sample in a research process requires three decisions. Which of the following is not one of those decisions?

- a. Who is to be surveyed?
- b. How many people are to be surveyed?
- c. How should the people in the survey be chosen?
- d. Who will check the accuracy of the sample?

Answer: (d) Difficulty: (2) Page: 169, 172

55. When the researcher is using a _____, each population member has a known chance of being included in the sample.

- a. sampling unit
- b. sample size measure
- c. probability sample
- d. nonprobability sample

Answer: (c) Difficulty: (2) Page: 169

56. When the sampling error cannot be calculated due to the method used to select the sample, the researcher has just used a(n):

- a. sampling unit sample.
- b. inverted sample.
- c. probability sample.
- d. nonprobability sample.

Answer: (d) Difficulty: (3) Page: 169

57. If the researcher (because of time or cost constraints) selects the easiest population members from which to obtain the **information**, he or she has just selected a(n):

- a. judgment sample.
- b. sample random sample.
- c. convenience sample.
- d. stratified random sample.

Answer: (c) Difficulty: (2) Page: 169, Table 5-4

58. If the researcher is faced with a research problem wherein the population needs to be divided into mutually exclusive groups (such as age groups), and random samples are drawn from each group, the researcher has just selected a(n):

- a. judgment sample.

- b. sample random sample.
- c. convenience sample.
- d. stratified random sample.

Answer: (d) Difficulty: (3) Page: 169, Table 5-4

59. If every member of the population has a known and equal chance of being chosen to survey, then the researcher has just used a(n):

- a. judgment sample.
- b. sample random sample.
- c. convenience sample.
- d. stratified random sample.

Answer: (b) Difficulty: (2) Page: 169, Table 5-4

60. Perhaps the most explosive issue facing online researchers concerns:

- a. the extremely high costs of online research.
- b. consumer privacy.
- c. lack of accuracy with respondent responses.
- d. difficulty in verifying sample demographics.

Answer: (b) Difficulty: (3) Page: 171, Marketing at Work 5-2

61. _____ include all the possible answers, and subjects make choices among them.

- a. Closed-parameter questions
- b. Open-end questions
- c. Closed-end questions
- d. Conditioned response questions

Answer: (c) Difficulty: (2) Page: 173

62. _____ allow respondents to answer questions in their own words.

- a. Closed-parameter questions
- b. Open-end questions
- c. Closed-end questions
- d. Conditioned response questions

Answer: (b) Difficulty: (1) Page: 173

63. If a researcher wanted to measure a respondent's physical responses with a mechanical device, he or she could use a(n):

- a. galvanometer.
- b. people meter.
- c. scanner.
- d. brain probe.

Answer: (a) Difficulty: (2) Page: 173

64. In recent years, many companies have acquired or developed special software and **analysis** techniques **called** _____ for integrating and applying the mountains of individual customer data contained in their databases.
- a. integration management
 - b. people probes
 - c. customer relationship management
 - d. psychographics

Answer: (c) Difficulty: (2) Page: 175

65. Francis Smith wishes to pull psychographic data about customers' wants and desires from the company's database. The company has been maintaining elaborate records about the wants and desires of its customers for years in what would now be **called** a data warehouse. When Francis pulls the needed data gems from the data warehouse, she has just participated in the process of:
- a. data research.
 - b. nonmetric-multidimensional scaling.
 - c. data mining.
 - d. data probing.

Answer: (c) Difficulty: (2) Page: 176

66. Increasingly, companies are allowing key customers and value-network members to access account and product **information** and other data on a company's _____ to update their accounts, arrange purchases, and check orders against inventories to improve customer service.
- a. Internet
 - b. intranet
 - c. Web-net
 - d. extranet

Answer: (d) Difficulty: (3) Page: 178

67. International **marketing** researchers follow _____ steps as (than) domestic researchers do.
- a. the same
 - b. more reduced
 - c. more expanded
 - d. more primitive

Answer: (a) Difficulty: (1) Page: 180

68. All of the following would be among the problems faced by international researchers

EXCEPT:

- a. the inability on the part of world consumers to understand **marketing**.
- b. the scarcity of good secondary data in the international arena.
- c. the respondents are more difficult to reach.
- d. the cultural differences in the world community.

Answer: (a) Difficulty: (2) Page: 180

69. Increasing consumer resentment has become a major problem for the research industry. For example, in a recent poll, _____ of Americans now refuse to be interviewed in an average survey.

- a. 10 percent
- b. 20 percent
- c. 25 percent
- d. 38 percent

Answer: (d) Difficulty: (3) Page: 182

70. One common misuse of **marketing** research findings in contemporary business is the tendency for **marketing** research to:

- a. become a vehicle for pitching the sponsor's products.
- b. become a vehicle for discriminating in the marketplace.
- c. become a means for raising prices.
- d. become a means for unfair competition.

Answer: (a) Difficulty: (3) Page: 183

TRUE/FALSE QUESTIONS

71. A system that uses people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute needed, timely, and accurate **information** to **marketing** decision makers is **called** a **marketing information** system.

Answer: (True) Difficulty: (1) Page: 156

72. One of the components of an organization's **marketing information** system is **marketing** intelligence.

Answer: (True) Difficulty: (1) Page: 156, 158, Figure 5-1

73. A good **marketing information** system balances the **information** users' ability to pay

against a hierarchy of their needs.

Answer: (False) Difficulty: (3) Page: 157

74. By itself, **information** has no worth.

Answer: (True) Difficulty: (2) Page: 157

75. One of the problems with internal databases is the slowness of access and cost associated with these **information** sources.

Answer: (False) Difficulty: (2) Page: 158

76. **Marketing** research is the **systematic collection** and **analysis** of **publicly available information** about **competitors** and **developments** in the **marketing environment**.

Answer: (False) Difficulty: (2) Page: 158

77. The first step in the **marketing** research process is to define the problem and research objectives.

Answer: (True) Difficulty: (1) Page: 160, Figure 5-2

78. Descriptive research is **marketing** research to gather preliminary **information** that will help define problems and suggest hypotheses.

Answer: (False) Difficulty: (2) Page: 160

79. The objective of causal research is to gather preliminary **information** that will help define the problem and suggest hypotheses.

Answer: (False) Difficulty: (2) Page: 160

80. Secondary data is **information** collected for the specific purpose at hand.

Answer: (False) Difficulty: (2) Page: 161

81. A good example of an online database is LEXIS-NEXIS.

Answer: (True) Difficulty: (2) Page: 161

82. Primary data can usually be obtained more quickly and at a lower cost than secondary data.

Answer: (False) Difficulty: (1) Page: 163

83. Ethnographic research is used to gain deep insights into how customers buy and live with their products.

Answer: (True) Difficulty: (1) Page: 164

84. One way to conduct observational research would be to use a people meter.

Answer: (True) Difficulty: (2) Page: 166

85. Observational research is the gathering of primary data by asking people questions about their knowledge, attitudes, preferences, and buying behavior.

Answer: (False) Difficulty: (1) Page: 164, 166

86. The mail survey technique is rated “excellent” in the flexibility category.

Answer: (False) Difficulty: (2) Page: 167, Table 5-3

87. The telephone survey technique is rated as being “excellent” in the control of sample category.

Answer: (True) Difficulty: (3) Page: 167, Table 5-3

88. The only survey method that receives an “excellent” rating with respect to cost is the online method of survey research.

Answer: (True) Difficulty: (2) Page: 167, Table 5-3

89. Because interviewers have more freedom in personal interviews while conducting a focus group, the problem of interviewer bias is **very** slight.

Answer: (False) Difficulty: (2) Page: 168

90. With a sample random sample, the researcher finds and interviews a prescribed number of people in each of several categories.

Answer: (False) Difficulty: (2) Page: 169, Table 5-4

91. With a stratified random sample, the population is divided into mutually exclusive groups and the researcher draws a random sample from each group.

Answer: (True) Difficulty: (2) Page: 169, Table 5-4

92. Open-end questions allow respondents to answer in their own words.

Answer: (True) Difficulty: (1) Page: 173

93. A customer *touch point* is a company-wide electronic storehouse of customer **information**.

Answer: (False) Difficulty: (1) Page: 175

94. **Marketing information** has no value until it is used to make better **marketing** decisions.

Answer: (True) Difficulty: (1) Page: 177

95. Because of the complexity and cost of secondary data **collection**, observation, surveys, and experiments, small organizations with small budgets can rarely use and benefit from **marketing** research done on an informal basis.

Answer: (False) Difficulty: (3) Page: 180

96. Many consumers feel positively about **marketing** research and believe that it serves a **useful** purpose.

Answer: (True) Difficulty: (1) Page: 182

ESSAY QUESTIONS

97. In 1985, the Coca-Cola Company made a major **marketing** blunder when it introduced *New Coke*. Describe what happened to Coca-Cola and the role that **marketing** research played in their decisions.

Answer:

According to the opening vignette of this chapter, Coca-Cola “messed with Mother Coke” and got burned badly. In the beginning, New Coke (a product designed specifically to match the taste of Pepsi Cola) did well, however, the public rebelled and wanted their old Coke back. The company brought back “old” Coke (now **called** Coke Classic), sold both brands side-by-side, and eventually realized that consumers really preferred the older version of Coke. New Coke never lived up to expectations. Why? Looking back, we can see that Coke defined their **marketing** research problem too narrowly. The research looked only at taste; it did not explore consumers’ feelings about dropping the old Coke and replacing it with a new version. It took no account of the *intangibles*—Coke’s name, history, packaging, and image. Coke’s managers may have used poor judgment in interpreting the research and planning strategies around it. The managers failed to remember that **marketing** research is not an exact science.

Difficulty: (2) Page: 153-155

98. Considering the **information** presented in this chapter, explain the importance of **information** to a firm in today’s competitive **environment**.

Answer:

Marketing managers need timely, reliable, and relevant **information** in order to make decisions that will enhance the company's ability to compete successfully in the marketplace and increase customer value relative to the competition. **Information** is important but must be balanced between the manager's needs and what is feasible to offer. Too much **information** can overwhelm the manager just as too little **information** can lead to poor decisions. Cost versus value of **information** must always be considered.

Difficulty: (1) Page: 155, 156

99. Define the **marketing information** system and discuss its various parts.

Answer:

A **marketing information** system (MIS) consists of people, equipment, and procedures to gather, sort, analyze, and distribute needed, timely, and accurate **information** to **marketing** decision makers. The **marketing information** system begins and ends with **marketing** managers. First, it interacts with these managers to assess **information** needs. Next, it develops needed **information** from internal company data, **marketing** intelligence activities, **marketing** research, and **information analysis**. Finally, the MIS distributes **information** to managers in the right form at the right time to help them make better **marketing** decisions.

Difficulty: (2) Page: 156, Figure 5-1

100. Explain the differences between **marketing** intelligence, **marketing** research, and internal data (internal databases/and or records).

Answer:

All of these are methods that a firm can use to acquire **information** to stimulate and operate its MIS. Internal databases (and the records within them) are computerized collections of **information** obtained from data sources within the company. These databases can come from many sources (such as the accounting department and its financial records, manufacturing reports on production, **marketing** department reports on customers and sales, and the research department's special projects). **Marketing** research is the **systematic** design, **collection**, **analysis**, and reporting of data relevant to a specific **marketing** situation facing an organization. **Marketing** researchers engage in a wide variety of activities, ranging from market potential and market share studies, to assessments of customer satisfaction and purchase behavior, to studies of pricing, product, distribution, and promotion activities. Finally, **marketing** intelligence is the **systematic collection** and **analysis** of **publicly available information** about **competitors** and **developments** in the **marketing environment**. A company then uses this everyday **information** about **developments** in the **marketing environment** to help managers prepare and adjust **marketing** plans. The **marketing** intelligence system determines what intelligence is needed, collects it by searching the **environment**, and delivers it to **marketing** managers.

Difficulty: (2) Page: 156-161, Figure 5-1

101. Describe an internal database and discuss the advantages and disadvantages of this form of **marketing information**.

Answer:

An internal database is an electronic **collection** of **information** obtained from data sources within the company. **Marketing** managers can readily access and work with **information** in the database to identify **marketing** opportunities and problems, plan programs, and evaluate performance. **Information** in the database can come from many sources, such as accounting, manufacturing, the **marketing** department itself, and research studies. Internal databases usually can be accessed more quickly and cheaply than other **information** sources, but they also present some problems. Because internal **information** was collected for other purposes, it may be incomplete or in the wrong form for making **marketing** decisions. Data ages quickly, therefore, keeping a database current requires a major effort. Most companies produce a mountain of data. Processing alone can be **very** difficult. Lastly, the database **information** must be well integrated and readily accessible through user-friendly interfaces so that managers can find it easily and use it effectively.

Difficulty: (2) Page: 157, 158

102. Identify and describe the four steps in the **marketing** research process.

Answer:

Step one is to define the problem and research objectives. Defining the problem and research objectives is often the hardest step. Three types of objectives might be present: exploratory research, survey research, or causal research. Step two is to develop the research plan for collecting **information**. In this step, the manager determines what **information** is needed, develops a plan for gathering it efficiently, and presents the plan to **marketing** management. In addition, the manager must consider specific **information** needs and how to collect **information**. Step three is to implement the research plan, and collect and analyze the data. Samples and survey techniques should have been considered by this point. Lastly, results are interpreted and findings are reported. The conclusion of a research process should be to specify action that would remedy the original problem or the reason for the research being initiated.

Difficulty: (2) Page: 160-174, Figure 5-2

103. Describe exploratory, descriptive, and causal research. Point out the differences between the three forms of research.

Answer:

- a). Exploratory research—**marketing** research to gather preliminary **information** that will help define problems and suggest hypotheses.
- b). Descriptive research—**marketing** research to better describe **marketing** problems, situations, or markets, such as the market potential for a product or the demographics and attitudes of consumers.

c). Causal research—**marketing** research to test hypotheses about cause-and-effect relationships.

Difficulty: (1) Page: 160

104. Discuss what an online database is, give an example, and discuss how these databases may be of aid to a **marketing** manager.

Answer:

An online database is a computerized **collection** of **information** **available** from online commercial sources or via the Internet. An example would be CompuServe, Dialog, or LEXIS-NEXIS. This form of secondary research is often less expensive than primary research and, as long as the researcher understands the limitations of secondary research and the search process for it, can be **very** **useful** to the **marketing** decision maker and planner. The researcher must be assured that the research is accurate, relevant, current, and impartial.

Difficulty: (1) Page: 161-163, Table 5-1

105. Compare the advantages and disadvantages of the various methods for collecting survey **information**.

Answer:

Briefly summarized (for more detail see **Table 5-3**):

Mail questionnaires—collect large amounts of **information**, low cost, more honest, and usually have less or no interviewer bias. There is poor flexibility and data **collection** is slow.

Telephone surveys—best for quick **collection**, flexible, have sample control, and high response rates as long as the caller continues to call. Difficulties can occur in the quantity of data that can be collected, control of the interviewer effects, and cost.

