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JUNAID MALIK

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## MGT301 Grand quiz

1. Which one of the following is the major benefit of using event sponsorship?
  - a. Enhances personal selling efforts
  - b. **Provides an excellent back-drop for advertisements**
  - c. Provide large amounts of free media coverage
  - d. Neutralizes the effects of unfavorable public relations
2. Which of the following sales management tool shows that which customers and prospects to see during the next 12 months and in which months as well as which activities to carry out?
  - a. Time-and-duty analysis
  - b. **Sales force automation systems**
  - c. Annual call plan
  - d. Sales quota plan
3. An effective form of direct marketing today is using the 30-minute television advertising programs for a single product to get instant feedback from customers refers to which of the following concepts?
  - a. TV advertising
  - b. Infomercials
  - c. **Home shopping TV**
  - d. Publicity
4. Shortage of raw material is specific area of concern of which environmental factor?
  - a. Political Environment
  - b. Cultural Environment
  - c. **Natural Environmental**
  - d. Technological Environment
5. For a day care center, disposable diapers, juice boxes, cleaning supplies and electricity are examples of which one of the following costs?
  - a. Fixed costs
  - b. **Variable costs**
  - c. Derived costs
  - d. Total costs

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6. Which of the following is a way in which a firm can respond to the price change by the competitor?
- Reduce price**
  - Reduce the quality
7. A \_\_\_\_\_ combines successive stages of production and distribution under single ownership.
- Administered vertical marketing system
  - Conventional marketing channel
  - Use of power brokers in a channel framework
  - Corporate vertical marketing system**
8. When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in which of the following systems?
- Value delivery network
  - Channel of distribution**
  - Supply chain
  - Demand chain
9. Which one of the following steps comes after identifying and defining problem in marketing research?
- Interpretation
  - Implementation
  - Developing the research plan**
  - Observation
10. General pricing approaches and pricing strategies are \_\_\_\_\_ things.
- One and the same things**
  - Different things
11. Which of the following is NOT an external factor while setting the price of a new product?
- Nature of Market and Demand
  - Competitor's Strategies and prices
  - Environmental factors**
  - None of the above
12. Which one of the following is a technique to stimulate the creation of ideas?
- Barnstorming

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- b. Briefing
  - c. **Brainstorming**
  - d. Banqueting
13. The BCG growth-share matrix classifies which of the following four types of SBUs?
- a. Product; price; promotion; placement
  - b. Sales; market share; price; promotion
  - c. **Stars; cash cows; question marks; dogs**
  - d. Planning; organizing; leading; controlling
14. 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?
- a. Marketing strategy
  - b. **Marketing mix**
  - c. Market offering
  - d. Marketing plan
15. All of the following are the forces of company's micro environment EXCEPT:
- a. The company
  - b. The Supplier
  - c. Competitor
  - d. **Demographic**
16. Items offered free or at minimal cost as a bonus for purchasing a product refers to which one of the following options?
- a. Rebates
  - b. Premiums
  - c. **Samples**
  - d. Coupons
17. In SWOT analysis, threats and opportunities are part of which of the following environment?
- a. Internal
  - b. Inside
  - c. **External**
  - d. Domestic
18. Which one of the following is NOT a part of marketing channel firms (intermediaries)?

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- a. Physical distribution firm
  - b. Marketing service agency
  - c. Financial intermediary
  - d. **Stock exchange**
19. addWhen Kodak sets the general price range of its cameras low and its related film high, it is practicing which one of the following pricing?
- a. **Market-penetration pricing**
  - b. Market-skimming pricing
  - c. Product line pricing
  - d. Captive-product pricing
20. The process of dividing a total market into market groups so that persons within each group have relatively similar product needs refers to which of the following concepts?
- a. **Segmenting**
  - b. Differentiating
  - c. Target marketing
  - d. Concentrating
21. Connecting with employees in the company refers to which of the following options?
- a. Extranet
  - b. Internet
  - c. **Intranet**
  - d. World wide web
22. Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer unique value and lasting relationships?
- a. **Personal selling and direct marketing**
  - b. Public relation and publicity
  - c. E-commerce and E-business
  - d. Advertising and sales promotion
23. Which of the following is NOT a form of direct marketing?
- a. Personal selling
  - b. Advertising
  - c. **Telephone marketing**
  - d. Direct-mail marketing
24. Elimination can BEST be described as the process of deleting a product from the product mix when it:
- a. Is perceived as a failure by top management

