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Question No: 1 (Marks: 1) - Please choose one

. The skimming, penetration, bargaining and discounts are included in which of the following marketing mix strategy?

► Product decisions

► **Price decisions**

► Place decisions

► Promotion decisions

Question No: 2 (Marks: 1) - Please choose one

. The building, holding, and harvesting are the types of:

► Innovation strategy

► **Aggressiveness strategy**

► Diversification strategy

► Market dominance strategy

Question No: 3 (Marks: 1) - Please choose one

. Which of the following attacks the vulnerable part of a competitor?

► Market leader

► **Market challenger**

► Market nicher

► Market follower

Question No: 4 (Marks: 1) - Please choose one

. The strategy which involves creating a product that is perceived as unique and should provide superior value for the customer is called:

► Market segmentation strategy

► Market dominance strategy

► Differentiation strategy

► Cost leadership strategy

Question No: 5 (Marks: 1) - Please choose one

. Presenting the product concept to appropriate target consumers and getting their reactions, describes which of the following options?

► Concept development

► Concept testing

► Commercialization

► Concept trial

Question No: 6 (Marks: 1) - Please choose one

. Which of the following is the packaging objective, in which small products are grouped together in one package for the reasons of efficiency?

► Information transmission

► Agglomeration

► Physical protection

► Theft reducing

Question No: 7 (Marks: 1) - Please choose one

. Which of the following marketing mix element generates revenue?

► Promotion

► Price

► Place

► Product

Question No: 8 (Marks: 1) - Please choose one

. Which of the following is considered as dead end of distribution?

► Promotion

► Warehousing

► Wholesaling

► Retailing

Question No: 9 (Marks: 1) - Please choose one

. While considering the place for a product which of the following is important for customer?

► Communication

► Convenience

► Customer cost

► Customer solution

Question No: 10 (Marks: 1) - Please choose one

. The loyalty marketing focuses on establishing long term relationship between:

► Company and retailer

► Retailer and customer

► Retailer and consumer

► Company and customer

Question No: 11 (Marks: 1) - Please choose one

. Which of the following is NOT an ancillary service?

► Warranty

► Installation

► Delivery

► Labeling

Question No: 12 (Marks: 1) - Please choose one

. Which of the following best describes the definition of marketing mix?

► The way product is priced

► The way product are arranged in the stores

► The way business elements are combined to meet the needs of customers

► The way business distribute the products in the market

Question No: 13 (Marks: 1) - Please choose one

. Which of the following strategies requires premium pricing?

► Target market strategy

► Market segmentation strategy

► **Differentiation strategy**

► Cost leadership strategy

Question No: 14 (Marks: 1) - Please choose one

. Price is the only element in the marketing mix that produces _____.

► **Revenue**

► Variable costs

► Expenses

► Stability

Question No: 15 (Marks: 1) - Please choose one

. Which of the following is involved in decisions such as: what country to enter in, how to enter, how to adopt their product and services and how to price?

► Consumer markets

► Business markets

► **Global markets**

► Non profit markets

Question No: 16 (Marks: 1) - Please choose one

. If an NGO purchases furniture for its office, it is purchasing a(an):

► **Consumer good**

► Consumer service

► Industrial good

► Industrial service

Question No: 17 (Marks: 1) - Please choose one

. The want satisfying power of a product or service is known as a/an:

► Desire

► Need

► **Utility**

► Motive

Question No: 18 (Marks: 1) - Please choose one

. Factors of broad environment directly affect the:

► Economic environment

► Task environment

► Cultural environment

► **Technological environment**

Question No: 19 (Marks: 1) - Please choose one

. While writing the marketing plan, the analysis of company's own resources comes under which of the following section of marketing plan?

► Macro environment

► **Market analysis**

► Consumer analysis

► Internal environment analysis

Question No: 20 (Marks: 1) - Please choose one

. The firm objective in the introductory stage of the product life cycle is to:

► **Extend the cycle as long as possible**

► Improve warranty terms and service availability

► Emphasize market segmentation

► Stimulate demand for the product

Question No: 21 (Marks: 1) - Please choose one

. The majority of firms enter in a particular market during the:

► Introduction

► **Growth**

► Maturity

► Decline

Question No: 22 (Marks: 1) - Please choose one

. Which of the following come(s) under the category of new product?

► New product lines

► Product improvements

► Cost reductions

► **All of the given options**

Question No: 23 (Marks: 1) - Please choose one

. Suppose **Nestle** wants to expand its food products line. The managers conducted surveys from customers to determine which food items would appeal to customers. Nestle is currently in which of the following phase of new product development?

► Idea generation

► **Idea screening**

► Test marketing

► Business analysis

Question No: 24 (Marks: 1) - Please choose one

. The stage in the adoption process that has been reached when an individual becomes sufficiently involved with a new product to begin to seek information about it is called:

► Awareness

► Evaluation

► Interest

► Trial

Question No: 25 (Marks: 1) - Please choose one

. Based on pricing objectives, a general guideline that is intended for use in specific pricing decision is called:

► A product line

► A pricing policy

► A strategic pricing

► An objective pricing

Question No: 26 (Marks: 1) - Please choose one

. The consumer's perception of prices such as Rs. 5.95 and Rs. 6.99 is that these prices are:

► Regular retail prices

► Wholesale prices

► Competitive prices

► Discount prices

Question No: 27 (Marks: 1) - Please choose one

. Which of the following is the traditional pricing objective?

► Increase market share

► Maximize profits

► Meet competitors' prices

► Increase market growth

Question No: 28 (Marks: 1) - Please choose one

. A supermarket advertises sugar and coffee at very low prices with the objective of attracting customers who will buy other high profit items. This is called:

► Product line pricing

► Multiple unit pricings

► Odd pricing

► Loss leader

Question No: 29 (Marks: 3)

. **Explain the psychology behind a price of Rs9.99 instead of Rs10.00.**

Question No: 30 (Marks: 3)

. Mandatory labeling is still a debatable issue yet in the labeling of product. What should you say to in favor of mandatory labeling?

Question No: 31 (Marks: 5)

. **List any <u>five</u> characteristics of a good brand name.**

Question No: 32 (Marks: 5)

Suppose a new detergent has been introduced in the market. List down the stages after which it will enter in the customer's buying preference list?

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