Personal interviewing—in the individual or group format this form of research can be flexible and has an expanded quantity of data that can be collected. However, it is poor in its control of the interviewer effect and only fair in its control of the sample.

Online surveys—this method is excellent in cost control and speed of data **collection**. However, it has poor control of the sample and is only fair in the control of interviewer effects.

Difficulty: (3) Page: 167, Table 5-3

106. Discuss the focus group interviewing technique.

Answer:

Group (focus group) interviewing is personal interviewing that involves inviting six to ten people to gather for a few hours with a trained interviewer to talk about a product, service, or organization. The interviewer “focuses” the group discussion on important issues of concern to the marketer. Participants are normally paid a small sum for attending. The moderator encourages free and easy discussion, hoping that group interactions will bring out actual feelings

and thoughts. The comments can be recorded in writing or on videotape for later study. Problems with the method include that the group is small, time is short, and it may be hard to generalize from the results. Because interviewers have more freedom in personal interviews, the problem of interviewer bias is greater.

Difficulty: (2) Page: 168

107. Discuss customer relationship management within the context of **information** acquisition and **marketing** research.

Answer:

Customer relationship management is defined as special software and **analysis** techniques for integrating and applying the individual customer data contained in databases. The overall purpose of this sophisticated software is to integrate customer **information** for all sources, analyze it in depth, and apply the results to build stronger customer relationships. Smart companies capture **information** at every possible customer touch point and use this **information** to bring the company and the customer closer together. Data warehouses and data mining would be applied to the customer relationship management process in its more developed and elaborate application.

Difficulty: (2) Page: 175, 176

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Quiz Start Time: 09:33 PM

Question # 1 of 15 (Start time: 09:33:05 PM)

Total Marks: 1

“The task of dealing with the ongoing reality of demographic change” statement refers to which of the following Cs?

▶ Select correct option:



Challenge

TRUE

Care

Choice

Community

Click here to Save Answer & Move to Next Question

Bottom of Form

Question # 1 of 15 (Start time: 09:33:05 PM)

Total Marks: 1

“The task of dealing with the ongoing reality of demographic change” statement refers to which of the following Cs?

Select correct option:

Challenge

Care

Choice

Community





TRUE





Question # 2 of 15 (Start time: 09:34:28 PM)

Total Marks: 1

Consumers are spending more on products and services that will improve their lives rather than their image” reflects which aspect of the cultural environment?

Select correct option:

	<div>People's view of others</div> <div><div><div>◀</div><div>▶</div></div><div><div>▲</div><div>▼</div></div></div>	TRUE
	<div>People's view of themselves</div> <div><div><div>◀</div><div>▶</div></div><div><div>▲</div><div>▼</div></div></div>	
	<div>People's view of organizations</div> <div><div><div>◀</div><div>▶</div></div><div><div>▲</div><div>▼</div></div></div>	
	<div>People's view of nature</div> <div><div><div>◀</div><div>▶</div></div><div><div>▲</div><div>▼</div></div></div>	

Question # 3 of 15 (Start time: 09:35:49 PM)		Total Marks: 1
Which of the following is NOT a part of the macro-environment?		
▶ Select correct option:		
	<div>Demographic forces</div> <div><div><div>◀</div><div>▶</div></div><div><div>▲</div><div>▼</div></div></div>	TRUE
	<div>Natural forces</div> <div><div><div>◀</div><div>▶</div></div><div><div>▲</div><div>▼</div></div></div>	
	<div>Competitors' forces</div> <div><div><div>◀</div><div>▶</div></div><div><div>▲</div><div>▼</div></div></div>	
	<div>Political forces</div> <div><div><div>◀</div><div>▶</div></div><div><div>▲</div><div>▼</div></div></div>	
Question # 4 of 15 (Start time: 09:36:37 PM)		Total Marks: 1
Which one of the following SBUs is low-growth, high share businesses which generate a lot of cash that the firm uses to pay its bills and support other SBUs that need investment.		
▶ Select correct option:		

☐ Stars

☐ Cash cows

☐ Question marks

☐ Stars and cash cows

TRUE

Question # 5 of 15 (Start time: 09:37:59 PM)

Total Marks: 1

Political force is one of the forces of marketing macro environment. How marketers view political forces?

 Select correct option:

☐ Easily ignored

☐ Easily influenced

☐ Simple to recognize

☐ Beyond their control

TRUE

Question # 6 of 15 (Start time: 09:38:48 PM)

Total Marks: 1

Which one of the following is NOT a part of market potential

 Select correct option:

☐ Size

☐ Growth rate

☐ Size and growth rate

☐ Inflation

TRUE

Question # 7 of 15 (Start time: 09:39:55 PM)

Total Marks: 1

Which of the following concept best describes the situation when the product's cost is too high and marketer looks for ways to bring it down?

▶ Select correct option:

☐ Selling concept

☐ Product concept

☐ Production concept

☐ Marketing concept


TRUE

Question # 8 of 15 (Start time: 09:41:13 PM)


Total Marks: 1


Collecting, analyzing and interpretation of data refer to which of the following concepts?


▶ Select correct option:

 Marketing research

TRUE

 Marketing intelligence

 Marketing information


 Marketing knowledge

Question # 9 of 15 (Start time: 09:42:30 PM)


Total Marks: 1


Which one of the following represents large growing kid and teen market?

 Select correct option:

 Baby boomers

 Generation-X

 Generation-Y

 Echo boomers


TRUE

Question # 10 of 15 (Start time: 09:43:05 PM)

Total Marks: 1

Which of the following is a synonym name of Echo boomers?

 Select correct option:

 Baby boomlets

TRUE

☐ Baby boomers

☐ Generation-X

☐ Generation-Y

Question # 11 of 15 (Start time: 09:43:38 PM)

Total Marks: 1

What is the first step in a strategic planning process

 Select correct option:

☐ Set objectives and goals

☐ Define the company mission

☐ Plan marketing strategies

☐ Develop the business portfolio

TRUE

Question # 12 of 15 (Start time: 09:45:00 PM)

Total Marks: 1


Pak Suzuki Motor Company is introducing a faster model of car in the market regardless of the need of the customers. Pak Suzuki Motor Company has characteristics associated with which of the following concepts?


 Select correct option:

☐ Production

☐ Sales

TRUE

 Marketing

 Social

Question # 13 of 15 (Start time: 09:46:23 PM)

Total Marks: 1

Society and culture shape the basic form of human needs refers to which one of the following option?

 Select correct option:

 Needs

TRUE

 Wants

 Values


 An exchange


Question # 14 of 15 (Start time: 09:47:47 PM)

Total Marks: 1


Which one of the following is a first step of the marketing process?

 Select correct option:

 Selecting target markets

 Analyzing marketing opportunities

TRUE

 Managing the marketing effort



Developing the marketing mix

Question # 15 of 15 (Start time: 09:49:01 PM)

Total Marks: 1

What is the basic objective of organization?

Select correct option:

<http://www.vustudents.net>



Making a Profit

TRUE



Marketing the product



Satisfying the customers



Maintaining relationship with the customers

Time Left

66
sec(s)



Quiz Start Time: 05:22 PM

Question # 1 of 15 (Start time: 05:22:39 PM)

Total Marks: 1

If Proctor and Gamble, the makers of Ariel, need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which method this study would be accomplished?

Select correct option:



Focus groups

- ☐ Mail surveys
- ☐ Personal interview s
- ☐ Observation

TRUE

[Click here to Save Answer & Move to Next Question](#)

Time Left 84
sec(s)

Quiz Start Time: 05:22 PM

Question # 2 of 15 (Start time: 05:24:08 PM)

Total Marks: 1

Which one of the following option is NOT correct for marketing management?

Select correct option:

- ☐ It increases demand
- ☐ It reduces demand
- ☐ It destroys demand
- ☐ It finds demand

TRUE

[Click here to Save Answer & Move to Next Question](#)

Time Left 59 sec(s)

Quiz Start Time: 05:22 PM

Question # 3 of 15 (Start time: 05:24:39 PM)

Total Marks: 1

Political force is one of the forces of marketing macro environment. How marketers view political forces?

Select correct option:

- ☐ Easily influenced
- ☐ Beyond their control
- ☐ Easily ignored
- ☐ Simple to recognize

TRUE



Click here to Save Answer & Move to Next Question

Time Left 69 sec(s)

Quiz Start Time: 05:22 PM

Question # 4 of 15 (Start time: 05:26:08 PM)

Total Marks: 1

A market or an organization where a specific market plan is developed for each specific market or customer refers to which of the following organizations?


Select correct option:

☐ Functional organization

☐ Geographic organization

☐ Product management organization

☒ Customer management organization

 Click here to Save Answer & Move to Next Question

Time Left 80 sec(s) 

Quiz Start Time: 05:22 PM

Question # 5 of 15 (Start time: 05:27:08 PM)

Total Marks: 1

Which of the following sets refers to the sequence of marketing management functions?

Select correct option:

☐ Control – implementation – market planning

☐ Market planning – control – implementation

☐ Implementation – control – market planning



Marketing planning – implementation - control



[Click here to Save Answer & Move to Next Question](#)

Time Left

59
sec(s)



Quiz Start Time: 05:22 PM

Question # 6 of 15 (Start time: 05:27:42 PM)

Total Marks: 1

Which of the following is a synonym name of Echo boomers?

Select correct option:



Baby boomlets



Baby boomers



Generation-X



Generation-Y



[Click here to Save Answer & Move to Next Question](#)

Time Left

83
sec(s)



Quiz Start Time: 05:22 PM

Question # 7 of 15 (Start time: 05:28:56 PM)

Total Marks: 1

Marketing intermediary is one of the forces of marketing micro environment. What roles do

they play?

Select correct option:

- ☐ Identify individuals & households
- ☐ Identify marketing service agencies
- ☒ Promote, sell & distribute goods to final buyers
- ☐ Minimize supply costs to attract customers



Click here to Save Answer & Move to Next Question

Time Left

59
sec(s)

Quiz Start Time: 05:22 PM

Question # 8 of 15 (Start time: 05:29:26 PM)

Total Marks: 1

Which one of the following SBUs is low-growth, high share businesses which generate a lot of cash that the firm uses to pay its bills and support other SBUs that need investment.

Select correct option:

- ☐ Stars
- ☒ Cash cows



Question marks



Stars and cash cows



[Click here to Save Answer & Move to Next Question](#)

Time Left

84
sec(s)



Quiz Start Time: 05:22 PM

Question # 9 of 15 (Start time: 05:30:22 PM)

Total Marks: 1

Which one of the following set is considered as a fit-match of firm?

Select correct option:



Opportunities – strength



Opportunities – weaknesses



Opportunities – customer demand



Customer value – weakness



[Click here to Save Answer & Move to Next Question](#)

Time Left

74
sec(s)



Quiz Start Time: 05:22 PM

Question # 10 of 15 (Start time: 05:30:54 PM)

Total Marks: 1

Measure and evaluate performance is the part of which marketing function

Select correct option:

- ☐ Marketing Analysis
- ☐ Marketing Implementation
- ☐ Marketing Planning
- ☒ Marketing Control

[Click here to Save Answer & Move to Next Question](#)

Time Left 77 sec(s)

Quiz Start Time: 05:22 PM

Question # 11 of 15 (Start time: 05:31:36 PM)

Total Marks: 1

Which one of the following is an acronym of SWOT?

Select correct option:

- ☐ Strategy, working, opinion, tactical
- ☒ Strengths, weaknesses, opportunities, threats



Strategy, work, openness, toughness



Strategy, weakness, opinions, tactics



[Click here to Save Answer & Move to Next Question](#)

Time Left

85
sec(s)



Quiz Start Time: 05:22 PM

Question # 12 of 15 (Start time: 05:32:16 PM)

Total Marks: 1

Which method of research can be used to obtain information if people are unwilling or unable to provide?

Select correct option:



Observation



Focus groups



Personal interviews



Questionnaires



[Click here to Save Answer & Move to Next Question](#)

Time Left

82
sec(s)



Quiz Start Time: 05:22 PM

Question # 13 of 15 (Start time: 05:33:14 PM)

Total Marks: 1

Connecting with employees in the company refers to which of the following options?

Select correct option:

- ☐ Extranet
- ☐ Internet
- ☒ Intranet
- ☐ World wide web



[Click here to Save Answer & Move to Next Question](#)

Time Left

71
sec(s)



Quiz Start Time: 05:22 PM

Question # 14 of 15 (Start time: 05:33:52 PM)

Total Marks: 1

Walls ice cream runs advertisements featuring children, young and old people groups. What does this advertisement mean?

Select correct option:

- ☐ Company is product oriented

<input type="radio"/>	<div>Company has several target markets</div>
<input type="radio"/>	<div>Company considers only environmental factors</div>
<input type="radio"/>	<div>Company is market oriented</div>

 [Click here to Save Answer & Move to Next Question](#)

Time Left 79 sec(s) 

Quiz Start Time: 05:22 PM


Question # 15 of 15 (**Start time: 05:35:03 PM**)

Total Marks: 1

Which one of the following reflects customer markets?

Select correct option:

<input type="radio"/>	<div>Open markets</div>
<input type="radio"/>	<div>Fixed price markets</div>
<input type="radio"/>	<div>Stock markets</div>
<input type="radio"/>	<div>Reseller markets</div>

 [Click here to Save Answer & Move to Next Question](#)

Quiz # 1

Solved By Afaaq

Afaaq_tariq@yahoo.com

Start Date Apr 26, 2011 12:00 AM

End Date Apr 28, 2011 11:59 PM

Total Marks 15

Question # 1 of 15 (Start time: 02:59:33 PM) Total Marks: 1

Buy goods and services for further processing or for use in their production process refers

to which of the following markets?

Select correct option:

Reseller markets

Government markets

International markets

Business markets

Question # 2 of 15 (Start time: 03:00:40 PM) Total Marks: 1

Mr. ABC examined his firm's recently completed market attractiveness-business position

model; he finds that the firm's biscuit unit is low on both dimensions. Which one of the following strategies would this placement dictate?

Select correct option:

Invest

Harvest

Divest

Maintain

Question # 3 of 15 (Start time: 03:02:07 PM) Total Marks: 1

A network of networks that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services.

Which

one of the following networks represents it?

Select correct option:

LAN

Intranets

Extranet

Internet

Question # 4 of 15 (Start time: 03:03:25 PM) Total Marks: 1

Which one of the following networks refers to the key drivers of the new economy?

Select correct option:

Intranet & extranet

Extranet & internet

Intranet & internet

Intranet, extranet & internet

Question # 5 of 15 (Start time: 03:04:04 PM) Total Marks: 1

Which method of research can be used to obtain information if people are unwilling or

unable to provide?

Select correct option:

Observation

Focus groups

Personal interviews

Questionnaires

Question # 6 of 20 (Start time: 03:04:55 PM) Total Marks: 1

In SWOT analysis, strength and weaknesses are part of which of the following environment?

Select correct option:

Internal

Outdoor

External

Outside

Question # 7 of 15 (Start time: 03:05:20 PM) Total Marks: 1

Which of the following concept best describes the situation when the product's cost is too

high and marketer looks for ways to bring it down?