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- b. Increases production costs and decreases profits
  - c. No longer responds to promotional efforts
  - d. **No longer satisfies a sufficient number of customers**
25. A company decides on its promotion budget by using four common methods to set the total budget for advertising. What is NOT one of these methods?
- a. The affordable method
  - b. The percentage-of-sales method
  - c. **The competitive-parity method**
26. Which of the following characteristics should not be included in mission statement?
- a. Be realistic
  - b. **Be bro**
  - c. Be specific
  - d. Be motivating
27. When management at Honda Motorcycles makes decisions on which type of saddlebags, handle bars, and seats for its bikes, they become engaged in which one of the following pricing?
- a. Product line pricing
  - b. **Optional-product pricing**
  - c. Captive-product pricing
  - d. Value-based pricing
28. People vary in their emphasis on serving themselves versus serving others reflects which of the following views?
- a. **People's views of themselves**
  - b. People's views of others
  - c. People's views of organizations
  - d. People's views of societies
29. Study of human populations in terms of size, density, location, age, sex, race, occupation and other statistics refers to which of the following studies?
- a. Segmentation
  - b. **Demography**
  - c. Psychographic
  - d. Geographic
30. The Students Union is buying office equipment. For a supplier, the Students Union is an example of which one of the following markets?
- a. A producer market
  - b. A reseller market

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- c. **An institutional market**
  - d. A government market
31. Which one of the following is NOT a part of marketing control process?
- a. Set goals for organization
  - b. Measure performance
  - c. **Take risk for profit**
  - d. Evaluate performance
32. 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?
- a. **Target return**
  - b. Profit maximization
  - c. Nonprice competition
  - d. Meeting competition
33. 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?
- a. **Base-point pricing**
  - b. Freight absorption pricing
  - c. Transfer pricing
  - d. Zone pricing
34. Which one of the following option is true for Marketing?
- a. **Demand management**
  - b. Customer relationship
  - c. Making a sale
  - d. Making a profit
35. ABC Company developed its successful new line of ketchup by observing and listening to its which of the following groups?
- a. Employees
  - b. Sales force
  - c. **Customers**
  - d. Suppliers

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36. Research of buying decisions by large companies to find out what they buy, where they buy, how much they buy refers to which one of the following buying decision?
- Market buying decision
  - Consumer buying decision**
  - Consumer buying decision
  - Group buying decision
37. Large tools and machines used in a production process for a considerable length of time are classified as which one of the following?
- Office equipment
  - Accessory equipment
  - Raw material**
  - Consumable supply
38. 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?
- Advertising**
  - Sales promotion
  - Personal selling
  - Publicity
39. Orders can be submitted by which of the following ways:
- By mail or telephone
  - Through salespeopl
  - Via computer
  - All of the given options**
40. Which one of the following options represents the collection of businesses and products that make up a company?
- Strategic business unit
  - Mission statement
  - Strategic plan
  - Business portfolio**
41. The degree to which a market segment is sufficiently large or profitable refers to which of the following concepts?
- Substantiality**
  - Accessible
  - Actionable



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- d. Measurable
42. Three key issues associated with initiating price changes are, the circumstances, the tactics and:
- Sales targets
  - Bad publicity
  - Stock levels
  - Competitor reactions**
43. A state of "felt deprivation" in human is called:
- Want
  - Demand
  - Value
  - Need**
44. Sales promotion includes a wide assortment of tools. Which one of the following is NOT one of these tools?
- Contests
  - Premiums
  - Telephone surveys**
  - Coupons
45. Which one of the following is a part of 4 C's?
- Consumer
  - Company
  - Convenience**
  - Competitors
46. Which method of research can be used to obtain information if people are unwilling or unable to provide?
- Observation**
  - Focus groups
  - Personal interviews
  - Questionnaires
47. Which one of the following category provides the resources needed by the company and competitors to produce goods and services?
- Suppliers**
  - Customers
  - Competitors
  - Publics
48. Which one of the following is the first step of marketing research process?
- Define problem**
  - Data analysis

