

MGT-211 Quiz file 3

By Knowledge for Us.

Attiq Kundi

1. A good service, or idea consisting of a bundle and tangible attributes that can satisfy consumers is called a:

Answer: Product

2. At which stage of the product life cycle would a company consider the design of product versions for different segments as part of its product strategy?

Answer: Introduction

3. In which stage of product life cycle, few manufactures are in the market and sale is very low:

Answer: Introduction

4. There are really only two ways to collect primary data for a marketing study:

Answer: Observation and asking questions

5. Star electronics sales TV of different styles, color TV, black & white TV, different sizes of screen. It is called:

Answer: Product line

6. In which stage of product life cycle, marketers will introduce innovations in the product to keep their sales high:

Answer: Decline

7. _____ is the typical sequence of changes in demand for a product that occurs over time.

Answer: The product life cycle

8. At of the following except _____ are considered to be correct statements about marketing research.

Answer: With market research, the chance product development will be able to create a product consumers want to buy increases.

9. Rimsha wants to buy jewelry due to upcoming Eid festivals; she buys it after comparing price and quality from different jewelry shops; what type of consumer goods she buys:

Answer: Specialty goods

10. When a company targets a particular group of customers because of their need for its product, it can be stated the company has identified its _____

Answer: Marketing plan

11. _____ is the combination of a product's qualities and features, its price, the way it is promoted and said, and the places at which it is sold:

Answer: Marketing Mix

12. In which stage of product life cycle, marketers reduce the price due to more competition and spend money on research and development.

Answer: Maturity

13. New and revised products may be tested through:

Answer: Marketing research

14. In which stage of product life cycle, sale of the product increases but competition is low

Answer: Growth

15. Sources of marketing information are categorized into two groups- what are they?

Answer: external sources, internal sources.

16. At which stage of the product life cycle would a company consider the design of product version for different segments as part of its product strategy?

Answer: Introduction

17. Sohail buys the tooth paste from nearby store from his home, what type of consumer goods he buys?

Answer: Convenience goods.

18. Which technique is applied at problem identification stage?

Answer: Observational Research

19. Relationship of cause and effect is called?

Answer: Experimentation.

[Download More Quizzes Files From](#)

VUAnswer.com

20. the obtaining and investing funds by the firm is determined by the

Answer: Finance function

21. FFC advertised on Geo TV, after 6 months it felt that its advertisement was not properly watched by farmers then it advertised on Radio and PTV which was fruitful. It is called?

Answer: Promotion Research

22. Sheraz Beverages develop a new soft drink. They offer free soft drink to VU Students during exam days at Shadman Campus, Lahore. It is called

Answer: Product testing.

23. Spreadsheets, database and word processing software are all types of:

Answer: Application software.

[Download More Quizzes Files From](#)

VUAnswer.com

24. The product life cycle describes the stage a new product goes through in the:

Answer: Marketplace

25. ABC organization feels that their product is being sold in big cities only. They conduct the research that how to increase sale in small cities and rural areas. It is called?

Answer: segmentation Research

26. In the introduction phase of the PLC a typical marketing communication objective would be:

Answer: Use advertising and sales promotion to end users to create product awareness.

27. Marketers / researchers use some technique to deduce some meaningful information from collected data. It is called?

Answer: Data analysis.

28. ___ is used to cover long-term expenses such as assets.

Answer: Debt Financing.

29. In the marketing research process the 1st step is to define the problem followed by:

Answer: Collection of data.

30. Awais buys the shoes from Ravi shoes. After 4 months he evaluates that shoes cannot be used more due to low quality and he decides the next purchase from any other shop; which of the following his behavior falls in?

Answer: Post purchase decision.

31. In which stage of product life cycle, a large number of manufactures and marketers enter in the market?

Answer: Maturity.

Download More Quizzes Files From

VUAnswer.com

32. All of the following except___are consider to be correct statements about marketing research.

Answer: Marketing research is geared to uncover unmet consumer needs.

33. A market researcher wants to know about the number of Suzuki (Mehran) cars passing from Jinnah Avenue, Islamabad from 8am to 9am on coming Monday. S/he can achieve his/her objective by using which of the following:

Answer: Observational Research

34. At the Growth stage of the product, the product is known as___.

Answer: Star.

35. An item consumed in one or a few uses is called a:

Answer: non-durable good

36. Star AC claims that their AC cooling capacity is 15 centigrade but customer complain that it is not working as per their statement. After that Star AC conducts the research which is called?

Answer: Product Research.

37. In which stage of product life cycle, marketers earn more profit due to less competition, small number of manufactures and high sales:

Answer: Growth.

Download More Quizzes Files From

VUAnswer.com

38. Consumer goods are purchased by:

Answer: Ultimate consumers.

39. Customers claim we did not receive product on time. Organization conducted the research and found that it was fault at supplier end. It is called:

Answer: Distribution Research

40. There are really only two ways to collect primary data for a marketing study:

Answer: Observation and asking questions.

41. If any organization takes its product to the market and sees what are the customers comments about that product it is called:

Answer: Product research

42. When researchers need in depth information about anything; then they use?

Answer: Observation

43. ABC industry evaluates that “will our new product give us proper profit and is idea workable”? it is called:

Answer: Business analysis

44. At the maturity stage of the product, the product is called as _____

Answer: Cash cow

45. During the introduction stage of the PLC, sales gradually increase and:

Answer: profit is minimal

46. A product can be:

Answer: all of the given

Download More Quizzes Files From

VUAnswer.com

47. Management, marketing and finance are key parts of a/an:

Answer: Business plan

48. A customer’s need escalated to a motive under which of the following conditions?

Answer: seeking satisfaction

49. When organization plan that who will be their customers; it is called:

Answer: Market Targeting

50. ____ involves long-term, value- added relationships developed over time with customers and suppliers.

Answer: Relationship Marketing.

51. In the marketing research process the 1st step is also to define the problem followed by:

Answer: Collection of data.

52. At the Growth stage of the product, the product is known as ____.

Answer: Star

53. Super Asia manufactures washing machines, bikes, A.C, and refrigerators. It is called:

Answer: Product Mix

54. DSS Stands For:

Answer: Decision Support System

55. A consumer will initiate a buying decision process if;

Answer: Marketing and non-marketing

56. Dividing the market on the basis of area, climate and cultural values is called?

Answer: Geographical segmentation.

57. in which type of research methods; there is need of mediator, who mediator, controls and coordinates the activities:

Answer: focus group

58. There are really only two ways to collect primary data for a marketing study:

Answer: Observation and asking question.

59. A firm can charge a higher price without losing its customers if it does not have much

[Download More Quizzes Files From](#)

Answer: competition

VUAnswer.com

60. Which of the following is the most important determinant of a firm's value?

Answer: earnings

61. A distribution channel represents the path of a product from a producer to:

Answer: Consumer

62. In which of product life cycle there is highest level of sales but per unit profit decreases

Answer: Maturity

63. Which of the following stage is considered as the last stage of any product and at this stage the product will disappear from the market?

Answer: decline stage

64. Processing of data into numeric is called:

Answer: Data Collection.

65. Sheraz Beverages sends new developed soft drink in market for sale and advertises if an different media: it is called:

Answer: commercialization

Download More Quizzes Files From
VUAnswer.com

66. Dividing the total market into smaller parts is called?

Answer: Market segmentation

KNOWLEDGE FOR US