Select correct option:

Selling concept

Product concept

Production concept

Marketing concept

Question # 8 of 15 (Start time: 03:06:33 PM) Total Marks: 1

If Proctor and Gamble, the makers of Ariel, need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which

method this study would be accomplished?

Select correct option:

Focus groups

Mail surveys

Personal interviews

Observation

Question # 9 of 15 (Start time: 03:07:06 PM) Total Marks: 1

The first step in the marketing control process is BEST described as one where the marketer performs which of the following activities?

Select correct option:

Evaluates performance

Measures performance

Sets specific goals

Takes corrective action

Question # 10 of 15 (Start time: 03:08:33 PM) Total Marks: 1

Studies of the origin of man, religion, and thought-provoking ad campaigns are on the rise. This study reflects which of the following views?

Select correct option:

People's views of the universe

People's views of nature

People's views of society

People's views of organization

Question # 11 of 15 (Start time: 03:09:09 PM) Total Marks: 1

Identify the name of a vast public web of computer networks that connect users of all types all around the world to each other?

Select correct option:

Intranets

Extranets

Internet

Bytes

Question # 12 of 15 (Start time: 03:09:56 PM) Total Marks: 1

Through which process individuals and groups obtain what they need and want by creating and exchanging products and value with others?

Select correct option:

Production process

Marketing process

Managerial process

Accounting process

Question # 14 of 15 (Start time: 03:10:54 PM) Total Marks: 1

A well designed marketing information system (MIS) begins and ends with which of the following?

Select correct option:

User

Vendor

Company

Competitors

Question # 15 of 15 (Start time: 03:11:56 PM) Total Marks: 1

All of the following are the forces of company's micro environment EXCEPT:

Select correct option:

The company

The Supplier

Competitor

Demographic

Question # 1 of 15 (Start time: 02:49:21 PM) Total Marks: 1

Polaroid is aiming its Cool Cam camera at teenagers. Which of the following options reflect Teenagers?

Select correct option:

Target audience

Segmentation

Target market

Focus group

Question # 2 of 15 (Start time: 02:50:50 PM) Total Marks: 1

A company division, a product line within a division, or sometimes a single product or brand refers to which one of the following concepts?

Select correct option:

A market

The BCG

An SBU

An initiator

Question # 3 of 15 (Start time: 02:51:55 PM) Total Marks: 1

The BCG growth-share matrix classifies which of the following four types of SBUs?

Select correct option:

Product; price; promotion; placement

Sales; market share; price; promotion

Stars; cash cows; question marks; dogs

Planning; organizing; leading; controlling

Question # 4 of 15 (Start time: 02:52:09 PM) Total Marks: 1

ABC Company is identifying and developing new markets for its current product. ABC Company is exploring possibilities for which of the following strategies?

Select correct option:

Product development

Market penetration

Diversification

Market development

Question # 5 of 15 (Start time: 02:52:43 PM) Total Marks: 1

What can be offered to a market to satisfy a need or want?

Select correct option:

Service

Customer value

Product

Quality

Question # 6 of 15 (Start time: 02:53:31 PM) Total Marks: 1

How many forces are in a Porter's model of competition?

Select correct option:

Three

Four

Five

Six

Question # 7 of 15 (Start time: 02:54:40 PM) Total Marks: 1

Which one of the following is not the component of micro environment?

Select correct option:

Suppliers

Competitors

Political

Intermediaries

Question # 8 of 15 (Start time: 02:55:09 PM) Total Marks: 1

If Proctor and Gamble, the makers of Ariel, need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which

method this study would be accomplished?

Select correct option:

Focus groups
Mail surveys
Personal interviews

Observation

Question # 9 of 15 (Start time: 02:56:35 PM) Total Marks: 1

Marketing strategies are developed on the basis of which of the following?

Select correct option:

Opportunities

Strength
Threats
Weakness

Question # 10 of 15 (Start time: 02:57:30 PM) Total Marks: 1

Which one of the following step is the first step of research?

Select correct option:

Defining the problem and research objectives

Developing the research plan
Implementing the research plan
Interpreting and reporting the findings

Question # 11 of 15 (Start time: 02:57:49 PM) Total Marks: 1

Publics--carry news, features, and editorial opinions refers to which of the following publics?

Select correct option:

Financial publics

Media publics

Government publics
Citizen-action publics

Question # 12 of 15 (Start time: 02:58:15 PM) Total Marks: 1

Which of the following environment includes laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society?

Select correct option:

Natural environment

Political environment

Societal environment
Cultural environment

Question # 13 of 15 (Start time: 02:58:54 PM) Total Marks: 1

Which public take developments into account on larger scale?

Select correct option:

Financial publics

Media publics
Government publics
Citizen-action publics

Question # 14 of 15 (Start time: 03:00:01 PM) Total Marks: 1

Observers have noted a shift from a "me-society" to a "we-society." Which of the following statement reflect this statement?

Select correct option:

People's views of themselves

People's views of others

People's views of organizations

People's views of society

Question # 15 of 15 (Start time: 03:00:27 PM) Total Marks: 1

All of the following options are the part of 4 Cs EXCEPT:

Select correct option:

Care

Choice

Community

Culture

Question # 1 of 15 (Start time: 03:41:44 PM) Total Marks: 1

The objective of which of the following research is to gather preliminary information that helps to better define problems and suggest hypotheses for their solution?

Select correct option:

Exploratory research

Descriptive research

Casual research

Observational research

Question # 2 of 15 (Start time: 03:42:21 PM) Total Marks: 1

Defining the problem and research objectives; developing the research plan; collecting information; analyzing the information; and presenting the findings, these are steps of which of the following steps?

Select correct option:

Marketing survey

Marketing intelligence

Marketing research

Marketing study

Question # 3 of 15 (Start time: 03:42:58 PM) Total Marks: 1

Identify the name of a vast public web of computer networks that connect users of all types all around the world to each other?

Select correct option:

Intranets

Extranets

Internet

Bytes

Question # 4 of 15 (Start time: 03:43:10 PM) Total Marks: 1

At least how many parties should be included in "Exchange"?

Select correct option:

Two

Three

Four

Five

Question # 5 of 15 (Start time: 03:43:23 PM) Total Marks: 1

Which one of the following SBUs is low-growth, high share businesses which generate a

lot of cash that the firm uses to pay its bills and support other SBUs that need investment.

Select correct option:

Stars

Cash cows

Question marks

Stars and cash cows

Question # 6 of 15 (Start time: 03:43:51 PM) Total Marks: 1

Which of the following concept best describes the situation when the product's cost is too

high and marketer looks for ways to bring it down?

Select correct option:

Selling concept

Product concept

Production concept

Marketing concept

Question # 7 of 15 (Start time: 03:44:18 PM) Total Marks: 1

Which one of the following model can be used to analyze the environment both for new and existing business?

Select correct option:

Chain model

The BCG model

Five forces model

Value chain model

Question # 8 of 15 (Start time: 03:45:26 PM) Total Marks: 1

Which of the following refers to "The art and science of choosing target markets and building profitable relationships"?

Select correct option:

Customer relationship management

Knowledge management

Total quality management

Marketing management

Question # 9 of 15 (Start time: 03:46:06 PM) Total Marks: 1

The BCG growth-share matrix evaluates SBUs on which of the following two dimensions?

Select correct option:

Market Share; Sales

Market growth rate; relative market share

Market attractiveness; market growth rate

Market growth rate; profits

Question # 10 of 15 (Start time: 03:47:09 PM) Total Marks: 1

Shortage of raw material is specific area of concern of which environmental factor?

Select correct option:

Political Environment

Cultural Environment

Natural Environmental

Technological Environment

Question # 11 of 15 (Start time: 03:48:30 PM) Total Marks: 1

People are willing to work for large organizations but expect them to become increasingly socially responsible. What does this statement show?

Select correct option:

People's views of the universe

People's views of nature

People's views of society

People's views of organization

Question # 12 of 15 (Start time: 03:49:32 PM) Total Marks: 1

Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?

Select correct option:

Pricing

Distribution

Product development

Promotion

Question # 13 of 15 (Start time: 03:50:49 PM) Total Marks: 1

Following are the elements of the marketing mix EXCEPT:

Select correct option:

Distribution

Product

Target market

Pricing

Question # 14 of 15 (Start time: 03:51:50 PM) Total Marks: 1

Winning a new customer is usually more costly than retaining an existing customer.

How

much time it is costly?

Select correct option:

5-10 times

10-15 times

15-20 times

20-25 times

Question # 15 of 15 (Start time: 03:52:22 PM) Total Marks: 1

Delivery of customer satisfaction at a profit is known as:

Select correct option:

Sales

Price

Marketing

Value

Question # 1 of 15 (Start time: 04:10:42 PM) Total Marks: 1

Building, keeping and growing profitable value-laden relationships with all customers of a company refers to which one of the following concept?

Select correct option:

Customer lifetime value

Customer perceived value

Customer relationship management

Societal marketing

Question # 2 of 15 (Start time: 04:12:01 PM) Total Marks: 1

Which one of the following is a first step of the marketing process?

Select correct option:

Selecting target markets

Analyzing marketing opportunities

Managing the marketing effort

Developing the marketing mix

Question # 3 of 15 (Start time: 04:12:53 PM) Total Marks: 1

Marketing plan is started from which one of the following component?

Select correct option:

Executive summary

Marketing strategy

Action programs

Opportunity analysis

Question # 4 of 15 (Start time: 04:13:39 PM) Total Marks: 1

Which form of data can usually be obtained more quickly and at a lower cost?

Select correct option:

Primary

Census

Secondary

Tertiary

Question # 5 of 15 (Start time: 04:14:49 PM) Total Marks: 1

Which one of the following concept states that consumers will favor products that offer the most quality, performance and features?

Select correct option:

Product concept

Selling concept

Marketing concept

Production concept

Question # 6 of 15 (Start time: 04:16:19 PM) Total Marks: 1

People are willing to work for large organizations but expect them to become increasingly socially responsible. What does this statement show?

Select correct option:

People's views of the universe

People's views of nature

People's views of society

People's views of organization

Question # 7 of 15 (Start time: 04:16:38 PM) Total Marks: 1

Advertising agencies are an example of which of the following marketing intermediaries?

Select correct option:

Insurance companies

Financial intermediary

Marketing services agency

Physical distribution firm

Question # 8 of 15 (Start time: 04:17:05 PM) Total Marks: 1

In the Boston Consulting Group approach, which one of the following measure provides a measure of market attractiveness

Select correct option:

Relative market share

BCG matrix

Business portfolio

Market growth rate

Question # 9 of 15 (Start time: 04:17:37 PM) Total Marks: 1

ABC Company is identifying and developing new markets for its current product. ABC Company is exploring possibilities for which of the following strategies?

Select correct option:

Product development

Market penetration

Diversification

Market development

Question # 10 of 15 (Start time: 04:18:00 PM) Total Marks: 1

Which public take developments into account on larger scale?

Select correct option:

Financial publics

Media publics

Government publics

Citizen-action publics

Question # 11 of 15 (Start time: 04:18:20 PM) Total Marks: 1

Gathering of primary data by asking questions from concern people about their knowledge, attitudes, preferences and buying behavior refers to which of the following research?

Select correct option:

Causal research

Observational research

Experimental research

Survey research

Question # 12 of 15 (Start time: 04:18:44 PM) Total Marks: 1

Which of the following set refers to the order of action in marketing control process?

Select correct option:

Measure performance – evaluate performance – corrective action – set goals

Corrective action – set goals - measure performance – evaluate performance

Set goals - Measure performance – evaluate performance - corrective action

Set goals - Measure performance – corrective action – evaluate performance

Question # 13 of 15 (Start time: 04:20:04 PM) Total Marks: 1

Ratio of new entrants in the industry refers to which one of the following option?

Select correct option:

Threat of new entrants

Bargaining power of buyers

Bargaining power of suppliers

Rivalry among competing firms

Question # 14 of 15 (Start time: 04:20:38 PM) Total Marks: 1

Buy goods and services for further processing or for use in their production process refers

to which of the following markets?

Select correct option:

Reseller markets

Government markets

International markets

Business markets

Question # 15 of 15 (Start time: 04:21:05 PM) Total Marks: 1

Which of the following is NOT a part of the macro-environment?

Select correct option:

Demographic forces

Natural forces

Competitors' forces

Political forces

Question # 1 of 15 (Start time: 05:43:58 PM) Total Marks: 1

Finance, research and development, purchasing and manufacturing are all activities of which element of the micro environment?

Select correct option:

The supplier

The Competitor

The company

The public

Question # 2 of 15 (Start time: 05:45:17 PM) Total Marks: 1

A company division, a product line within a division, or sometimes a single product or brand refers to which one of the following concepts?

Select correct option:

A market

The BCG

An SBU

An initiator

Question # 3 of 15 (Start time: 05:45:41 PM) Total Marks: 1

Which of the following is an intensive growth strategy of increasing sales in present markets with present products?

Select correct option:

Market development

Market penetration

Product development

Market saturation

Question # 4 of 15 (Start time: 05:47:00 PM) Total Marks: 1

Record system that provides current data on sales, costs, inventories, cash flows, accounts

receivable and payable refers to which of the following data?

Select correct option:

Internal data

External data

Secondary data

Primary data

Question # 5 of 15 (Start time: 05:47:54 PM) Total Marks: 1

Demography is the study of human population in term of

Select correct option:

Spending power

Buying power

Density

Natural resources

Question # 6 of 15 (Start time: 05:49:22 PM) Total Marks: 1

Which one of the following options represents the collection of businesses and products that make up a company

Select correct option:

Strategic business unit

Mission statement

Strategic plan

Business portfolio

Question # 7 of 15 (Start time: 05:49:45 PM) Total Marks: 1

A customer pays Rs.10,000/- and receives a Sony television set in return. What does this

example shows?

Select correct option:

Exchange

Transaction

Segment

Market

Question # 8 of 15 (Start time: 05:50:50 PM) Total Marks: 1

Which of the following planning is not the type of planning

Select correct option:

Strategic Planning

Tactical Planning

Production Planning

Operational Planning

Question # 9 of 15 (Start time: 05:51:43 PM) Total Marks: 1

Collecting, analyzing and interpretation of data refer to which of the following concepts?

Select correct option:

Marketing research

Marketing intelligence

Marketing information

Marketing knowledge

Question # 10 of 15 (Start time: 05:52:51 PM) Total Marks: 1

Mr. ABC examined his firm's recently completed market attractiveness-business position

model; he finds that the firm's biscuit unit is low on both dimensions. Which one of the

following strategies would this placement dictate?

Select correct option:

Invest

Harvest

Divest

Maintain

Question # 11 of 15 (Start time: 05:53:30 PM) Total Marks: 1

All departments must _____ if the firm wants to be successful.

Select correct option:

Think competitors

Think customers

Think research and development

None of all

Question # 12 of 15 (Start time: 05:54:39 PM) Total Marks: 1

Shortage of raw material is specific area of concern of which environmental factor?