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- c. Interpretation
  - d. Implementation
49. Which of the segmenting strategies carries higher-than-average risks in consumer markets?
- a. **Multiple-segment**
  - b. Concentrated
  - c. Differentiated
  - d. Undifferentiated
50. Which of the following is a pricing strategy used while the product is in running phase?
- a. Market-Skimming Prices
  - b. **Product Line Pricing**
51. What is the purpose of intranets?
- a. Buying and selling processes
  - b. Business-to-business purchasing
  - c. **Communication among employees**
  - d. Maintaining customer relations
52. Which one of the following can be estimated from historical data or from price/quantity data across sales districts?
- a. **Price elasticity**
  - b. Features/benefits
  - c. Price/quantity
  - d. Pricing patterns
53. Which one of the following takes possession of truckloads of potatoes, arranges for storage, and transports them to auctions to be sold?
- a. Selling agent
  - b. Commission broker
  - c. **Commission merchant**
  - d. Selling broker
54. What does the term sales quota refer to?
- a. **Sales objectives**
  - b. Time to make a sale
  - c. Sales methods
  - d. Number of customers
55. Which of the following is "something of value" that might be offered to FINAL CONSUMERS as part of the "price equation"?
- a. Sufficient margin to allow for profit
  - b. Promotion aimed at customers

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- c. Price-level guarantees
  - d. **Repair facilities**
56. 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?
- a. **Positive incentives**
  - b. Positive thinking
  - c. Positive recognition
  - d. Positive feedback
57. Which of the following planning is not the type of planning?
- a. Strategic Planning
  - b. Tactical Planning
  - c. **Production Planning**
  - d. Operational Planning
58. Which one of the following is NOT an ethical pricing issue?
- a. **Product dumping**
  - b. Predatory pricing
  - c. Price fixing
  - d. Slow Skimming
59. Large tools and machines used in a production process for a considerable length of time are classified as which one of the following?
- a. Office equipment
  - b. **Accessory equipment**
  - c. Raw material
  - d. Consumable supply
60. Which of the following is NOT a part of the macro-environment?
- a. Demographic forces
  - b. Natural forces
  - c. **Competitors' forces**
  - d. Political forces
61. The principles of personal selling described as which one of the following orientation?
- a. Relationship orientation
  - b. Service orientation
  - c. **Customer orientation**
  - d. Transaction orientation

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62. Which of the following may be ignored while making channel distribution decisions?
- Analyzing Consumer Service Needs**
  - Setting Channel Objectives and Constraints
  - Identifying Major Alternatives
  - None of the above
63. The search for new-product ideas should be \_\_\_\_\_ rather than haphazard.
- Consistent
  - Systematic**
  - Continual
  - Seldom
64. The consumer can obtain information from any of several sources. Which is NOT one of these sources?
- Personal
  - Commercial
  - Attitude**
  - Public
65. 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?
- Problem recognition
  - Product specification
  - Product selection**
  - Product purchase
66. Those factors that determine the size and means of payment exchanged for goods and services are part of which one of the following mix?
- Price promotion mix
  - Price factor mix
  - Basic price mix**
  - Production price mix
67. Which one of the following is an alternative to product line stretching that adds more items within the present range of the line?
- Product mix

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- b. Interactive marketing
  - c. Product line filling
  - d. **Co-branding**
68. What are the companies doing from the following options as a result of an explosion of more focused media that better match today's targeting strategies?
- a. **More narrowcasting and less broadcasting**
  - b. Less broadcasting and more narrowcasting
  - c. Less narrowcasting and broadcasting
  - d. More narrowcasting and broadcasting
69. After analysis and processing data, it is converted into which of the following forms?
- a. Facts
  - b. Postulates
  - c. **Information**
  - d. Results
70. Following activities are the part of marketing process EXCEPT which of the following?
- a. Analyzing marketing opportunities
  - b. Selecting target markets
  - c. **Developing the business portfolio**
  - d. Managing the marketing effort
71. Political force is one of the forces of marketing macro environment. How marketers view political forces?
- a. Easily ignored
  - b. Easily influenced
  - c. Simple to recognize
  - d. **Beyond their control**
72. Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?
- a. Belief
  - b. Culture
  - c. **Personality**
  - d. Self-awareness
73. Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization-sponsored events?
- a. Pricing
  - b. Distribution

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- c. Product development
  - d. **Promotion**
74. What does it reflect “The receiver's response to a message”?
- a. **Feedback**
  - b. Media
  - c. Noise
  - d. Decoding
75. Nationally distributed consumer convenience products such as cigarettes are MOST likely distributed through which of the following channels?
- a. Producer, agents, wholesalers, retailers, consumers
  - b. Producer, wholesalers, consumers
  - c. **Producer, wholesalers, retailers, consumers**
  - d. Producer, industrial distributor, wholesalers, retailers, consumers
76. Marketing stimuli consist of the four Ps. Which is NOT one of these Ps?
- a. Product
  - b. **Political**
  - c. Promotion
  - d. Place
77. Which of the following set refers to the order of action in marketing control process?
- a. Measure performance – evaluate performance – corrective action – set goals
  - b. Corrective action – set goals - measure performance – evaluate performance
  - c. **Set goals - Measure performance – evaluate performance - corrective action**
  - d. Set goals - Measure performance – corrective action – evaluate performance
78. Polaroid is aiming its Cool Cam camera at teenagers. Which of the following options reflect Teenagers?
- a. Target audience
  - b. Segmentation
  - c. **Target market**

