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VU Answer

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Which one of the following options represents this statement "What place do you want your product to hold in the consumer's mind"?

Answer (Please select your correct option)

VuAnswers.com

Product

Positioning

Promotion

Place

Made by: Waqar Siddhu

Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor reflects which one of the following concepts?

Answer (Please select your correct option)

VuAnswers.com

Sales promotion

Direct marketing

Advertising

Personal selling

Made by: Waqar Siddhu

Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it down?

Answer (Please select your correct option)

VuAnswers.com

Selling concept

Product concept

Production concept

Marketing concept

Made by: Waqar Siddhu

The digital age will fundamentally change customers' thinking of convenience, speed, price, product information and service. This new consumer thinking will affect which one of the following businesses?

Answer (Please select your correct option)

VuAnswers.com

A few businesses

Every business

Established businesses

Starting up businesses

Made by: Waqar Siddhu

Marketing stimuli consist of the four Ps. Which is **NOT** one of these Ps?

Answer (Please select your correct option)

VuAnswers.com

Product

Political

Price

Promotion

Made by: Waqar Siddhu

Most manufactured materials and parts are sold directly to which of the following categories?

Answer (Please select your correct option)

VuAnswers.com

Consumers

Industrial users

Co-branders

Wholesalers

Made by: Waqar Siddhu

When establishing prices, a marketer's first step is to:

Answer (Please select your correct option)

VuAnswers.com

Develop pricing objectives

Select a pricing policies

Evaluate competitors' prices

Determine a pricing methods

Made by: Waqar Siddhu

Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the buyer-based approach, which means:

Answer (Please select your correct option)

VuAnswers.com

Value-based pricing

Sealed-bid pricing

Cost-plus pricing

Low-price image

Made by: Waqar Siddhu

Three key issues associated with initiating price changes are, the circumstances, the tactics and:

Answer (Please select your correct option)

VuAnswers.com

Sales targets

Bad publicity

Stock levels

Competitor reactions

Made by: Waqar Siddhu

Which might be the effect of a successful price increase on profits?

Answer (Please select your correct option)

VuAnswers.com

Profit can decrease

No change observed in profits

Infinite change in profits

Profit can increase

Made by: Waqar Siddhu

Most, but not all, marketing channels have marketing intermediaries. A marketing intermediary sometimes called a middleman, who perform which of the following function?

Answer (Please select your correct option)

VuAnswers.com

Always sells products to wholesalers

Links producers to the ultimate users of the products

Always sells products to retailers

Does not take title to products

Made by: Waqar Siddhu

The advertiser has to choose the pattern of the ads. Which of the following options refer to the “scheduling ads evenly within a given period” and “scheduling ads unevenly over a given time period” respectively?

Answer (Please select your correct option)

VuAnswers.com

Pulsing, Hard hitting

Sequencing, Routing

Continuity, Hard hitting

Continuity, Pulsing

Made by: Waqar Siddhu

"Looking for new customers" refers to which one of the following concept?

Answer (Please select your correct option)

VuAnswers.com

Soliciting

Presenting

Prospecting

Qualifying

Made by: Waqar Siddhu

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

Answer (Please select your correct option)

VuAnswers.com

Sales territories

Sales force strategies

Team selling efforts

Promotional objectives

Made by: Waqar Siddhu

A growing trend for many companies is to use a group of people from sales, marketing, engineering, finance, technical support and even upper management to service large, complex accounts. It refers to which one of the following approaches?

Answer (Please select your correct option)

VuAnswers.com

Department selling

Multiple selling

Team selling

Simultaneous selling

Made by: Waqar Siddhu

Which one of the following strategies is for company growth by starting up or acquiring businesses outside the company's current products and markets?

Answer (Please select your correct option)

VuAnswers.com

Product Development

Market Development

Market Penetration

Diversification

Made by: Waqar Siddhu

Which one of the following is **NOT** a part of basic competitive strategies?

Answer (Please select your correct option)

VuAnswers.com

Overall cost-leadership

Differentiation

Sales force reinforcement

Focus

Made by: Waqar Siddhu

Which one of the following is **NOT** a part of competitive positions?