Select correct option:

Political Environment

Cultural Environment

Natural Environmental

Technological Environment

Question # 13 of 15 (Start time: 05:54:56 PM) Total Marks: 1

Which one of the following is the first step of marketing research process?

Select correct option:

Define problem

Data analysis

Interpretation

Implementation

Question # 14 of 15 (Start time: 05:56:25 PM) Total Marks: 1

What does CRM deliver to customers for maintaining profitable customer relationships?

Select correct option:

Less expensive goods

Quality products

Superior customer value

Variety of products

Question # 15 of 15 (Start time: 05:57:16 PM) Total Marks: 1

Which one of the following scheme is TRUE regarding marketing research?

Select correct option:

Gathering data, analysis, interpretation

Analysis, gathering data, interpretation

Interpretation, gathering data, analysis

Interpretation, reporting, analysis

MGT301 - Principles of Marketing

Quiz # 1

Solved By Afaaq

Afaaq_tariq@yahoo.com

Start Date Apr 26, 2011 12:00 AM

End Date Apr 28, 2011 11:59 PM

Total Marks 15

Remember Me In Your Prayers

Best regard's

Muhammad Afaaq

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0346-5329264

If u like me than raise your hand with me

If not then raise ur standard

That's about me ... !

My Latest Quiz#1 Of MGT301 (Principles of marketing)

Semester Fall Spring 2011

Question # 1 of 15 (Start time: 01:59:10 PM) Total Marks: 1

**Which of the following environment involves natural resources that are
needed as inputs by marketers or that are affected by marketing activities?**

Select correct option:

Cultural environment

Natural environment

Political environment

Technological environment

Question # 2 of 15 (Start time: 02:00:11 PM) Total Marks: 1

Systematic and scientific approach of getting information refers to which of the following approaches?

Select correct option:

Marketing survey

Marketing intelligence

Marketing research

Marketing study

Question # 3 of 15 (Start time: 02:01:21 PM) Total Marks: 1

Which of the following planning is not the type of planning

Select correct option:

Strategic Planning

Tactical Planning

Production Planning

Operational Planning

Question # 4 of 15 (Start time: 02:02:26 PM) Total Marks: 1

Which of the following is NOT part of the microenvironment?

Select correct option:

Cultural forces

Financial intermediaries

Customer markets

Marketing channel firms

Question # 5 of 15 (Start time: 02:03:11 PM) Total Marks: 1

What is the purpose of intranets?

Select correct option:

Buying and selling processes

Business-to-business purchasing

Communication among employees

Maintaining customer relations

Question # 6 of 15 (Start time: 02:04:06 PM) Total Marks: 1

Political force is one of the forces of marketing macro environment. How marketers view political forces?

Select correct option:

Easily ignored

Easily influenced

Simple to recognize

Beyond their control

Question # 7 of 15 (Start time: 02:05:29 PM) Total Marks: 1

Building, keeping and growing profitable value-laden relationships with all customers of a company refers to which one of the following concept?

Select correct option:

Customer lifetime value

Customer perceived value

Customer relationship management

Societal marketing

Question # 8 of 15 (Start time: 02:06:45 PM) Total Marks: 1

A state of "felt deprivation" in human is called:

Select correct option:

Want

Demand

Value

Need

Question # 9 of 15 (Start time: 02:07:03 PM) Total Marks: 1

Which one of the following is a first step of the marketing process?

Select correct option:

Selecting target markets

Analyzing marketing opportunities

Managing the marketing effort

Developing the marketing mix

Question # 10 of 15 (Start time: 02:07:43 PM) Total Marks: 1

In the BCG approach, stars are high-share, high-growth businesses or products. They need heavy investment to finance rapid growth. When their growth slows down, they turn into which of the following?

Select correct option:

Dogs

Question marks

Cash cows

SBU

Question # 11 of 15 (Start time: 02:08:37 PM) Total Marks: 1

Which one of the following concept is the latest in a marketing philosophy?

Select correct option:

Societal marketing concept

Selling concept

Marketing concept

Production concept

Question # 12 of 15 (Start time: 02:09:48 PM) Total Marks: 1

The group lies in the shadow of the boomers and lack obvious characteristics

reflect which of the following options?

Select correct option:

Baby boomer

Generation-X

Generation-Y

Echo boomer

Question # 13 of 15 (Start time: 02:10:29 PM) Total Marks: 1

Walls ice cream runs advertisements featuring children, young and old people groups. What does this advertisement mean?

Select correct option:

Company is product oriented

Company has several target markets

Company considers only environmental factors

Company is market oriented

Question # 14 of 15 (Start time: 02:11:41 PM) Total Marks: 1

This systematic collection and analysis of publicly available information about competitors and developments in the marketing environment is very useful. What is it called?

Select correct option:

Marketing data

Marketing intelligence

Web Master

Secondary data

Question # 15 of 15 (Start time: 02:12:30 PM) Total Marks: 1

Publics--carry news, features, and editorial opinions refers to which of the following publics?

Select correct option:

Financial publics

Media publics

Government publics

Citizen-action publics

Question # 1 of 20 (Start time: 12:36:25 AM)

Total Marks: 1

Which of the following is a way in which a firm can respond to the price change by the competitor?



Select correct option:



Reduce price



CORRECT



Reduce the quality



Question # 2 of 20 (Start time: 12:37:06 AM)

Total Marks: 1

Which one of the following is an example of a convenience consumer product?

▶ Select correct option:



Petrol



CORRECT



A motorcycle



A bicycle



Athletic shoes



Question # 3 of 20 (Start time: 12:38:27 AM)

Total Marks: 1

Anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need refers to which one of the following concepts?

▶ Select correct option:



Product



CORRECT



Price



Place



Promotion



Question # 4 of 20 (Start time: 12:39:22 AM)

Total Marks: 1

Once a product prototype is developed, it is ready for. Which one of the following steps best describe this statement of the new product development?

 **Select correct option:**

- ☒ Commercialization
- ☐ Idea screening
- ☐ Concept development
- ☐ Test marketing

CORRECT

Question # 5 of 20 (Start time: 12:40:41 AM)

Total Marks: 1

ABC Company is identifying and developing new markets for its current product. ABC Company is exploring possibilities for which of the following strategies?

 **Select correct option:**

- ☐ Product development
- ☐ Market penetration
- ☐ Diversification
- ☐ Market development


CORRECT

Question # 6 of 20 (Start time: 12:42:02 AM)

Total Marks: 1

Three common techniques sales managers use to boost sales force morale that include the organizational climate, sales quotas and which one of the following is the third technique?

 **Select correct option:**

☐ Positive incentives  CORRECT

☐ Positive thinking

☐ Positive recognition


☐ Positive feedback

Question # 7 of 20 (Start time: 12:43:15 AM)

Total Marks: 1

When the requirements associated with a new-task purchase are changed the second or third time, this is called which of the following purchase?

 Select correct option:

☐ Modified rebuy purchase  CORRECT

☐ Contractual purchase

☐ Straight rebuy purchase

☐ Negotiated rebuy purchase

Question # 8 of 20 (Start time: 12:44:30 AM)

Total Marks: 1

Political force is one of the forces of marketing macro environment. How marketers view political forces?

 Select correct option:

☐ Easily ignored

☐ Easily influenced

☐ ☐ ☐

☐ Simple to recognize

☐ ☐ ☐

☐ Beyond their control

☐ ☐ ☐

CORRECT

Question # 9 of 20 (Start time: 12:45:52 AM)

Total Marks: 1

A well designed marketing information system (MIS) begins and ends with which of the following?

 Select correct option:

☐ User

☐ ☐ ☐

CORRECT

☐ Vendor

☐ ☐ ☐

☐ Company

☐ ☐ ☐

☐ Competitors

☐ ☐ ☐

Question # 10 of 20 (Start time: 12:46:15 AM)

Total Marks: 1

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

 Select correct option:

☐ Group

☐ ☐ ☐

☐ Sample

☐ ☐ ☐

CORRECT



Target group



Audience



Question # 11 of 20 (Start time: 12:47:02 AM)

Total Marks: 1

Gathering secondary information is one of the steps of developing the research plan. What does the meaning of secondary information in marketing research?

▶ Select correct option:



That already exists somewhere in an organized form



That does not currently exist in an organized form



That already exists somewhere, having been collected



CORRECT



That the researcher can obtain through surveys and



Question # 12 of 20 (Start time: 12:48:22 AM)

Total Marks: 1

Which one of the following affects both demographic and psychological factors?

▶ Select correct option:



Quantity discounts



CORRECT



Price elasticity



Quality discounts





Mark-up pricing

13 of 20 (Start time: 12:49:49 AM)

Total Marks: 1

What is the first step in target-cost pricing?



Select correct option:



Determine budget limitations



Forecast sales



Predict competitive reaction



Define the market segment

CORRECT

Question # 14 of 20 (Start time: 12:50:44 AM)

Total Marks: 1

Marketing manager wants to improve the packaging of new products after reading customer responses to its customer opinion poll. Which one of the following is NOT a function of packaging?



Select correct option:



It contains and protects the product



It contains the brand mark



It determines product quality

CORRECT



It may contain the brand symbol

15 of 20 (Start time: 12:51:56 AM)

Total Marks: 1

Which of the following is NOT an internal factor while setting the price of a new product?

▶ Select correct option:

- ☐ Marketing Strategy
- ☐ Objectives
- ☐ Marketing Mix
- ☐ None of the above

CORRECT

Question # 16 of 20 (Start time: 12:53:12 AM)

Total Marks: 1

Network television advertising is very expensive. The media planner looks both at the total cost of using a medium and at which of the following cost?

▶ Select correct option:

- ☐ Cost per exposure
- ☐ Cost of premium offers
- ☐ Cost of the magazine it is using
- ☐ Opportunity cost

CORRECT

Question # 17 of 20 (Start time: 12:54:38 AM)

Total Marks: 1

In which of the following cases a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes?

▶ Select correct option:



Line extensions



CORRECT



Product mix



Interactive marketing



Service intangibility



Question # 18 of 20 (Start time: 12:55:56 AM)

Total Marks: 1

If Proctor and Gamble, the makers of Ariel, need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which method this study would be accomplished?

▶ Select correct option:



Focus groups



Mail surveys



Personal interviews



Observation



CORRECT

Question # 19 of 20 (Start time: 12:56:56 AM)

Total Marks: 1

A manufacturer spends a large amount of money on research and development leading to the introduction of a product that is likely to present the firm with a breakthrough opportunity. The manufacturer prices the product with the goal of achieving a 20 percent return on its investment. Which of the following types of pricing objectives is the company using?

▶ Select correct option:

☐ Target return

☐ Profit maximization

☐ Nonprice competition

☐ Meeting competition

CORRECT

Question # 20 of 20 (Start time: 12:58:23 AM)

Total Marks: 1

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

▶ Select correct option:

☐ Marketing strategy

☐ Marketing mix

☐ Market offering

☐ Marketing plan

CORRECT

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MGT301 Online Quiz#4...Lecture#1 to 37...MCQs...Solved.....

1. Sampling requires the answer to three questions. Which of the following is an inappropriate one?

Select correct option:

Who is to be sampled (what sampling unit)?

How many people should be surveyed (what sample size)?

Why should they be sampled (justification)?

How should the people be chosen (what sampling method)?

2. What is the initial stage in the development of an advertising campaign?

Select correct option:

Setting the budget for advertising

Identifying and analyzing the target audience

Defining the advertising objectives

Creating the advertising platform

3. In creating research questionnaires, which of the following is good advice for research specialist to follow?

Select correct option:

Use care in the wording and ordering of questions

Questions do not have to be arranged in a logical order

Ask personal questions in the middle of the instrument

Avoid eye contact as it may confuse the respondents

4. Order processing, inventory management, materials handling, warehousing, and transportation fall under which of the following activities?

Select correct option:

Wholesaling

Retailing

Physical distribution

Channel management

5. Which of the human wants are backed by buying power?

Select correct option:

Needs

Wants

Demands

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Exchange

6. A firm has decided to localize its products and services to meet local market demands. Which one of the following approaches is a good approach for this segmentation?

Select correct option:

Geographic

Demographic

Psychographics

Behavioral

7. Publics including workers, managers, volunteers and the board of directors show which of the following publics?

Select correct option:

Citizen-action publics

Local publics

General publics

Internal Publics

8. Which one of the following option is NOT research instrument for data collection?

Select correct option:

Experiment

Observation

Questionnaire

Information

9. Selecting the right competitive advantage is part of which one of the following concepts?

Select correct option:

Target marketing

Market Positioning

Market segmentation

Undifferentiated Marketing

10. Drawing conclusion from research after analysis of collected data called:

Select correct option:

Gathering

Collection

Interpretation

Survey

11. In relation to a product launch strategy, a company engaged in high levels of promotion at the same time as selling at a high price is following which one of the strategy?

Select correct option:

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Slow penetration strategy

Rapid penetration strategy

Rapid skimming strategy

Slow skimming strategy

12. Which of the following number refers to the Universal marketing functions?

Select correct option:

Seven

Eight

Nine

Ten

13. Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering which of the following information?

Select correct option:

Personal

Attitude

Descriptive

Exploratory

14. Mr. ABC and his staff have decided to use target marketing to reach their sales goals. Which are their three steps (in order) to target marketing?

Select correct option:

Market segmentation, market positioning, and target marketing

Market segmentation, target marketing, and market positioning

Market alignment, market segmentation, and market positioning

Market recognition, market preference, and market insistence

15. Mr. A retains complete ownership of all members of its distribution channel. Mr. A channel would be best described as which of the following VMS?

Select correct option:

Corporate

Contractual

Conventional

Administered

16. Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?

Select correct option:

Belief

Culture

Personality

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Self-awareness

17. Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified as which one of the following products?

Select correct option:

Shopping

Convenience

Industrial
Unsought

18. How many stages involved in the consumer adoption process?

Select correct option:

Six
Seven
Three

Five

19. Through which process individuals and groups obtain what they need and want by creating and exchanging products and value with others?

Select correct option:

Production process

Marketing process

Managerial process

Accounting process

20. Marketing strategies are developed on the basis of which of the following?

Select correct option:

Opportunities
Strength
Threats
Weakness

21. To reduce inventory management costs, many companies use a system where they carry only small inventories of parts or merchandise, often only enough for a few days of operation refers to which of the following concepts?

Select correct option:

Just-in-time logistics

Limited inventory logistics

Economic order quantity

Supply chain management

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22. Companies manage their supply chains through which of the following?

Select correct option:

Skilled operators

Information

Internet

Competitors

23. Which of the following is a way in which a firm can respond to the price change by the competitor?

Select correct option:

Reduce price

Reduce the quality

24. In which of the following methods of data collection consumers read questions from a

computer screen and respond?

Select correct option:

Personal interviewing

Computer interviewing

Telephone interviewing

Mail questionnaires

25. Which of the following SBUs are not the types of SBU

Select correct option:

Stars

Cash Cows

Cats

Dogs

26. The long-run ultimate effectiveness of promotion is determined by the degree to which one of the following statements?

Select correct option:

The target market is informed about the product.

Consumers agree with the promotional message.