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- d. Focus group
79. Which one of these is a department of advertising agency?
- a. Creative
  - b. Research
  - c. Media
  - d. **All of above**
80. Which one of the following factors influences the consumer buying decision process?
- a. Person-specific
  - b. **Social**
  - c. Demographic
  - d. Situational
81. People change the goods and services they buy over time because of two important factors. Which one of the following sets reflects these factors?
- a. Belief and attitude
  - b. Perception and personality
  - c. **Age and life-cycle stage**
  - d. Family and tradition
82. Measure and evaluate performance is the part of which marketing function
- a. Marketing Analysis
  - b. Marketing Implementation
  - c. Marketing Planning
  - d. **Marketing Control**
83. Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?
- a. Unsought products
  - b. Specialty products
  - c. **Shopping products**
  - d. Industrial products

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

- a. Marketing Strategy
- b. Objectives
- c. Marketing Mix
- d. **None of the above**

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

- a. External
- b. Internal & External
- c. **Internal**
- d. Representatives

86. During the new product development process, the creation of a large pool of ideas for potential new products is the primary goal of which one of the following steps?

- a. Idea generation
- b. **Idea screening**
- c. Concept development
- d. Prototype development

87. 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?

- a. Personal
- b. Attitude
- c. **Descriptive**
- d. Exploratory

88. 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?

- a. **Problem recognition**
- b. Product specification
- c. Product selection
- d. Product purchase



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89. Low consumer involvement in purchase and little significant brand difference comes in which type of buying behavior.
- Complex buying behavior**
  - Dissonance-reducing buying behavior
  - Habitual buying behavior
  - Variety-seeking buying behavior
90. In which one of the following stages of the product life cycle sales fall off and profits stop?
- Growth
  - Introduction
  - Decline**
  - Maturity
91. Which type of wholesaler not only provides transportation and delivers products to retailers, but also provides the service of placing products on retailers' shelves?
- Truck wholesaler**
  - Cash-and-carry wholesaler
  - Rack jobber
  - Rack jobber
92. Which one of the following is NOT base for marketing segmentation?
- Consumer markets
  - Industrial markets
  - Business markets
  - International markets**
93. Michael Porter developed which of the following model?
- GE Approach/Model
  - BCG Model
  - Five Forces Model**
  - Value Chain model
94. Mr. Kashan works on the prototype of a new action-orientated computer game module, he is engaging in which phase of the new product development process?

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- a. Idea generation
  - b. Commercialization
  - c. **Test marketing**
  - d. Product development
95. When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?
- a. Age and life cycle
  - b. **Gender**
  - c. Behavior
  - d. Geographic
96. Which one of the following is the first step in the new product development?
- a. Idea screening
  - b. Concept development
  - c. **Idea generation**
  - d. Concept testing
97. Which one of the following is NOT a content of marketing plan?
- a. Objectives
  - b. Control
  - c. Budget
  - d. **Production**
98. What is the initial stage in the development of an advertising campaign?
- a. Setting the budget for advertising
  - b. **Identifying and analyzing the target audience**
  - c. Defining the advertising objectives
  - d. Creating the advertising platform
99. Which one of the following is NOT a part of industry structure analysis?
- a. Buyers
  - b. Sellers
  - c. Entry/exit barriers
  - d. **Competitor**

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100. 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?

- a. Advertising
- b. Publicity
- c. **Personal selling**
- d. Sales promotion

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

- a. **Use care in the wording and ordering of questions**
- b. Questions do not have to be arranged in a logical order
- c. Ask personal questions in the middle of the instrument
- d. Avoid eye contact as it may confuse the respondents

102. 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?

- a. **Product line**
- b. Line extension
- c. Private brand
- d. Product bandwidth

103. Which one of these is not included in product classification?

- a. Durable products
- b. Nondurable products
- c. Actual products
- d. **Pure services**

104. Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

- a. Publicity
- b. Sales promotion

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- c. **Personal selling**
- d. **Public relations**

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

- a. **Directs the flow of products from producers to customers**
- b. **Links producers to other marketing intermediaries**
- c. **Takes title to products and resells them**
- d. **Manages transportation and warehousing functions**

106. 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?