Answer (Please select your correct option)

VuAnswers.com

Market leader

Market challenger

Market follower

Market controller

Made by: Waqar Siddhu

Competitor's price increase is more likely to be followed due to:

Answer (Please select your correct option)

VuAnswers.com

Increased advertising

Price wars

Falling sales

General rising costs

Made by: Waqar Siddhu

Which one of the following is the final stage in developing an advertising campaign?

Answer (Please select your correct option)

VuAnswers.com

Creating the advertising platform

Developing the media plan

Creating the advertising message

Evaluating the effectiveness of advertising

Made by: Waqar Siddhu

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?

Answer (Please select your correct option)

VuAnswers.com

Special-event pricing

Experience-curve pricing

Superficial discounting

Price-leader pricing

Made by: Waqar Siddhu

When a customer is in the prepurchase stage:

Answer (Please select your correct option)

VuAnswers.com

Personal selling is slightly more effective than advertising

Sales promotions in the form of samples can be very useful

He or she will be unaffected by public relations activities

The importance of personal selling is at its highest

Made by: Waqar Siddhu

Customer → Value → Price → Cost → Product
This is related to which of the following pricing?

Answer (Please select your correct option)

VuAnswers.com

Going-rate pricing

Cost based pricing

Value based pricing

Competition-based Pricing

Made by: Waqar Siddhu

Which of the following is TRUE if you change the price in B.E analysis?

Answer (Please select your correct option)

VuAnswers.com

It will not change the B.E point

It will not change the sales

It will shift the B.E point

It will change the total fixed cost

Made by: Waqar Siddhu

Nestle Foods ran an ad promoting its new Nestlé's fruit juice cocktail in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. In terms of the communication process, the ad itself is:

Answer (Please select your correct option)

VuAnswers.com

Feedback

A channel of communication

A receiver

The message

Made by: Waqar Siddhu

Which of the following direct marketing medium leads in terms of expenditures, sales and employment?

Answer (Please select your correct option)

VuAnswers.com

Direct mail and catalogs

Telephone

Television

Advertising

Made by: Waqar Siddhu

Which of the following type of mass media is probably more effective, if an advertiser wants flexibility, timeliness, good local market coverage, broad acceptability, and high believability?

Answer (Please select your correct option)

VuAnswers.com

Newspapers

Television

Direct mail

Radio

Made by: Waqar Siddhu

Which one of the following is departs from advertising?

Answer (Please select your correct option)

VuAnswers.com

Personal selling

Public relation

Billboards

Transit Advertising

Made by: Waqar Siddhu

Which of the following is one of the challenges faced by market leader?

Answer (Please select your correct option)

VuAnswers.com

Expanding the total market

Indirect attack

Dividing the total market

Increasing sales force

Made by: Waqar Siddhu

Which of the following is included in the competitive positions?

Answer (Please select your correct option)

VuAnswers.com

Market positional

Market controller

Market challenger

Market observer

Made by: Waqar Siddhu

Which of the following is an administrative trade restriction that imposes a complete ban on imports of a specified product?

Answer (Please select your correct option)

VuAnswers.com

Import quota

Tariff

Embargo

Dumping

Made by: Waqar Siddhu

“Altering the product to meet local conditions or the wants of the foreign market” is related to which of the following?

Answer (Please select your correct option)

VuAnswers.com

Product invention

Product adaptation

Communication adaptation

Straight product expansion

Made by: Waqar Siddhu

All of the following critics come under the marketing's impact on society as a whole **EXCEPT**:

Answer (Please select your correct option)

VuAnswers.com

False wants and too much materialism

Producing too few social goods

Cultural pollution

Shoddy and unsafe products

Made by: Waqar Siddhu

All of the following are the key principles for public policy towards marketing **EXCEPT**:

Answer (Please select your correct option)

VuAnswers.com

Consumer and producer freedom

Innovation

Consumer education

Product development

Made by: Waqar Siddhu

Which of the following is the advantage of personal selling?