The total market is educated about the product's uses.

It moves buyers closer to adopting a product.

27. The strategic marketing process is how an organization allocates its marketing mix

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resources to reach its:

Select correct option:

Stated business ideas

Target markets

Competition

Area of expertise

28. ABC Company launched new mobile phone and tested it in current market. XYZ

Company is considering which of the following strategies?

Select correct option:

Product development

Market development

Diversification

Market penetration

29. Which one of the following represents large growing kid and teen market?

Select correct option:

Baby boomers

Generation-X

Generation-Y

Echo boomers

30. According to Philip Kotler how many marketing management philosophies are there?

Select correct option:

Three

Four

Five

Six

31. Sales usually start to decline at which one of the following stages of the product life cycle?

Select correct option:

At the beginning of the termination stage

At the end of the growth stage

At the beginning of the decline stage

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During the maturity stage

32. All of the following are the forces of company's micro environment EXCEPT:

Select correct option:

The company

The Supplier

Competitor

Demographic

33. Which of the following number refers to the Universal marketing functions?

Select correct option:

Seven

Eight

Nine

Ten

34. What would happen if marketers failed to keep up with technological changes?

Select correct option:

They would miss new product opportunities

Their competitors would corner the market

Their products would lose their market value

They would find their products outdated

35. Selecting the right competitive advantage is part of which one of the following concepts?

Select correct option:

Target marketing

Market Positioning

Market segmentation

Undifferentiated Marketing

36. When Kodak sets the general price range of its cameras low and its related film high, it is practicing which one of the following pricing?

Select correct option:

Market-penetration pricing

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Market-skimming pricing

Product line pricing

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Captive-product pricing

37. Publics--carry news, features, and editorial opinions refer to which of the following publics?

Select correct option:

Financial publics

Media publics

Government publics

Citizen-action publics

38. What does the meaning of the physical arrangement of the illustration, headline, subhead line, body copy and the signature?

Select correct option:

Copy

Art design

Layout

Storyboard

39. Gillette was the first marketer of disposable razors to offer a product specifically designed for men. This is an example of segmentation using which of the following variables?

Select correct option:

Demographic

Psychographic

Geographic

Product use

40. At the very least, which of the following identifies the product or brand that might also describe several things about the product?

Select correct option:

Label

Style

Package

Brand

Question # 4 of 20 (Start time: 02:08:06 PM) Total Marks: 1

“Outside-in” perspective focus on which of following philosophies?

Select correct option:

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Product

Satisfaction

Sales

Promotion

Question # 5 of 20 (Start time: 02:09:10 PM) Total Marks: 1

Which one of the following stage of the product life cycle generates most sales revenue for the firm?

Select correct option:

Introduction

Growth

Maturity

Decline

Question # 6 of 20 (Start time: 02:09:47 PM) Total Marks: 1

All of the following are the forces of company's micro environment EXCEPT:

Select correct option:

The company

The Supplier

Competitor

Demographic

Question # 7 of 20 (Start time: 02:10:08 PM) Total Marks: 1

What is the basic objective of organization?

Select correct option:

Making a Profit

Marketing the product

satisfying the customers

Maintaining relationship with the customers

Question # 8 of 20 (Start time: 02:11:18 PM) Total Marks: 1

Which of the following is NOT part of the microenvironment?

Select correct option:

Cultural forces

Financial intermediaries

Customer markets

Marketing channel firms

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Question # 9 of 20 (Start time: 02:11:52 PM) Total Marks: 1

Which of the following is NOT a form of direct marketing?

Select correct option:

Personal selling

Advertising

Telephone marketing
Direct-mail marketing

Question # 10 of 20 (Start time: 02:12:38 PM) Total Marks: 1

A state of "felt deprivation" in human is called:

Select correct option:

Want
Demand
Value

Need

Question # 11 of 20 (Start time: 02:13:13 PM) Total Marks: 1

When a firm sets out to analyze, plan, implement, and control sales force activities through sales force management. What does it set and design?

Select correct option:

Sales territories

Sales force strategies

Team selling efforts
Promotional objectives

Question # 12 of 20 (Start time: 02:13:32 PM) Total Marks: 1

There are major steps in media selection. Which is NOT one of these steps?

Select correct option:

Deciding on reach, frequency, and impact
Choosing among major media types
Selecting specific media vehicles

Deciding on format elements

Question # 13 of 20 (Start time: 02:14:19 PM) Total Marks: 1

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Which one of the following attributes may grab attention and produce pleasing aesthetics, but it does not necessarily make the product perform better?

Select correct option:

Design
Style
Variable
Packaging

Question # 14 of 20 (Start time: 02:14:55 PM) Total Marks: 1

In contrast to vending machines which dispense only products, there are other systems that dispense information and take orders without direct human aid. This system refers to which one of the following options?

Select correct option:

Kiosks

TV monitors
The internet
Cell phones

Question # 15 of 20 (Start time: 02:15:32 PM) Total Marks: 1

"Value pricing" means setting a fair price for a marketing mix that gives the target market superior customer value.

Select correct option:

True

False

Question # 16 of 20 (Start time: 02:16:05 PM) Total Marks: 1

People vary in their emphasis on serving themselves versus serving others reflects which of the following views?

Select correct option:

People's views of themselves

People's views of others

People's views of organizations

People's views of societies

Question # 17 of 20 (Start time: 02:16:39 PM) Total Marks: 1

Mr. ABC and his staff have decided to use target marketing to reach their sales goals.

Which are their three steps (in order) to target marketing?

Select correct option:

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Market segmentation, market positioning, and target marketing

Market segmentation, target marketing, and market positioning

Market alignment, market segmentation, and market positioning

Market recognition, market preference, and market insistence

A customer pays Rs.10,000/- and receives a Sony television set in return. What does this example shows?

Select correct option:

Exchange

Transaction

Question # 19 of 20 (Start time: 02:18:19 PM) Total Marks: 1

People change the goods and services they buy over time because of two important factors. Which one of the following sets reflects these factors?

Select correct option:

Belief and attitude

Perception and personality

Age and life-cycle stage

Family and tradition

Question # 20 of 20 (Start time: 02:19:02 PM) Total Marks: 1

A network of networks that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services. Which one of the following networks represents it?

Select correct option:

LAN

Intranets

Extranet

Internet

Question # 1 of 20 (Start time: 10:43:01 PM) Total Marks: 1

Public that influence the company's ability to obtain funds reflects which of the following publics?

Select correct option:

Financial publics

Media publics

Government publics

Citizen-action publics

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Question # 2 of 20 (Start time: 10:44:09 PM) Total Marks: 1

"Provide more quality products and services without variation in the quality" refers to which of the following marketing functions?

Select correct option:

Standardizing and grading

Transporting

Storing

Selling

Question # 3 of 20 (Start time: 10:44:30 PM) Total Marks: 1

The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in which of the following behavior?

Select correct option:

Dissonance-Reducing Buying Behavior

Habitual buying behavior

Post purchase behavior

Variety-seeking buying behavior

Question # 4 of 20 (Start time: 10:45:00 PM) Total Marks: 1

The price quoted before any discount or reduction refers which one of the following price?

Select correct option:

Barter price

Transaction price

Market price

List price

Question # 5 of 20 (Start time: 10:45:41 PM) Total Marks: 1

The cost of advertising for most products is especially high during which of the following period?

Select correct option:

Peak seasons

The summer months

Prime-time programs

Late-night programming

Quiz Start Time: 10:42 PM

Time Left 88

sec(s)

Question # 6 of 20 (Start time: 10:46:30 PM) Total Marks: 1

Which of the following is not the type of retailers?

Select correct option:

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Self-service retailers

Limited service retailers

Half service retailers

Full service retailers

Question # 7 of 20 (Start time: 10:46:54 PM) Total Marks: 1

Mr. A retains complete ownership of all members of its distribution channel. Mr. A channel would be best described as which of the following VMS?

Select correct option:

Corporate

Contractual

Conventional

Administered

Question # 8 of 20 (Start time: 10:47:18 PM) Total Marks: 1

If a company raises its price per unit, but keeps total fixed cost and variable cost per unit the same, the break-even point will be lower.

Select correct option:

True

False

Question # 9 of 20 (Start time: 10:47:49 PM) Total Marks: 1

Through vehicle the coded message is transmitted from the source to the receiver. Which one of the following vehicle is used for this purpose?

Select correct option:

Decoder

Encoder

Relay channel

Media

Question # 10 of 20 (Start time: 10:48:27 PM) Total Marks: 1

Displays, discounts, coupons and demonstrations are examples of which one of the following promotion mix?

Select correct option:

Sales promotion

Direct marketing

Public relations

Advertising

Question # 11 of 20 (Start time: 10:48:46 PM) Total Marks: 1

Which one of the following is not the component of micro environment?

Select correct option:

Suppliers

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Competitors

Political

Intermediaries

Question # 12 of 20 (Start time: 10:49:11 PM) Total Marks: 1

Which of the following advertising becomes more important to build selective demand as competition increases?

Select correct option:

Persuasive advertising

Informative advertising

Patronage advertising

Reminder-oriented advertising

Question # 13 of 20 (Start time: 10:49:32 PM) Total Marks: 1

“How are you telling consumers in your target group about your product” This question belongs to which marketing concept?

Select correct option:

Product

Price

Place

Promotion

Question # 14 of 20 (Start time: 10:50:25 PM) Total Marks: 1

Which one of the following is the major direct-marketing communications tool in today's business world?

Select correct option:

Television marketing

Kiosk marketing

Telephone marketing

Catalog marketing

Question # 15 of 20 (Start time: 10:50:52 PM) Total Marks: 1

In contrast to vending machines which dispense only products, there are other systems that dispense information and take orders without direct human aid. This system refers to which one of the following options?

Select correct option:

Kiosks

TV monitors

The internet

Cell phones

Question # 16 of 20 (Start time: 10:51:12 PM) Total Marks: 1

You purchase cleaning supplies for your custodial help regularly. It is showing which

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buying situation?

Select correct option:

Modified rebuy

Straight rebuy

Consumer buy

Modified straight rebuy

Question # 17 of 20 (Start time: 10:51:40 PM) Total Marks: 1

Low consumer involvement in purchase and little significant brand difference comes in which type of buying behavior.

Select correct option:

Complex buying behavior

Dissonance-reducing buying behavior

Habitual buying behavior

Variety-seeking buying behavior

Question # 18 of 20 (Start time: 10:52:04 PM) Total Marks: 1

Customers buy from stores and firms that offer the highest _____.

Select correct option:

Value for the dollar

Customer perceived value

Level of customer satisfaction

Company image

Question # 19 of 20 (Start time: 10:52:40 PM) Total Marks: 1

Once a product prototype is developed, it is ready for. Which one of the following steps best describe this statement of the new product development?

Select correct option:

Commercialization

Idea screening

Concept development

Test marketing

Question # 20 of 20 (Start time: 10:53:19 PM) Total Marks: 1

Marketing information from which of the following databases can be accessed more quickly and cheaply

Select correct option:

External

Internal & External

Internal

Representatives

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Question # 2 of 20 (Start time: 10:03:39 PM) Total Marks: 1

Which one of the following categories refers to a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges?

Select correct option:

Product line

Line extension

Private brand

Product bandwidth

Question # 3 of 20 (Start time: 10:04:33 PM) Total Marks: 1

Environmental groups are one kind of which of the following publics?

Select correct option:

Citizen-action publics

Media publics

Government publics

Local publics

Question # 4 of 20 (Start time: 10:05:05 PM) Total Marks: 1

Which one of the following is NOT an ethical pricing issue?

Select correct option:

Product dumping

Predatory pricing

Price fixing

Slow Skimming

Products that are used directly in the production of a final product but are not easily identifiable are categorized as which one of the following?

Select correct option:

Component parts

Consumable supplies

Assembly components

Process materials

Question # 6 of 20 (Start time: 10:06:58 PM) Total Marks: 1

In which of the following stage marketer provides quality product and services without variation in quality?

Select correct option:

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Storing

Selling

Standardizing and grading

Risk Taking

Question # 7 of 20 (Start time: 10:07:58 PM) Total Marks: 1

Following are the variables for the segmentation of International markets EXCEPT:

Select correct option:

Geographical location

Economic factors

Cultural factors

Psychological factors

Question # 8 of 20 (Start time: 10:09:13 PM) Total Marks: 1

A company division, a product line within a division, or sometimes a single product or brand refers to which one of the following concepts?

Select correct option:

A market

The BCG

An SBU

An initiator

Question # 9 of 20 (Start time: 10:09:57 PM) Total Marks: 1

Distribution channel decisions often involve ____ with other firms.

Select correct option:

Short-term commitments

Long-term commitments

Major problems

Financial losses

Question # 10 of 20 (Start time: 10:10:45 PM) Total Marks: 1

If a company's customers are concentrated in a small geographic area and the company sells technical products, which promotion method will it most likely use?

Select correct option:

Advertising

Publicity

Personal selling

Sales promotion

Question # 11 of 20 (Start time: 10:11:30 PM) Total Marks: 1

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Which method of research can be used to obtain information if people are unwilling or unable to provide?

Select correct option:

Observation

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Focus groups
Personal interviews
Questionnaires

Question # 12 of 20 (Start time: 10:12:05 PM) Total Marks: 1

Publics--carry news, features, and editorial opinions refers to which of the following publics?

Select correct option:

Financial publics

Media publics

Government publics

Citizen-action publics

Question # 13 of 20 (Start time: 10:12:37 PM) Total Marks: 1

The search for new-product ideas should be ____ rather than haphazard.

Select correct option:

Consistent

Systematic

Continual

Seldom

Question # 14 of 20 (Start time: 10:13:41 PM) Total Marks: 1

Which of the following is "something of value" that might be offered to FINAL CONSUMERS as part of the "price equation"?

Select correct option:

Sufficient margin to allow for profit

Promotion aimed at customers

Price-level guarantees

Repair facilities

Question # 15 of 20 (Start time: 10:14:35 PM) Total Marks: 1

Mr. ABC and his staff have decided to use target marketing to reach their sales goals.

Which are their three steps (in order) to target marketing?

Select correct option:

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Market segmentation, market positioning, and target marketing

Market segmentation, target marketing, and market positioning

Market alignment, market segmentation, and market positioning

Market recognition, market preference, and market insistence

Question # 16 of 20 (Start time: 10:15:01 PM) Total Marks: 1

The group lies in the shadow of the boomers and lack obvious characteristics reflect which of the following options?

Select correct option:

Baby boomer

Generation-X

Generation-Y

Echo boomer

Question # 17 of 20 (Start time: 10:15:48 PM) Total Marks: 1

Estimates of new product failure rates range from _____, depending on the industry.

Select correct option:

33% to 90%

7% to 12%

5% to 33%

10% to 65%

Question # 18 of 20 (Start time: 10:16:54 PM) Total Marks: 1

Quantity discounts are a legal form of price discrimination. A quantity discount is a price reduction to buyers who purchase ____.