- a. **Advertising**
- b. **Sales promotion**
- c. **Personal selling**
- d. **Publicity**

107. In SWOT analysis, threats and opportunities are part of which of the following environment?

- a. **Internal**
- b. **Inside**
- c. **External**
- d. **Domestic**

108. Large number of manufacturers and greater number of product variety increases

- a. **Bargaining power of buyers**
- b. **Bargaining power of suppliers**
- c. **Rivalry among the competitors**
- d. **Threat of substitute**

109. A company can increase its business in four ways. Which is not one of these ways?

- a. **It can add new product lines, thus widening its product mix.**

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- b. It can lengthen its existing product lines.
  - c. It can add more versions of each product and thus deepen its product mix.
  - d. **The company can discontinue some of its lines.**
110. The act of setting prices for customers located in different parts of the world is called \_\_\_\_\_.
- a. **Geographic Pricing**
  - b. Value based Pricing
111. The various stages of the personal selling process are illustrated below, which one of the following is NOT specific roles of the sales representative?
- a. Negotiating and closing the sale
  - b. Sales presentation
  - c. Prospecting
  - d. **Devising product strategy**
112. Collecting, analyzing and interpretation of data refer to which of the following concepts?
- a. **Marketing research**
  - b. Marketing intelligence
  - c. Marketing information
  - d. Marketing knowledge
113. 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?
- a. Product
  - b. Price
  - c. Place
  - d. **Promotion**
114. The process of dividing a total market into market groups so that persons within each group have relatively similar product needs refers to which of the following concepts?

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- a. **Segmenting**
  - b. Differentiating
  - c. Target marketing
  - d. Concentrating
115. Heavy promotion exists in which of following philosophies?
- a. **Outside-in perspective**
  - b. **Inside-out perspective**
  - c. Societal marketing concept
  - d. Production concept
116. Which public take developments into account on larger scale?
- a. **Financial publics**
  - b. Media publics
  - c. Government publics
  - d. Citizen-action publics
117. 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?
- a. Slow penetration strategy
  - b. Rapid penetration strategy
  - c. **Rapid skimming strategy**
  - d. Slow skimming strategy
118. Why is the headline of a print advertisement such a critical component of the copy?
- a. It determines the final layout design.
  - b. **It is often the only part of the advertisement that is read.**
  - c. It takes up the most space.
  - d. It links the copy to the signature.
119. 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?
- a. **Cost per exposure**

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- b. Cost of premium offers
  - c. Cost of the magazine it is using
  - d. Opportunity cost
120. Which one of the following stage introduces a new product into the market?
- a. Product Concept
  - b. Product Development
  - c. **Test Marketing**
  - d. Commercialization
121. Which of the following tasks are included in marketing management?
- a. Marketing analysis
  - b. Marketing planning
  - c. Marketing implementation
  - d. **All of the above**
122. 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?
- a. **Total Quality Management**
  - b. Marketing Management
  - c. Customer Relationship Management
  - d. Knowledge Management
123. 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?
- a. Straight rebuy purchase
  - b. Delayed purchase
  - c. **New-task purchase**
  - d. Modified rebuy purchase
124. Which of the following is a pricing strategy used at the launch of a product?
- a. **Market-Skimming Prices**
  - b. Product Line Pricing
125. In international pricing companies that market their products internationally must decide what prices to charge in the different countries in which they operate.

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- a. **True**  
b. False
126. Which one of the following groups serves as opinion leaders to the rest of the market?  
a. Late majority  
b. **Early Adopter**  
c. Early Majority  
d. Laggards
127. Which one of the following is not the component of micro environment?  
a. Suppliers  
b. Competitors  
c. **Political**  
d. Intermediaries
128. All of the following are the logistics functions EXCEPT?  
a. Order processing  
b. Warehousing  
c. Inventory management  
d. **Retailing**
129. 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?  
a. Exploratory  
b. Descriptive  
c. **Casual**  
d. Qualitative
130. A \_\_\_\_\_ is a retail establishment that combines supermarket and discount store shopping in one location.  
a. Superstore  
b. Department store  
c. **Hypermarket**  
d. Mega market