Answer (Please select your correct option)

VuAnswers.com

Expensive per contact

Labor intensive

Many sales calls may be needed to generate a single sale

It can be focused on prospective customers

Made by: Waqar Siddhu

Labor intensive is the disadvantage of which of the following?

Answer (Please select your correct option)

VuAnswers.com

Advertisement

Personal selling

Direct marketing

Sales promotion

Made by: Waqar Siddhu

Amazon.com a famous book selling website sells directly to the customers. The distribution channel used by Amazon is:

Answer (Please select your correct option)

VuAnswers.com

Direct Marketing Channel

Indirect Marketing Channel

Both Direct and indirect Marketing Channel

None of the above

Made by: Waqar Siddhu

According to Peter Drucker goal of all organizations is to gain and retain customers. This is accomplished through:

Answer (Please select your correct option)

VuAnswers.com

Marketing and Innovation

Finance and Marketing

Human resource and Marketing

Finance and Human Resource

Made by: Waqar Siddhu

What are the skills that a marketer should possess to successfully achieve the goals of an organization?

Answer (Please select your correct option)

VuAnswers.com

Neither creativity nor critical thinking skills

Both creativity and critical thinking skills

Critical thinking skills but not creativity

Creativity but not critical thinking

Made by: Waqar Siddhu

Which of the following statements regarding the natural environment is FALSE?

Answer (Please select your correct option)

VuAnswers.com

Weather has become less intense in the previous few years

not sure

Increased pollution is a major concern for marketers today

Global warming is a major issue for marketers to deal with today

The threat of governmental intervention in natural resource management is a major issue for marketers

Made by: Waqar Siddhu

Mr.Y introduced a new line of sports equipment. Now he wants to know the attitude and the satisfaction level of the customer. For this purpose he should perform:

Answer (Please select your correct option)

VuAnswers.com

Exploratory Research

Descriptive Research

Casual Research

Managerial Research

Made by: Waqar Siddhu

The ability of a product to perform its functions, including overall durability, reliability, precision, ease of operation and repair and other valued attributes, is related to _____

Answer (Please select your correct option)

VuAnswers.com

Product quality

Product design

Product toughness

None of the given option

Made by: Waqar Siddhu

Which of the following element is important in choosing advertising media?

Answer (Please select your correct option)

VuAnswers.com

Timing

Cost

Target Group

All of the given options

Made by: Waqar Siddhu

Which of the following is NOT a stage of product life cycle?

Answer (Please select your correct option)

VuAnswers.com

Maturity

Growth

Decline

Market Penetration

Made by: Waqar Siddhu

To persuade people to purchase non essential goods and services is a best example of:

Answer (Please select your correct option)

VuAnswers.com

Production Concept

Product Concept

Selling Concept

Marketing Concept

Made by: Waqar Siddhu

All of Ali's friends try to follow his style, dressing and the way he speaks. He is treated as one of the most reliable person as well. In his group, Ali is regarded as:

Answer (Please select your correct option)

VuAnswers.com

Influencer

Opinion leader

Charismatic

All of the given options

Made by: Waqar Siddhu

When a company decides to go after a large share of one or a few smaller segments instead of going after a small share of a large market, the company is practicing:

Answer (Please select your correct option)

VuAnswers.com

All of the given options

Mass marketing

Segment marketing

Niche marketing

Made by: Waqar Siddhu

Question No : 49 of 60

Marks: 1 (Budgeted Time 1 Min)

In which of the following product life cycle stages, sales are zero and the company's investment costs mount?

VuAnswers.com

Answer (Please select your correct option)

Product development

Introduction

Growth

Maturity

Made by: Waqar Siddhu

Marketing strategy of a firm is its _____ factor.

Answer (Please select your correct option)

VuAnswers.com

Internal

External

Neutral

None of the given

Made by: Waqar Siddhu

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

Answer (Please select your correct option)

VuAnswers.com

Informative

Persuasive

Reminder

Cooperative

Made by: Waqar Siddhu

Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market?