Select correct option:

Frequently

Large volumes

Inferior merchandise

Superior merchandise

Question # 19 of 20 (Start time: 10:17:32 PM) Total Marks: 1

Low consumer involvement in purchase and little significant brand difference comes in which type of buying behavior.

Select correct option:

Complex buying behavior

Dissonance-reducing buying behavior

Habitual buying behavior

Variety-seeking buying behavior

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Question # 20 of 20 (Start time: 10:18:31 PM) Total Marks: 1

Marketing manager wants to improve the packaging of new products after reading customer responses to its customer opinion poll. Which one of the following is NOT a function of packaging?

Select correct option:

It contains and protects the product

It contains the brand mark

It determines product quality

It may contain the brand symbol

Question # 1 of 20 (Start time: 11:32:30 PM) Total Marks: 1

Orders can be submitted by which of the following ways:

Select correct option:

By mail or telephone

Through salespeople

Via computer

All of the given options

Question # 2 of 20 (Start time: 11:33:09 PM) Total Marks: 1

In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

Select correct option:

Base-point pricing

Freight absorption pricing

Transfer pricing

Zone pricing

Question # 3 of 20 (Start time: 11:33:38 PM) Total Marks: 1

Which of the following is most likely to stimulate customer loyalty?

Select correct option:

Coupons

Frequent-user incentives

Samples

Premiums

Question # 4 of 20 (Start time: 11:34:49 PM) Total Marks: 1

When the aim of the promotion, while introducing a new consumer product, is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?

Select correct option:

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Advertising

Sales promotion

Personal selling

Publicity

Question # 5 of 20 (Start time: 11:35:21 PM) Total Marks: 1

Which one of the following is NOT base for marketing segmentation?

Select correct option:

Consumer markets

Industrial markets

Business markets

International markets

Question # 6 of 20 (Start time: 11:36:46 PM) Total Marks: 1

A sales representative from a software company shows an accounting firm that a new software package can perform bookkeeping tasks that the firm's present package cannot. The accounting firm is most likely in which stage of the organizational buying decision process?

Select correct option:

Problem recognition

Product specification

Product selection

Product purchase

Question # 7 of 20 (Start time: 11:38:14 PM) Total Marks: 1

A situation where potential suppliers quote a confidential price to the buyer refers to which one of the following options?

Select correct option:

Price fixing

Competitive bidding

Rapid penetration

Slow skimming

Question # 8 of 20 (Start time: 11:39:42 PM) Total Marks: 1

Which one of the following statement is not include in marketing process

Select correct option:

Analyzing marketing opportunities

Selecting target market

Company's mission statement

Developing marketing mix

Question # 9 of 20 (Start time: 11:41:05 PM) Total Marks: 1

Which of the following planning is not the type of planning

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Select correct option:

Strategic Planning

Tactical Planning

Production Planning

Operational Planning

Question # 10 of 20 (Start time: 11:41:30 PM) Total Marks: 1

A local firm wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies?

Select correct option:

Making money is our business

The customer is always right

Keep prices low

Focus on today

Question # 11 of 20 (Start time: 11:41:57 PM) Total Marks: 1

Horizontal conflict occurs among firms at the _____ level of the channel

Select correct option:

Same

Different

Question # 12 of 20 (Start time: 11:42:39 PM) Total Marks: 1

Technical personnel who help in developing the specifications and evaluate alternative products for possible use refers to which of the following?

Select correct option:

Users

Influencers

Buyers

Deciders

Question # 13 of 20 (Start time: 11:43:27 PM) Total Marks: 1

Which one of the following is the first step in the new product development?

Select correct option:

Idea screening

Concept development

Idea generation

Concept testing

Question # 14 of 20 (Start time: 11:43:53 PM) Total Marks: 1

Drawing conclusion from research after analysis of collected data called:

Select correct option:

Gathering

Collection

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Interpretation

Survey

Question # 15 of 20 (Start time: 11:44:30 PM) Total Marks: 1

Marketers know that a price drop will not increase demand appreciably in case of elastic demand.

Select correct option:

True

False

Which one of the following can be estimated from historical data or from price/quantity data across sales districts?

Select correct option:

Price elasticity

Features/benefits

Price/quantity

Pricing patterns

Question # 17 of 20 (Start time: 11:46:19 PM) Total Marks: 1

Setting low prices to encourage initial product trial and to generate sales growth reflects which one of the following pricing method?

Select correct option:

Penetration pricing

Skimming pricing

Competition-Based Pricing

Cost-Based Pricing

Question # 18 of 20 (Start time: 11:46:44 PM) Total Marks: 1

Which of the following statements about how product considerations affect pricing is true?

Select correct option:

A retailer should use the same techniques for pricing a designer swimsuit as it used to price a pair of sunglasses.

The homogeneity of consumer products strongly affects pricing decisions.

The same strategy would be used for pricing a new device for checking a baby's temperature and cloth diapers.

A skimming policy is appropriate early in the product life cycle when demand is price inelastic.

Question # 19 of 20 (Start time: 11:48:13 PM) Total Marks: 1

Customers buy from stores and firms that offer the highest _____.

Select correct option:

Value for the dollar

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Customer perceived value

Level of customer satisfaction

Company image

Question # 20 of 20 (Start time: 11:48:44 PM) Total Marks: 1

Which of the following traits should salespeople have?

Select correct option:

Honesty

Patience

Responsiveness

All of the given options

What would happen if marketers failed to keep up with technological changes?

Select correct option:

They would miss new product opportunities

Their competitors would corner the market

Their products would lose their market value

They would find their products outdated

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

Group

Sample

Target group

Audience

In which strategy company spend a lot on advertising and consumer promotion to build up consumer demand, if successful then consumer will ask their retailers for the product, the retailer will ask the wholesalers and wholesalers will ask the producers.

Pull strategy

Operational strategy

Push strategy

Positioning strategy

Delivery of customer satisfaction at a profit is known as:

Select correct option:

Sales

Price

Marketing

Value

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McDonald's uses a segmentation strategy for its sandwiches based on characteristics such as age, gender and income. It is using which group of segmentation variables?

Geographic factors

Psychographic factors

Behavioral factors

Demographic factors

A _____ combines successive stages of production and distribution under single ownership.

Contractual VMS

Corporate VMS

Administered VMS

Franchise organization

One of the following is a part of 4 C's?

Consumer

Company

Which one of the following is the function of a channel of distribution?

Direct the flow of products from producer to consumer

Link producer to other marketing intermediaries

Takes title to product and resells them

Manages transportation and warehousing functions

A sales representative from a software company shows an accounting firm that a new software package can perform bookkeeping tasks that the firm's present package cannot.

The accounting firm is most likely in which stage of the organizational buying decision process?

Select correct option:

Problem recognition

Product specification

Product selection

Product purchase

Companies begin their marketing with one targeted segment and then expand into other segments refers to which of the following concepts?

Concentrated

Multi segment

Total market

Target marketing

Each culture contains smaller _____, or groups of people with shared value systems

based on common life experiences and situations.

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Motives

Attitudes

Cognitive dissonances

Subcultures

If the competitor's price cut harm the company's sales and profit then what should your company do:

Hold the current price

Increase the price

Decrease the price

Either increase or decrease the price

Anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need refers to which one of the following concepts?

Product

Price

Place

Promotion

If a company raises its price per unit, but keeps total fixed cost and variable cost per unit the same, the break-even point will be lower.

True

False

Gillette was the first marketer of disposable razors to offer a product specifically designed for men. This is an example of segmentation using which of the following variables?

Geographic

Psychographic

Behavioral

Demographic

At least how many parties should be included in "Exchange"?

Two

Three

Four

Five

Question # 1 of 20 (Start time: 12:36:25 AM) Total Marks: 1

Which of the following is a way in which a firm can respond to the price change by the competitor?

Select correct option:

Reduce price

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Reduce the quality

Question # 2 of 20 (Start time: 12:37:06 AM) Total Marks: 1

Which one of the following is an example of a convenience consumer product?

Select correct option:

Petrol

A motorcycle

A bicycle

Athletic shoes

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Question # 3 of 20 (Start time: 12:38:27 AM) Total Marks: 1

Anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need refers to which one of the following concepts?

Select correct option:

Product

Price

Place

Promotion

Question # 4 of 20 (Start time: 12:39:22 AM) Total Marks: 1

Once a product prototype is developed, it is ready for. Which one of the following steps best describe this statement of the new product development?

Select correct option:

Commercialization

Idea screening

Concept development

Test marketing

Question # 5 of 20 (Start time: 12:40:41 AM) Total Marks: 1

ABC Company is identifying and developing new markets for its current product. ABC Company is exploring possibilities for which of the following strategies?

Select correct option:

Product development

Market penetration

Market development

Diversification

Question # 6 of 20 (Start time: 12:42:02 AM) Total Marks: 1

Three common techniques sales managers use to boost sales force morale that include the organizational climate, sales quotas and which one of the following is the third technique?

Select correct option:

Positive incentive Page#189

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Positive thinking

Positive recognition

Positive feedback

Question # 7 of 20 (Start time: 12:43:15 AM) Total Marks: 1

When the requirements associated with a new-task purchase are changed the second or third time, this is called which of the following purchase?

Modified rebuy purchase

Contractual purchase

Straight rebuy purchase

Negotiated rebuy purchase

Question # 8 of 20 (Start time: 12:44:30 AM) Total Marks: 1

Political force is one of the forces of marketing macro environment. How marketers view political forces?

Select correct option:

Easily ignored

Easily influenced

Simple to recognize

Beyond their control

Question # 9 of 20 (Start time: 12:45:52 AM) Total Marks: 1

A well designed marketing information system (MIS) begins and ends with which of the following?

Select correct option:

User

Vendor

Company

Competitors

Question # 10 of 20 (Start time: 12:46:15 AM) Total Marks: 1

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

Select correct option:

Group

Sample

Target group

Audience

Question # 11 of 20 (Start time: 12:47:02 AM) Total Marks: 1

Gathering secondary information is one of the steps of developing the research plan.

What does the meaning of secondary information in marketing research?

Select correct option:

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That already exists somewhere in an organized form

That does not currently exist in an organized form

That already exists somewhere, having been collected for another purpose

That the researcher can obtain through surveys and observation

Question # 12 of 20 (Start time: 12:48:22 AM) Total Marks: 1

Which one of the following affects both demographic and psychological factors?

Select correct option:

Quantity discounts

Price elasticity

Quality discounts

Mark-up pricing

Question # 13 of 20 (Start time: 12:49:49 AM) Total Marks: 1

What is the first step in target-cost pricing?

Select correct option:

Determine budget limitations

Forecast sales

Predict competitive reaction

Define the market segment

Question # 14 of 20 (Start time: 12:50:44 AM) Total Marks: 1

Marketing manager wants to improve the packaging of new products after reading customer responses to its customer opinion poll. Which one of the following is NOT a function of packaging?

Select correct option:

It contains and protects the product

It contains the brand mark

It determines product quality

It may contain the brand symbol

Question# 15 of 20 (Start time: 12:51:56 AM) Total Marks: 1

Which of the following is NOT an internal factor while setting the price of a new product?

Select correct option:

Marketing Strategy

Objectives

Marketing Mix

None of the above

Question # 16 of 20 (Start time: 12:53:12 AM) Total Marks: 1

Network television advertising is very expensive. The media planner looks both at the total cost of using a medium and at which of the following cost?

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Select correct option:

Cost per exposure

Cost of premium offers

Cost of the magazine it is using

Opportunity cost

Question # 17 of 20 (Start time: 12:54:38 AM) Total Marks: 1

In which of the following cases a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes?

Select correct option:

Line extensions

Product mix

Service variability

Service intangibility

Question # 18 of 20 (Start time: 12:55:56 AM) Total Marks: 1

If Proctor and Gamble, the makers of Ariel, need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which method this study would be accomplished?

Select correct option:

Focus groups

Mail surveys

Personal interviews

Observation

Mail-intercepts

Question # 19 of 20 (Start time: 12:56:56 AM) Total Marks: 1

A manufacturer spends a large amount of money on research and development leading to the introduction of a product that is likely to present the firm with a breakthrough opportunity. The manufacturer prices the product with the goal of achieving a 20 percent return on its investment. Which of the following types of pricing objectives is the company using?

Select correct option:

Target return

Profit maximization

Non price competition

Meeting competition

Question # 20 of 20 (Start time: 12:58:23 AM) Total Marks: 1

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which

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one of the following concepts?

Select correct option:

Marketing strategy

Marketing mix

Market offering

Marketing plan

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What would be this type of study conducted to answer this question?

Select correct option:

Exploratory

Descriptive

Casual

Qualitative

What is the purpose of intranets?

Select correct option:

Buying and selling processes

Business-to-business purchasing

Communication among employees

maintaining customer relations

When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?

Select correct option:

Age and life cycle

Gender

Behavior

Geographic

Competitor price increases are more likely to be followed when they are due to:

Select correct option:

Falling sales

General rising costs

Increased advertising

Price wars

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In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

Select correct option:

Base-point pricing

Freight absorption pricing

Transfer pricing

Zone pricing

relation to a product launch strategy, a company engaged in high levels of promotion at the same time as selling at a high price is following which one of the strategy?

Select correct option:

Slow penetration strategy

Rapid penetration strategy

Rapid skimming strategy

Slow skimming strategy

Segments of consumers having similar needs and buying behavior even they are located in different countries” refers to which of the following segmentation?

Select correct option:

International marketing segmentation

Consumer marketing segmentation

Business marketing segmentation

Inter market segmentation

Which one of the following steps comes after identifying and defining problem in marketing research?

Select correct option:

Interpretation

Implementation

Developing the research plan

Observation

Collection of raw facts refers to which of the following options?

Select correct option:

Information

Data

Results

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Reports

Organizations that rely heavily on personal selling are likely to use other promotional efforts. What is the purpose of these promotional efforts?

Select correct option:

Promote their less expensive products.

Urge consumers to send their comments and ideas to the firm.

Promote free gifts to consumers.

Improve the effectiveness of salespeople.

Companies manage their supply chains through which of the following?

Select correct option:

Skilled operators

Information

Internet

Competitors

price quoted before any discount or reduction refers which one of the following price?

Select correct option:

Barter price

Transaction price

Market price

List price

In an ad, what is the second thing the reader notices?

Select correct option:

Copy

Illustration

Headline

Color

There are __ ways through which the organizations change their prices to meet the change in demand of a product.

Select correct option:

12

Gillette was the first marketer of disposable razors to offer a product specifically

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designed for men. This is an example of segmentation using which of the following variables?

Select correct option:

Demographic

Psychographic

Geographic

Product use

Whether the price raised or lowered, the action will affect on:

Select correct option:

Buyers

Competitors

Competitors

All of above

Nationally distributed consumer convenience products such as cigarettes are MOST likely distributed through which of the following channels?

Select correct option:

Producer, agents, wholesalers, retailers, consumers

Producer, wholesalers, consumers

Producer, wholesalers, retailers, consumers

Producer, industrial distributor, wholesalers, retailers, consumers

High involvement in purchase and perceive a significant differences among brands comes in which type of buying behavior.