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131. Choose the best description regarding marketing view point.
- Matching a product with its market
  - Promoting and selling products
  - Facilitating and satisfying exchange relationships**
  - Distributing products at the right price to stores
132. Product developers need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, "What is the buyer really buying?"
- Actual product
  - Augmented product
  - Core benefit**
  - Co-branding
133. High involvement in purchase and perceive a significant differences among brands comes in which type of buying behavior.
- Dissonance-reducing buying behavior
  - Complex buying behavior**
  - Variety-seeking buying behavior
  - Habitual buying behavior
134. Marketing management is really a:
- Supply Chain Management
  - Demand Management**
  - Product Management
  - Knowledge Management
135. A skimming price policy for a product is appropriate when demand for the product is elastic.
- True
  - False**
136. In the Boston Consulting Group approach, which one of the following is a measure of company strength in the market?
- Relative market share**
  - BCG matrix

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- c. Business portfolio
  - d. Market growth rate
137. Which one of the following affects both demographic and psychological factors?
- a. Quantity discounts
  - b. Price elasticity
  - c. Quality discounts
  - d. Mark-up pricing
138. There are \_\_ ways through which the organizations change their prices to meet the change in demand of a product.
- a. 1
  - b. 2
139. Competitor price increases are more likely to be followed when they are due to:
- a. Falling sales
  - b. General rising costs
  - c. Increased advertising
  - d. Price wars
140. Which one of the following concept is the latest in a marketing philosophy?
- a. Societal marketing concept
  - b. Selling concept
  - c. Marketing concept
  - d. Production concept
141. Whether the price raised or lowered, the action will affect on: Select correct option:
- a. Buyers
  - b. Competitors
  - c. Competitors
  - d. All of above

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142. 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?

- a. Selling concept
- b. Product concept
- c. **Production concept**
- d. Marketing concept

143. Which one of the following involves designing and producing the container or wrapper for a product?

- a. **Packaging**
- b. Designing
- c. Branding
- d. Labeling

144. 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?

- a. Respondents who refuse to cooperate or give biased answers
- b. Interviewers who make mistakes or take shortcuts
- c. **Interpreting and reporting the findings**
- d. Primary data that conflict with secondary data

145. The total market approach to finding a target market will probably be UNSUCCESSFUL when:

- a. Product differentiation is used
- b. The firm defines the total market as its target market
- c. People within the market have heterogeneous needs
- d. **People within the market have homogeneous needs**

146. The process of shaping and refining potential product ideas refers to which one of the following options?

- a. **Prototype development**
- b. Concept development
- c. Test marketing
- d. Idea screening

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147. Which one of the following research instrument is used to collect large amount of information at the low cost?
- Mail questionnaires**
  - Telephone interviewing
  - Personal interviewing
  - Computer interviewing
148. “How are you telling consumers in your target group about your product” This question belongs to which marketing concept?
- Product
  - Price
  - Place
  - Promotion**
149. Which one of the following wholesaler provides a convenient and effective method of selling small items to customers in remote areas that other wholesalers might find unprofitable to serve?
- Mail-order wholesalers
  - Specialty-line wholesalers
  - Cash-and-carry wholesalers**
  - Truck wholesalers
150. 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?
- Commercialization
  - Idea screening
  - Concept development
  - Test marketing**
151. Through vehicle the coded message is transmitted from the source to the receiver. Which one of the following vehicle is used for this purpose?
- Decoder
  - Encoder
  - Relay channel**

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d. Media

152. What does the meaning of the physical arrangement of the illustration, headline, subheadline, body copy and the signature?

- a. Copy
- b. Art design
- c. **Layout**
- d. Storyboard

153. Which of the following is not the type of retailers?

- a. Self-service retailers
- b. Limited service retailers
- c. **Half service retailers**
- d. Full service retailers

154. Which one of the following option is true for Marketing?

- a. Demand management
- b. **Customer relationship**
- c. Making a sale
- d. Making a profit

155. Following are the elements of the marketing mix EXCEPT:

- a. Distribution
- b. Product
- c. **Target market**
- d. Pricing

156. One risk of \_\_\_ is that sales may come at the expense of other items.

- a. **Line extension**
- b. Packaging
- c. Social marketing
- d. Internet marketing

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

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- a. Customer lifetime value
  - b. Customer perceived value
  - c. **Customer relationship management**
  - d. Societal marketing
158. Following are the elements of the marketing mix EXCEPT:
- a. Distribution
  - b. Product
  - c. **Target market**
  - d. Pricing
159. XYZ Company launched new CDs players and tested it in new restaurant. XYZ Company is considering which of the following strategies?
- a. Product development
  - b. **Market development**
  - c. Diversification
  - d. Market penetration
160. Niche marketing is opposite to which one of the following concepts?
- a. New Marketing exploration
  - b. Knowledge management
  - c. **Mass marketing**
  - d. Market intelligence
161. Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?
- a. Group
  - b. **Sample**
  - c. Target group
  - d. Audience
162. Marketing intermediary is one of the forces of marketing micro environment. What roles do they play?