Answer (Please select your correct option)

VuAnswers.com

Persuasive advertising

Informative advertising

Comparative advertising

Institutional advertising

Made by: Waqar Siddhu

Which one the following option is related with this statement "Infiltration - slow penetration of selected narrow markets with focus on selected country markets and low share of the overall market."

Answer (Please select your correct option)

VuAnswers.com

Global leader strategy

Global challenger strategy

Global follower strategy

Global niche strategy

correct

Made by: Waqar Siddhu

When a company identifies the parts of the market it can serve best and most profitably. Which one of the following factor is in the practice of a company?

Answer (Please select your correct option)

VuAnswers.com

Concentrated marketing

Mass marketing

Targeted marketing

Market segmentation

correct

Made by: Waqar Siddhu

When Burger King targets different groups from children and teens to adults and seniors with different ads and media, it is practicing which one of the following segmentation?

Answer (Please select your correct option)

VuAnswers.com

Demographic

Age and life cycle

correct

Psychographic

Behavioral

Made by: Waqar Siddhu

Which of the following is **NOT** a major factor for making firms price decisions?

Answer (Please select your correct option)

VuAnswers.com

Environmental factors

Marketing objectives

Past sales

correct

Marketing mix strategy

Made by: Waqar Siddhu

A penetration-pricing policy is particularly appropriate when demand is:

Answer (Please select your correct option)

VuAnswers.com

Increasing

Highly elastic

Highly inelastic

Decreasing

correct

Made by: Waqar Siddhu

Which one of the following advantages reflects the advantage of product bundle pricing?

Answer (Please select your correct option)

VuAnswers.com

It can promote the sales of products consumers might not otherwise buy

correct

It offers consumers more value for the money

It combines the benefits of the other pricing strategies

It provides a more complete product experience for consumers

Made by: Waqar Siddhu

When there is intense price competition, many companies adopt _____ rather than cutting prices to match competitors.

Answer (Please select your correct option)

VuAnswers.com

Pricing power

Value-added strategies

correct

Fixed costs

Price elasticity

Made by: Waqar Siddhu

The success of each channel member depends on the performance of which of the following?

Answer (Please select your correct option)

VuAnswers.com

Key channel members

The entire supply chain

correct

The manufacturer

The wholesaler

Made by: Waqar Siddhu

Fraudulent usage, inability to attract potentially brand-loyal customers and use by current customers but not new customers are believed to be disadvantages of which of the following?

Answer (Please select your correct option)

VuAnswers.com

Money refunds

Frequent-user incentives

Coupons

Premiums

correct

Made by: Waqar Siddhu

Giving a free sample of a new product by attaching it to the pack of an existing product refers to which one of the following promotion?

Answer (Please select your correct option)

VuAnswers.com

On-pack promotion

New-product promotion

correct

Extra-fill promotion

Co-operative discounting

Made by: Waqar Siddhu

A growing trend for many companies is to use a group of people from sales, marketing, engineering, finance, technical support and even upper management to service large, complex accounts. It refers to which one of the following approaches?

Answer (Please select your correct option)

VuAnswers.com

Department selling

Multiple selling

Team selling

correct

Simultaneous selling

Made by: Waqar Siddhu

Three common techniques are used by sales managers to boost sales force morale. These include the organizational climate, sales quotas and which one of the following is the third technique?

Answer (Please select your correct option)

VuAnswers.com

Positive incentive

correct

Positive thinking

Positive recognition

Positive feedback

Made by: Waqar Siddhu

Which one of the following is **NOT** a part of competitive positions?

Answer (Please select your correct option)

VuAnswers.com

Market leader

Market challenger

Market follower

Market controller

correct

Made by: Waqar Siddhu

Which one the following option is related with this statement "Innovator in technologies, products and markets with high global share and wide country market coverage"

Answer (Please select your correct option)

VuAnswers.com

Global leader strategy

correct

Global challenger strategy

Global follower strategy

Global niche strategy

Made by: Waqar Siddhu

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?