Select correct option:

Dissonance-reducing buying behavior

Complex buying behavior

Variety-seeking buying behavior

Habitual buying behavior

Question # 19 of 20 (Start time: 07:01:50 PM) Total Marks: 1

Mr. A's girlfriend tells him she wants jewellery for Christmas. He decides to go to a store

that provides the best possible selection of jewellery. His best choice would be to shop at a _____ store.

Select correct option:

Department

Discount

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Specialty

Convenience

Question # 20 of 20 (Start time: 07:02:12 PM) Total Marks: 1

A cash-and-carry wholesaler would be expected to:

Select correct option:

Provide transportation

Handle high turnover products

Carry a wide variety of products

Provide a wide range of services

Question # 1 of 20 (Start time: 07:05:32 PM) Total Marks: 1

Finance, research and development, purchasing and manufacturing are all activities of which element of the micro environment?

Select correct option:

The supplier

The Competitor

The company

The public

Question # 2 of 20 (Start time: 07:06:00 PM) Total Marks: 1

High involvement in purchase and perceive a significant differences among brands comes in which type of buying behavior.

Select correct option:

Dissonance-reducing buying behavior

Complex buying behavior

Variety-seeking buying behavior

Habitual buying behavior

Question # 3 of 20 (Start time: 07:06:30 PM) Total Marks: 1

Which one of the following is the final stage of the selling process?

Select correct option:

Closing

Trial close

Presentation

Follow-up

Question # 4 of 20 (Start time: 07:07:01 PM) Total Marks: 1

The process of shaping and refining potential product ideas refers to which one of the following options?

Select correct option:

Prototype development

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Concept development

Test marketing

Idea screening

Question # 5 of 20 (Start time: 07:08:28 PM) Total Marks: 1

The strategic marketing process is how an organization allocates its marketing mix resources to reach its:

Select correct option:

Stated business ideas

Target markets

Competition

Area of expertise

Question # 6 of 20 (Start time: 07:09:03 PM) Total Marks: 1

The BCG growth-share matrix classifies which of the following four types of SBUs?

Select correct option:

Product; price; promotion; placement

Sales; market share; price; promotion

Stars; cash cows; question marks; dogs

Planning; organizing; leading; controlling

Question # 7 of 20 (Start time: 07:09:28 PM) Total Marks: 1

Four common sources of internal data include the accounting department, operations, the sales force and the other one?

Select correct option:

Owners

Stockholders

Marketing department

Quality control department

Question # 8 of 20 (Start time: 07:10:08 PM) Total Marks: 1

What is our business? Who's our customer? What do our customers value? What should our business be? All these simple-sounding questions define which of the following concepts?

Select correct option:

Objectives and goals

Mission statement

Business portfolio

Operational strategies

Question # 9 of 20 (Start time: 07:11:06 PM) Total Marks: 1

If Proctor and Gamble, the makers of Ariel, need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which

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method this study would be accomplished?

Select correct option:

Focus groups

Mail surveys

Personal interviews

Observation

Question # 10 of 20 (Start time: 07:11:55 PM) Total Marks: 1

Which product life cycle stage features an emphasis on informative promotion, development of distribution channels and low sales?

Select correct option:

Market establishment

Market introduction

Market growth

Market maturity

Question # 11 of 20 (Start time: 07:13:08 PM) Total Marks: 1

Annual licensing fees and monthly rent for a day care center are examples of which one of the following costs?

Select correct option:

Fixed costs

Variable costs

Derived costs

Total costs

Question # 12 of 20 (Start time: 07:14:23 PM) Total Marks: 1

General pricing approaches and pricing strategies are _____ things.

Select correct option:

One and the same things

Different things

Question # 13 of 20 (Start time: 07:15:02 PM) Total Marks: 1

Publics including workers, managers, volunteers and the board of directors show which of the following publics?

Select correct option:

Citizen-action publics

Local publics

General publics

Internal Publics

Question # 14 of 20 (Start time: 07:15:40 PM) Total Marks: 1

In which strategy company spend a lot on advertising and consumer promotion to build up consumer demand, if successful then consumer will ask their retailers for the product,

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the retailer will ask the wholesalers and wholesalers will ask the producers.

Select correct option:

Pull Strategy

Positioning Strategy

Push Strategy

Segmentation Strategy

Question # 15 of 20 (Start time: 07:16:09 PM) Total Marks: 1

Sales promotion includes a wide assortment of tools. Which one of the following is NOT one of these tools?

Select correct option:

Contests

Premiums

Telephone surveys

Coupons

Question # 16 of 20 (Start time: 07:16:46 PM) Total Marks: 1

To attract customers into stores, ABC Company advertises its milk at less than cost, hoping that customers will purchase other groceries as well. It reflects which one of the following pricing strategy?

Select correct option:

Special-event pricing

Experience curve pricing

Superficial discounting

Loss leader pricing

Question # 17 of 20 (Start time: 07:17:13 PM) Total Marks: 1

Once the product or service passes the business analysis test, it moves into which stage?

Select correct option:

Concept development

Product development

Market testing

Product proposal

Question # 18 of 20 (Start time: 07:18:03 PM) Total Marks: 1

Beyond quality level, high quality also can mean high levels of quality consistency. Here, "Freedom from defects and consistency in delivering a targeted level of performance" refers to which of the following qualities?

Select correct option:

Perceived quality

Product quality

Adherence quality

Conformance quality

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Question # 19 of 20 (Start time: 07:19:37 PM) Total Marks: 1

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

Select correct option:

Marketing strategy

Marketing mix

Market offering

Marketing plan

Question # 20 of 20 (Start time: 07:19:37 PM) Total Marks: 1

Making more sales to current customers without changing a firm's products refers to which of the following strategies?

Select correct option:

Market development

Market growth

Market penetration

Product development

Question # 1 of 20 (Start time: 07:22:45 PM) Total Marks: 1

The environment that is made up of institutions and other forces affecting society's basic values, perceptions, preferences and behaviors shows which of the following environment?

Select correct option

Cultural environment

Fictitious environment

Natural environment

Political environment

Question # 2 of 20 (Start time: 07:23:25 PM) Total Marks: 1

There are ___ ways through which the organizations change their prices to meet the change in demand of a product.

Select correct option:

12

Question # 3 of 20 (Start time: 07:23:46 PM) Total Marks: 1

Which one of the following is NOT a part of market potential

Select correct option:

Size

Growth rate

Size and growth rate

Inflation

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Question # 4 of 20 (Start time: 07:24:21 PM) Total Marks: 1

Most of fast moving consumer goods (FMCG) companies are using _____ for the distribution of their products.

Select correct option:

Intensive Distribution

Exclusive Distribution

Selective Distribution

None of above

Question # 5 of 20 (Start time: 07:24:53 PM) Total Marks: 1

Three main strategies for intensive growth are market penetration, product development and the other one?

Select correct option:

Product improvement

Market saturation

Market growth

Market development

Question # 6 of 20 (Start time: 07:25:21 PM) Total Marks: 1

People vary in their emphasis on serving themselves versus serving others reflects which of the following views?

Select correct option:

People's views of themselves

People's views of others

People's views of organizations

People's views of societies

Question # 7 of 20 (Start time: 07:25:49 PM) Total Marks: 1

What is the first step in target-cost pricing?

Select correct option:

Determine budget limitations

Forecast sales

Predict competitive reaction

Define the market segment

Question # 8 of 20 (Start time: 07:26:54 PM) Total Marks: 1

Three common techniques sales managers use to boost sales force morale that include the organizational climate, sales quotas and which one of the following is the third technique?

Select correct option:

Positive incentives

Positive thinking

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Positive recognition

Positive feedback

Question # 9 of 20 (Start time: 07:27:26 PM) Total Marks: 1

Which of the following is NOT a part of the macro-environment?

Select correct option:

Demographic forces

Natural forces

Competitors' forces

Political forces

Question # 10 of 20 (Start time: 07:27:58 PM) Total Marks: 1

Defining the problem and research objectives; developing the research plan; collecting information; analyzing the information; and presenting the findings, these are steps of which of the following steps?

Select correct option:

Marketing survey

Marketing intelligence

Marketing research

Marketing study

Question # 11 of 20 (Start time: 07:28:33 PM) Total Marks: 1

When the size, purchasing power and profiles of business market segments can be determined, they are said to possess the requirement of being what?

Select correct option:

Measurable

Accessible

Substantial

Actionable

Question # 12 of 20 (Start time: 07:29:21 PM) Total Marks: 1

“Segments of consumers having similar needs and buying behavior even they are located in different countries” refers to which of the following segmentation?

Select correct option:

International marketing segmentation

Consumer marketing segmentation

Business marketing segmentation

Inter market segmentation

Question # 13 of 20 (Start time: 07:29:50 PM) Total Marks: 1

To identify, sort and label the goods is a function of

Select correct option:

Material handling

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Selling Agent

Question # 14 of 20 (Start time: 07:30:47 PM) Total Marks: 1

If a company raises its price per unit, but keeps total fixed cost and variable cost per unit the same, the break-even point will be lower.

Select correct option:

True

False

Question # 15 of 20 (Start time: 07:31:09 PM) Total Marks: 1

Fast-food restaurants offer tasty and convenient food at affordable prices; they contribute to fatness that harms consumer health and causes health problems in the long run. This statement reflects which one of the following concepts?

Select correct option:

Marketing concept

Societal marketing concept

Product concept

Production concept

Question # 16 of 20 (Start time: 07:31:43 PM) Total Marks: 1

A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

Select correct option:

Straight rebuy purchase

Delayed purchase

New-task purchase

Modified rebuy purchase

Question # 17 of 20 (Start time: 07:32:19 PM) Total Marks: 1

Which one of the following pricing policy may result in losing money on the product?

Select correct option:

Price leader

Psychological discounting

Penetration pricing

Special-event pricing

Question # 18 of 20 (Start time: 07:33:19 PM) Total Marks: 1

“How are you telling consumers in your target group about your product” This question belongs to which marketing concept?

Select correct option:

Product

Price

Place

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Promotion

Question # 19 of 20 (Start time: 07:33:47 PM) Total Marks: 1

Which of the following is NOT an internal factor while setting the price of a new product?

Select correct option:

Marketing Strategy

Objectives

Marketing Mix

None of the above

Question # 20 of 20 (Start time: 07:34:47 PM) Total Marks: 1

For a day care center, disposable diapers, juice boxes, cleaning supplies and electricity are examples of which one of the following costs?

Select correct option:

Fixed costs

Variable costs

Derived costs

Total costs

Question # 1 of 20 (Start time: 07:38:58 PM) Total Marks: 1

In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

Select correct option:

Base-point pricing

Freight absorption pricing

Transfer pricing

Zone pricing

Question # 2 of 20 (Start time: 07:39:23 PM) Total Marks: 1

Which one of the following is suspicious of change and adopts only after the product is no longer considered an innovation?

Select correct option:

Late majority

Early Adopter

Early Majority

Laggards

Question # 3 of 20 (Start time: 07:40:00 PM) Total Marks: 1

Which one of these is form of direct marketing?

Select correct option:

Face to face marketing

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Catalog marketing

Kiosk marketing

All of above

Question # 4 of 20 (Start time: 07:40:35 PM) Total Marks: 1

Learning occurs through the interplay of all of the following EXCEPT which one of the following?

Select correct option:

Drives

Stimuli

Cues

Behavior

Question # 5 of 20 (Start time: 07:41:21 PM) Total Marks: 1

Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?

Select correct option:

Belief

Culture

Personality

Self-awareness

Question # 6 of 20 (Start time: 07:41:59 PM) Total Marks: 1

Economic factors focus on which one of the following concepts?

Select correct option:

Level of economic development

Bureaucracy

Behavioral pattern

Stability of government

Question # 7 of 20 (Start time: 07:42:28 PM) Total Marks: 1

Gathering secondary information is one of the steps of developing the research plan.

What does the meaning of secondary information in marketing research?

Select correct option:

That already exists somewhere in an organized form

That does not currently exist in an organized form

That already exists somewhere, having been collected for another purpose

That the researcher can obtain through surveys and observation

Question # 8 of 20 (Start time: 07:42:53 PM) Total Marks: 1

The purpose of idea generation is to create a ____ of ideas. The purpose of succeeding stages is to ____ that number.

Select correct option:

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Small number; reduce

Small number; increase

Large number; increase

Large number; reduce

Question # 9 of 20 (Start time: 07:43:32 PM) Total Marks: 1

Hybrid marketing channels are also known as

Select correct option:

Vertical Marketing Systems

Horizontal Marketing Systems

Multinational Distribution Systems

None of above

Question # 10 of 20 (Start time: 07:44:01 PM) Total Marks: 1

When a toy manufacturer advertises a product on Saturday-morning television and tells

children to ask for the product at their favorite toy shops, it is implementing which one of the following policies from its promotion mix?

Select correct option:

Differentiated

Penetration

Push

Pull

Question # 11 of 20 (Start time: 07:44:38 PM) Total Marks: 1

An MIS consists of people, equipment, and procedures to gather, sort, ____, evaluate, and distribute information to marketing decision makers.

Select correct option:

Test

Test market

Analyze

Assess

Question # 12 of 20 (Start time: 07:45:38 PM) Total Marks: 1

ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

Select correct option:

Respondents who refuse to cooperate or give biased answers

Interviewers who make mistakes or take shortcuts

Interpreting and reporting the findings

Primary data that conflict with secondary data

Question # 13 of 20 (Start time: 07:46:27 PM) Total Marks: 1

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What might be the effect of a successful price increase on profits?

Select correct option:

Profit can increase

Profit can decrease

No change observed in profits

Infinite change in profits

Question # 14 of 20 (Start time: 07:46:54 PM) Total Marks: 1

Publics including workers, managers, volunteers and the board of directors show which of the following publics?

Select correct option:

Citizen-action publics

Local publics

General publics

Internal Publics

Question # 15 of 20 (Start time: 07:47:18 PM) Total Marks: 1

Public that influence the company's ability to obtain funds reflects which of the

following publics?

Select correct option:

Financial publics

Media publics

Government publics

Citizen-action publics

Question # 16 of 20 (Start time: 07:47:45 PM) Total Marks: 1

Which of the human wants are backed by buying power?

Select correct option:

Needs

Wants

Demands

Exchange

Question # 17 of 20 (Start time: 07:48:14 PM) Total Marks: 1

When a firm sets out to analyze, plan, implement, and control sales force activities through sales force management. What does it set and design?

Select correct option:

Sales territories

Sales force strategies

Team selling efforts

Promotional objectives

Question # 18 of 20 (Start time: 07:48:39 PM) Total Marks: 1

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Environmental groups are one kind of which of the following publics?

Select correct option:

Citizen-action publics

Media publics

Government publics

Local publics

Question # 19 of 20 (Start time: 07:49:07 PM) Total Marks: 1

According to Philip Kotler how many marketing management philosophies are there?

Select correct option:

Three

Four

Five

Six

Question # 20 of 20 (Start time: 07:49:36 PM) Total Marks: 1

Which of the following three psychographic dimensions are MOST commonly used in market segmentation?