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- a. Identify individuals & households
  - b. Identify marketing service agencies
  - c. **Promote, sell & distribute goods to final buyers**
  - d. Minimize supply costs to attract customers
163. Which of the following phase of marketing research process is considered MOST expensive and subject to error?
- a. **Exploratory research**
  - b. Hypothesis
  - c. Data collection
  - d. Data validation
164. Which product life cycle stage features an emphasis on informative promotion, development of distribution channels and low sales?
- a. Market establishment
  - b. **Market introduction**
  - c. Market growth
  - d. Market maturity
165. Drawing conclusion from research after analysis of collected data called:
- a. Gathering
  - b. Collection
  - c. **Interpretation**
  - d. Survey
166. Unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment refers to which one of the following?
- a. Belief
  - b. Culture
  - c. **Personality**
  - d. Self-awareness
167. Which of the following environment consists of the factors that affect consumer purchasing power and spending patterns?
- a. Demographic environment

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- b. Cultural environment
  - c. **Economic environment**
  - d. Consumer environment
168. Which of the following environment includes laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society?
- a. Natural environment
  - b. **Political environment**
  - c. Societal environment
  - d. Cultural environment
169. Which of the following is not the type of retailers?
- a. **Self-service retailers**
  - b. Limited service retailers
170. For a day care center, disposable diapers, juice boxes, cleaning supplies and electricity are examples of which one of the following costs?
- a. Fixed costs
  - b. **Variable costs**
  - c. Derived costs
  - d. Total costs
171. If a retailer needed help with store design and training sales personnel, it would most likely use the services of which of the following wholesalers?
- a. **Full-service wholesaler**
  - b. Full-price wholesaler
  - c. Rack jobber
  - d. Cash-and-carry wholesaler
172. Consumer products and services refers to which of the following products that having unique characteristics or brand identification?
- a. Shopping products
  - b. Unsought products
  - c. **Specialty products**
  - d. Industrial products



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173. Yoghurt represents which type of product for most consumers?

- a. **Convenience**
- b. Shopping
- c. Specialty
- d. Unsought

174. 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?

- a. Exploratory
- b. Descriptive
- c. **Casual**
- d. Qualitative

175. High involvement in purchase and see little difference among brands comes in which type of buying behavior.

- a. **Complex buying behavior**
- b. Habitual buying behavior
- c. Dissonance-reducing buying behavior
- d. Variety-seeking buying behavior

176. When a company cannot supply all its customers' needs; what would be an effect on price?

- a. **Price will increase**
- b. Price will remain same
- c. Price will decrease
- d. Price will decrease up to a curtails limit

177. Which of the following traits should salespeople have?

- a. Honesty
- b. Patience
- c. Responsiveness
- d. **All of the given options**

178. Which of the following forces shows the marketing macro environment?

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- a. Demographic, economic, natural, technological, political, and social
  - b. Demographic, natural, economic, political, social, and cultural
  - c. **Demographic, economic, natural, technological, political, and cultural**
  - d. Demographic, economic, natural, social, political, and legal
179. The type of salesperson that usually requires training in physical science or engineering refers to which one of the following salespersons?
- a. **Trade salesperson**
  - b. Missionary salesperson
  - c. Technical salesperson
  - d. Sales assistants
180. The Students Union is buying office equipment. For a supplier, the Students Union is an example of which one of the following markets?
- a. A producer market
  - b. A reseller market
  - c. **An institutional market**
  - d. A government market
181. Supply's sales force of ABC Company continues to expand, the firm plans to add a fleet of company cars to its sales compensation package. For ABC Company, this would represent which one of the following purchases?
- a. New-task
  - b. **Modified rebuy**
  - c. Straight rebuy
  - d. Repetitive
182. Which one of these is included in levels of marketing segmentations?
- a. Mass Marketing
  - b. **Segment Marketing**
  - c. Niche Marketing
  - d. All of given above

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183. What type of new product strategy, Pizza Hut is using when it allows Marriott to offer its new specialty pizzas in the hotel chain's room service menu?

- a. Market development
- b. **Product development**
- c. Market saturation
- d. Market penetration

184. Demographic segmentation divides the market into groups based on which of the following variables?

- a. Size, location, industry, customer
- b. Size, company, industry, technology
- c. **Location, size, occupation, race**
- d. Customer, technology, company, industry

185. 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?