Answer (Please select your correct option)

VuAnswers.com

Special-event pricing

Experience-curve pricing

correct

Superficial discounting

Price-leader pricing

Made by: Waqar Siddhu

All of the following are the examples of public relations tools **EXCEPT**:

Answer (Please select your correct option)

VuAnswers.com

Speeches

Feature articles

correct

Special events

News stories

Made by: Waqar Siddhu

Which of the following is NOT an example of persuasive advertising?

Answer (Please select your correct option)

VuAnswers.com

- Building brand preference
- Explaining how the product works
- Persuading customers to receive a sales call
- Encouraging the customer to purchase now

correct

Made by: Waqar Siddhu

All of the following are disadvantages of magazine advertising EXCEPT:

Answer (Please select your correct option)

VuAnswers.com

May be inappropriate mix with magazine content

Lesser reach compared with television

Static images only

Allows for better targeting of audience

correct

Made by: Waqar Siddhu

Nestle Foods, ran an ad promoting its new Nestlé's fruit juice cocktails in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. The magazine:

Answer (Please select your correct option)

VuAnswers.com

Served as the channel for communication

correct

Was the decoding device

Provided feedback

Was the encoding device

Made by: Waqar Siddhu

Which of the following examples of items has inelastic demand?

Answer (Please select your correct option)

VuAnswers.com



Mercedes



Wheat

correct



Diamond



I-pod

Made by: Waqar Siddhu

All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as:

Answer (Please select your correct option)

VuAnswers.com

Sponsorship

Advertising

Personal selling

Sales promotion

correct

Made by: Waqar Siddhu

Which of the following is TRUE for direct marketing channel?

Answer (Please select your correct option)

VuAnswers.com

- It consists of wholesaler
- It consists of wholesaler, agent and retailer
- It consists of wholesaler and retailer
- It consists of no intermediary

correct

Made by: Waqar Siddhu

Which promotional strategy is designed to build customer demand based on spending a lot on advertising and consumer promotion?

Answer (Please select your correct option)

VuAnswers.com

Production strategy

Pull strategy

correct

Operational strategy

Push strategy

Made by: Waqar Siddhu

With reference to E-Marketing, which one of the following can be used to add customer value?

Answer (Please select your correct option)

VuAnswers.com

Technology

correct

Virtual business

Market positioning

Brand awareness

Made by: Waqar Siddhu

Which of the following is a strategy of causing products to become out of date before they actually need replacement and is a criticism leveled by consumers?

Answer (Please select your correct option)

VuAnswers.com

Planned obsolescence

correct

Deceptive pricing

Excessive markup

High pressure selling

Made by: Waqar Siddhu

ABC Company and XYZ Company entered into contracts to obtain more economies or sales impact than each could achieve alone. This type of vertical marketing system is classified as:

Answer (Please select your correct option)

VuAnswers.com

Corporate VMS

Contractual VMS

correct

Administered VMS

None of the given options

Made by: Waqar Siddhu

Big Retailers due to their overwhelming size and influence are exerting greater authority on the producers and wholesalers. This type of vertical marketing system is classified as:

Answer (Please select your correct option)

VuAnswers.com

Corporate VMS

Contractual VMS

Administered VMS

correct

None of the given options

Made by: Waqar Siddhu

Which one of the following statements is an example of a problem that may arise in the implementation of the marketing concept?

Answer (Please select your correct option)

VuAnswers.com

The marketer cannot satisfy all the marketing segments

Consumers do not understand what the marketing concept is

correct

Dealers do not support the marketing concept

A product may fit the needs of too many segments

Made by: Waqar Siddhu

In recent times there have been huge advancements in information technology. This era is known as:

Answer (Please select your correct option)

VuAnswers.com

An old economy

Transformation

A new world

The digital age

correct

Made by: Waqar Siddhu

Which of the following is not one of the 4 types of SBUs described by the Boston Consulting Group approach?

Answer (Please select your correct option)

VuAnswers.com

Cash Lion

correct

Cash Cow

Star

Dog

Made by: Waqar Siddhu

How do physical distribution firms help companies?

Answer (Please select your correct option)

VuAnswers.com

To stock and move goods from one point to the other

correct

They distribute goods to consumers.