Select correct option:

Personality, perception and learning

Personality, perception and behavior

Motives attitudes and lifestyles

Personality, social class and lifestyles

Question # 1 of 20 (Start time: 07:52:18 PM) Total Marks: 1

What can we say about the size of the business market compared to consumer markets?

Select correct option:

It is same

It is smaller

It is huge

No need to compare

Question # 2 of 20 (Start time: 07:53:25 PM) Total Marks: 1

The information collected for the specific purpose at hand refers to which of the following data?

Select correct option:

Primary data

Secondary data

Encrypted data

Bulk data

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Question # 3 of 20 (Start time: 07:54:09 PM) Total Marks: 1

Which of the following set refers to the order of action in marketing control process?

Select correct option:

Measure performance – evaluate performance – corrective action – set goals

Corrective action – set goals - measure performance – evaluate performance

Set goals - Measure performance – evaluate performance - corrective action

Set goals - Measure performance – corrective action – evaluate performance

Question # 4 of 20 (Start time: 07:54:43 PM) Total Marks: 1

The decline stage is marked by chronically decreasing profits.

Select correct option:

True

False

Question # 5 of 20 (Start time: 07:55:21 PM) Total Marks: 1

How many forces are in a Porter's model of competition?

Select correct option:

Three

Four

Five

Six

Question # 6 of 20 (Start time: 07:56:01 PM) Total Marks: 1

Which one of the following is a marketer's major positioning tool that has a direct impact on product or service performance; thus, it is closely linked to customer value and satisfaction?

Select correct option:

Product quality

Product style

Product design

Product features

Question # 7 of 20 (Start time: 07:56:43 PM) Total Marks: 1

Delivery of customer satisfaction at a profit is known as:

Select correct option:

Sales

Price

Marketing

Value

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Question # 8 of 20 (Start time: 07:57:46 PM) Total Marks: 1

A firm establishes which of the following pricing objectives to maintain or increase its product's sales in relation to total industry sales?

Select correct option:

Cash flow

Sales potential

Product quality

Market share

Question # 9 of 20 (Start time: 07:59:07 PM) Total Marks: 1

Which one of the following is the final stage of the selling process?

Select correct option:

Closing

Trial close

Presentation

Follow-up

Question # 10 of 20 (Start time: 07:59:58 PM) Total Marks: 1

Which of the following is a way in which a firm can respond to the price change by the competitor?

Select correct option:

Reduce price

Reduce the quality

Question # 11 of 20 (Start time: 08:00:20 PM) Total Marks: 1

Lawyers, accountants, and other professionals typically price by adding a standard markup for profit that reflects which one of the following concepts?

Select correct option:

Cost-plus pricing

Value-based pricing

Break-even price

Penetration pricing

Question # 12 of 20 (Start time: 08:01:22 PM) Total Marks: 1

Four common sources of internal data include the accounting department, operations, the sales force and the other one?

Select correct option:

Owners

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Stockholders

marketing department

Quality control department

Question # 13 of 20 (Start time: 08:01:59 PM) Total Marks: 1

The set of marketing tools a firm uses to implement its marketing strategy refers to which one of the following concepts?

Select correct option:

Promotion mix

Product mix

Marketing mix

Marketing effort

Question # 14 of 20 (Start time: 08:03:16 PM) Total Marks: 1

Which one of the following groups of people gets the product exposure but is not often perceived by the majority of potential buyers as typical consumers?

Select correct option:

Early Adopter

Early Majority

Late Majority

Innovators

Question # 15 of 20 (Start time: 08:04:02 PM) Total Marks: 1

Which one of the following is a first step of the marketing process?

Select correct option:

Selecting target markets

Analyzing marketing opportunities

Managing the marketing effort

Developing the marketing mix

Question # 16 of 20 (Start time: 08:04:56 PM) Total Marks: 1

What is the purpose of intranets?

Select correct option:

Buying and selling processes

Business-to-business purchasing

Communication among employees

Maintaining customer relations

Question # 17 of 20 (Start time: 08:05:32 PM) Total Marks: 1

If a retailer needed help with store design and training sales personnel, it would most

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likely use the services of which of the following wholesalers?

Select correct option:

Full-service wholesaler

Full-price wholesaler

Rack jobber

Cash-and-carry wholesaler

Question # 18 of 20 (Start time: 08:07:00 PM) Total Marks: 1

Pak Suzuki Motor Company needs to assess the company's image relative to a new competitor. The time schedule is flexible, the research budget is very limited and a low response rate will not be a major problem. Which one of the following survey would be used by Pak Suzuki Motor Company?

Select correct option:

Mail

Telephone

Personal interview

Population

Question # 19 of 20 (Start time: 08:08:32 PM) Total Marks: 1

There are several competitors in the market and all behave like then how would your company react to such type of competitors?

Select correct option:

Analyze a typical competitor

Analyze all competitors

No need to analyze any competitor

Analyze all competitors on the basis of their size

Question # 20 of 20 (Start time: 08:09:45 PM) Total Marks: 1

If a company's customers are concentrated in a small geographic area and the company sells technical products, which promotion method will it most likely use?

Select correct option:

Advertising

Publicity

Personal selling

Sales promotion

Collection of raw facts refers to which of the following options?

Select correct option:

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Question # 1 of 20 (Start time: 10:52:55 PM) Total Marks: 1

An activity and/or material that offers added value or incentive to resellers, salespersons, or consumers. Which one of the following promotional tools offers added value?

Select correct option:

Advertising

Personal selling

Publicity

Sales promotion

Question # 2 of 20 (Start time: 10:54:09 PM) Total Marks: 1

When establishing prices, a marketer's first step is to:

Select correct option:

Develop pricing objectives

Select a pricing policy

Evaluate competitors' prices

Determine a pricing method

Question # 3 of 20 (Start time: 10:55:01 PM) Total Marks: 1

Ford Motors is producing a new van with four-wheel drive, which one of the following would be a likely variable for segmenting the market for this new model?

Select correct option:

Religion

Geographic location

Income

Race

Question # 4 of 20 (Start time: 10:55:48 PM) Total Marks: 1

The creative people must find the best style, tone, words, and format for executing the message. Which of the following is the style that shows one or more typical people using the product in a normal setting?

Select correct option:

Lifestyle

Slice of life

Personality symbol

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Real-world depiction

Question # 5 of 20 (Start time: 10:56:56 PM) Total Marks: 1

The phase in the selling process in which the salesperson gathers as much information about the prospective client before the sales call refers to which one of the following options?

Select correct option:

Reproach

Approach

Prospecting

Qualifying

Question # 6 of 20 (Start time: 10:58:27 PM) Total Marks: 1

Which of the following advertising is used in which a company directly or indirectly compares its brand with one or more other brands?

Select correct option:

Informative advertising

Reminder advertising

Comparative advertising

Institutional advertising

Question # 7 of 20 (Start time: 10:58:49 PM) Total Marks: 1

Network television advertising is very expensive. The media planner looks both at the total cost of using a medium and at which of the following cost?

Select correct option:

Cost per exposure

Cost of premium offers

Cost of the magazine it is using

Opportunity cost

Question # 8 of 20 (Start time: 10:59:03 PM) Total Marks: 1

Through sales management supervision, what does the company do for sales force to do a better job?

Select correct option:

Coaches

Motivates

Influences

Forces

Composed & Solved

Question # 9 of 20 (Start time: 10:59:19 PM) Total Marks: 1

In SWOT analysis, strength and weaknesses are part of which of the following environment?

Select correct option:

Internal

Outdoor

External

Outside

Question # 10 of 20 (Start time: 10:59:30 PM) Total Marks: 1

General pricing approaches and pricing strategies are _____ things.

Select correct option:

One and the same things

Different things

Question # 11 of 20 (Start time: 10:59:46 PM) Total Marks: 1

Which of the following are those products purchased for further processing or for use in conducting a business?

Select correct option:

Unsought products

Specialty products

Shopping products

Industrial products

Question # 12 of 20 (Start time: 11:00:02 PM) Total Marks: 1

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts?

Select correct option:

Marketing strategy

Marketing mix

Market offering

Marketing plan

Question # 13 of 20 (Start time: 11:00:15 PM) Total Marks: 1

The verbal portion of an advertisement, including headlines, body, and signature reflects which one of the following concepts?

Select correct option:

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Copy

Storyboard

Layout

Script

Question # 14 of 20 (Start time: 11:00:27 PM) Total Marks: 1

If a product has an inelastic demand and the manufacturer raises its price then what will happen?

Select correct option:

Total revenue will increase

Quantity demanded will increase

The demand schedule will shift

Total revenue will decrease

Question # 15 of 20 (Start time: 11:00:42 PM) Total Marks: 1

Sale is decreasing due to substitute product, this statement related to which one of the following research?

Select correct option:

Causal research

Observational research

Experimental research

Survey research

Question # 16 of 20 (Start time: 11:01:09 PM) Total Marks: 1

Which of the following is a pricing strategy used while the product is in running phase?

Select correct option:

Market-Skimming Prices

Product Line Pricing

Question # 17 of 20 (Start time: 11:01:54 PM) Total Marks: 1

Which one is NOT the stage that customers go through in the process of adopting a new product?

Select correct option:

Awareness

Interest

Evaluation

Culture

Composed & Solved

Question # 18 of 20 (Start time: 11:02:11 PM) Total Marks: 1

Quantity discounts are a legal form of price discrimination. A quantity discount is a price reduction to buyers who purchase _____.

Select correct option:

Frequently

Large volumes

Inferior merchandise

Superior merchandise

Question # 19 of 20 (Start time: 11:02:27 PM) Total Marks: 1

A firm establishes which of the following pricing objectives to maintain or increase its product's sales in relation to total industry sales?

Select correct option:

Cash flow

Sales potential

Product quality

Market share

Question # 20 of 20 (Start time: 11:03:00 PM) Total Marks: 1

High involvement in purchase and perceive a significant differences among brands comes in which type of buying behavior.

Select correct option:

Dissonance-reducing buying behavior

Complex buying behavior

Variety-seeking buying behavior

Habitual buying behavior

Various studies have indicated that good sales people have various traits including which of the following?

In the process of buying routine purchased items, buyers also plays the role of which one of the following participants

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sec(s)

Quiz Start Time: 07:53 PM

Question # 1 of 15 (Start time: 07:53:31 PM)

Total Marks: 1

Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering which of the following information?

 Select correct option:

☐ Personal

☐ Attitude

☐ Descriptive

☐ Exploratory

TRUE



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Quiz Start Time: 07:53 PM

Question # 2 of 15 (Start time: 07:55:03 PM)

Total Marks: 1

Which of the following sets refers to the sequence of marketing management functions?

 Select correct option:

☐ Control – implementation – market planning

☐ Market planning – control – implementation

☐ Implementation – control – market planning

☐ Marketing planning – implementation - control

TRUE



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sec(s)



Quiz Start Time: 07:53 PM

Question # 3 of 15 (Start time: 07:56:20 PM)

Total Marks: 1

What does CRM deliver to customers for maintaining profitable customer relationships?

 Select correct option:

☐ Less expensive goods

☐ Quality products

☐ Superior customer value

TRUE

☐

Variety of products



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Quiz Start Time: 07:53 PM

Question # 4 of 15 (Start time: 07:57:04 PM)

Total Marks: 1

The first step in the marketing control process is BEST described as one where the marketer performs which of the following activities?

Select correct option:

☐

Evaluates performance

☐

Measures performance

☐

Sets specific goals

☐

Takes corrective action

TRUE



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Quiz Start Time: 07:53 PM

Question # 5 of 15 (Start time: 07:58:20 PM)

Total Marks: 1

Specifications of a product relate to which of the following?

▶ Select correct option:

- ☒ Physical characteristics and level of quality
- ☐ Financing available with the product
- ☐ Types of competitors offering a similar product
- ☐ Price of a product offering to customer

TRUE



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sec(s)



Quiz Start Time: 07:53 PM

Question # 6 of 15 (Start time: 07:59:34 PM)

Total Marks: 1

Selecting an overall company strategy for long-run survival and growth refers to which one of the following tasks?

▶ Select correct option:

- ☒ Strategic market planning
- ☐ Annual market planning

TRUE



Short-term planning



Long-term planning



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sec(s)



Quiz Start Time: 07:53 PM

Question # 7 of 15 (Start time: 08:00:59 PM)

Total Marks: 1

Following activities are the part of marketing process EXCEPT which of the following?



Select correct option:



Analyzing marketing opportunities



Selecting target markets



Developing the business portfolio



Managing the marketing effort

TRUE



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Quiz Start Time: 07:53 PM

Question # 8 of 15 (Start time: 08:02:20 PM)

Total Marks: 1

All departments must _____ if the firm wants to be successful.

▶ Select correct option:

☐ Think competitors

☐ Think customers

☐ Think research and development

☐ None of all

TRUE



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Quiz Start Time: 07:53 PM

Question # 9 of 15 (Start time: 08:03:23 PM)

Total Marks: 1

What is one way that a social class is NOT measured?

▶ Select correct option:

☐ Occupation



Education



Income



Number of children in family

TRUE



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Time Left

28
sec(s)



Quiz Start Time: 07:53 PM

Question # 10 of 15 (Start time: 08:04:38 PM)

Total Marks: 1

Which one of the following options BEST represents the involvement of management and employees in the continuous improvement of the production of goods and services?



Select correct option:



Total Quality Management



Marketing Management



Customer Relationship Management



Knowledge Management

TRUE



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sec(s)

Quiz Start Time: 07:53 PM

Question # 11 of 15 (**Start time: 08:06:03 PM**)

Total Marks: 1

When the purchasing manager of ABC Company buys material and thread, he considers a variety of factors. Which one of the following is LEAST likely to concern the buyer in the purchase decision?

▶ Select correct option:



Does the quality of the goods meet company specific



Does the supplier also sell to my competitors?



TRUE



Does the supplier consistently deliver on time?



Does the price meet the company budget requirements?



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sec(s)

Quiz Start Time: 07:53 PM

Question # 12 of 15 (**Start time: 08:07:27 PM**)

Total Marks: 1

Person's pattern of living as expressed in his or her psychographics represents which one of the following concepts?

▶ Select correct option:

Personality

Culture

Lifestyle

Motive

TRUE

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Quiz Start Time: 07:53 PM

Question # 13 of 15 (Start time: 08:08:21 PM)


Total Marks: 1

Marketing management is really a:


Select correct option:

Supply Chain Management


TRUE




Demand Management



Product Management



Knowledge Management

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Quiz Start Time: 07:53 PM

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sec(s)




Question # 14 of 15 (Start time: 08:09:49 PM)


Total Marks: 1

Demography is the study of human population in term of

 Select correct option:



Spending power



Buying power



Density



TRUE



Natural resources



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sec(s)



Quiz Start Time: 07:53 PM

Question # 15 of 15 (Start time: 08:10:38 PM)

Total Marks: 1

This systematic collection and analysis of publicly available information about competitors and developments in the marketing environment is very useful. What is it called?

 Select correct option:




Marketing data




Marketing intelligence



TRUE



Web Master



Secondary data



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