- a. It contains and protects the product
- b. It contains the brand mark
- c. **It determines product quality**
- d. It may contain the brand symbol

186. Which of the following is the last step in marketing research process?

- a. Developing the research plan
- b. **Interpreting and reporting the findings**
- c. Defining the problem and research objectives
- d. Implementing the research plan

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

- a. **People’s views of themselves**
- b. People’s views of others
- c. People’s views of organizations
- d. People’s views of society

188. Items offered free or at minimal cost as a bonus for purchasing a product refers to which one of the following options?

- a. Rebates

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- b. Premiums
- c. **Samples**
- d. Coupons

189. British Steel provides steel to various manufacturers in Britain. British Steel would most likely segment markets based on which one of the following variables:

- a. Demographic
- b. Psychographic
- c. **Type of organization**
- d. Market density

190. There are three decision involved in designing a sample. Which of the following is NOT a part of sample designing?

- a. Sampling unit
- b. Sampling size
- c. Sampling procedure
- d. **Sampling cost**

191. Which of the following planning is not the type of planning

- a. Strategic Planning
- b. **Tactical Planning**
- c. **Production Planning**
- d. Operational Planning

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

- a. **Directs the flow of products from producers to customers**
- b. Links producers to other marketing intermediaries
- c. Takes title to products and resells them
- d. Manages transportation and warehousing functions

193. Fast-food restaurants offer tasty and convenient food at affordable prices; they contribute to fatness that harms

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consumer health and causes health problems in the long run.  
This statement reflects which one of the following concepts?

- a. Marketing concept
- b. **Societal marketing concept**
- c. Product concept
- d. Production concept

194. 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?

- a. Exploratory
- b. Descriptive
- c. **Casual**
- d. Qualitative

195. All of the following are the stages involved in the consumer adoption process EXCEPT:

- a. Desire
- b. Awareness
- c. Interest
- d. **Trial**

196. 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?

- a. **Just-in-time logistics**
- b. Limited inventory logistics
- c. Economic order quantity
- d. Supply chain management

197. Low consumer involvement in purchase but significant perceived brand difference comes in which type of buying behavior.

- a. **Complex buying behavior**
- b. Dissonance-reducing buying behavior
- c. Habitual buying behavior
- d. Variety-seeking buying behavior

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

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- a. Internal
- b. Outdoor
- c. External
- d. Outside

199. Which one of the following options represents the collection of data for the purpose of applying appropriate actions at a subsequent time?

- a. Lifestyle
- b. Learning
- c. Perception
- d. Attitude

200. People often buy the kind of clothing. What does it show?

- a. Attitude
- b. Status
- c. Learning
- d. Lifestyle

201. 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?

- a. Dogs
- b. Question marks
- c. Cash cows
- d. SBU

202. Which one of the following stage introduces a new product into the market?

- a. Product Concept
- b. Product Development
- c. Test Marketing
- d. Commercialization

203. In which of the following research the aim is to describe things such as the market potential for a product or the demographics and attitudes of customers who buy the product?

- a. Exploratory research
- b. Descriptive research

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- c. Casual research
- d. Observational research

204. 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?

- a. Corporate
- b. Contractual
- c. Conventional
- d. **Administered**

205. If you are attempting to create primary demand toward your product, you will use which type of the following ads?

- a. **Informative**
- b. Persuasive
- c. Reminder
- d. Cooperative

206. A \_\_\_\_\_ combines successive stages of production and distribution under single ownership.

- a. Administered vertical marketing system
- b. Conventional marketing channel
- c. Use of power brokers in a channel framework
- d. **Corporate vertical marketing system**

207. The fact that organizational customers purchase products to be used directly or indirectly in the production of goods and services to satisfy customers' needs. This situation shows which of the following demands?

- a. Joint
- b. **Derived**
- c. Inelastic
- d. More fluctuating

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

- a. Quantity discounts

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- b. **Price elasticity**
- c. **Quality discounts**
- d. **Mark-up pricing**

209. The mental act, condition or habit of placing trust or confidence in another shows which of the following option?

- a. **Motive**
- b. **Belief**
- c. **Behavior**
- d. **Attitude**

210. Which one of the following research instruments is used to collect information quickly?

- a. **Mail questionnaires**
- b. **Telephone interviewing**
- c. **Personal interviewing**
- d. **Computer interviewing**

211. Which one of the following steps is NOT a part of marketing process?

- a. **Analyzing marketing opportunities**
- b. **Selecting target market**
- c. **Designing the business portfolio**
- d. **Develop marketing mix**

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

- a. **Stars**
- b. **Cash Cows**
- c. **Cats**
- d. **Dogs**