By coordinating the overall value delivery system

They identify sellers and financial intermediaries

Made by: Waqar Siddhu

Which of the following environment is made up of institutions and other forces affecting society's basic values, perceptions, preferences and behaviors?

Answer (Please select your correct option)

VuAnswers.com

Cultural environment

correct

Fictitious environment

Natural environment

Political environment

Made by: Waqar Siddhu

The _____ is/are the most important consumer buying organization in society.

Answer (Please select your correct option)

VuAnswers.com

Family



correct

Reference Group



Friends



Teachers



Made by: Waqar Siddhu

The consumer buyer decision process begins with:

Answer (Please select your correct option)

VuAnswers.com

Need recognition

Information search

correct

Evaluation of alternative

Purchase decision

Made by: Waqar Siddhu

MR. Y likes to eat Tuc Biscuits (salty). The maker of Tuc biscuits launched a new line of salty biscuits. MR. Y decided to try this new line of salty biscuits. This behavior of Mr. Y is an example of:

Answer (Please select your correct option)

VuAnswers.com

Complex Buying Behavior

Variety Seeking Buying Behavior

correct

Dissonance Reducing Buying Behavior

Habitual Buying Behavior

Made by: Waqar Siddhu

Which of the following characteristics is NOT used in psychographic segmentation?

Answer (Please select your correct option)

VuAnswers.com

Age

correct

Life Style

Personality

Social Class

Made by: Waqar Siddhu

Dell Computers formed an alliance with Intel Processors creating marketing synergy. Thus two companies form an alliance to work together, creating a new marketing opportunity. This is an example of.

Answer (Please select your correct option)

VuAnswers.com

National Brand

Private Brand

License brand

Co-branding

correct

Made by: Waqar Siddhu

Which of the following is a type of Geographic pricing?

Answer (Please select your correct option)

VuAnswers.com

FOB-Origin Pricing

correct

Cost based Pricing

Value based Pricing

None of the given option

Made by: Waqar Siddhu

Cash and Carry is a type of

VuAnswers.com

Answer (Please select your correct option)

Limited Wholesalers

correct

Agents

Brokers

None of the given option

Made by: Waqar Siddhu

In order to get the competitive advantage, we need to carry out _____ before designing our competitive marketing strategy.

Answer (Please select your correct option)

VuAnswers.com

Competitor Analysis

correct

SWOT Analysis

PEST Analysis

None of the above

Made by: Waqar Siddhu

Which of the following is one of the strategy that firm uses to position themselves in the market?

Answer (Please select your correct option)

VuAnswers.com

Entrepreneurial marketing

Formulated marketing

Overall cost-leadership

None of the above

correct

Made by: Waqar Siddhu

Rapid penetration of narrow market segments by selective targeting of country markets and small share of overall market is known as:

Answer (Please select your correct option)

VuAnswers.com

Global Niche Strategy

correct

Global Challenger Strategy

Global Leader Strategy

Global Follower Strategy

Made by: Waqar Siddhu

Digital world comprises Value and _____.

Answer (Please select your correct option)

VuAnswers.com

Customer

Buyer

None of the given option

Speed

correct

Made by: Waqar Siddhu

Producer and _____ are the basic elements of marketing.

Answer (Please select your correct option)

VuAnswers.com

Consumer

correct

Retailer

Manufacturer

Shop keeper

Made by: Waqar Siddhu

Chimney Sweeps is a company that employs people to clean fireplaces and chimneys in homes and apartments. The company offers _____ to its customer.

Answer (Please select your correct option)

VuAnswers.com

service

correct

product

advice

idea

Made by: Waqar Siddhu

Which one of the following steps deals in identifying the problems and defining research objectives in the marketing research process?

Answer (Please select your correct option)

VuAnswers.com

Developing the research budget

Choosing the research agency

Choosing the research method

Developing the research plan

correct

Made by: Waqar Siddhu

If a firm targets several segments and designs specific marketing offering for each segment separately, the firm is practicing:

Answer (Please select your correct option)

VuAnswers.com

Undifferentiated marketing strategy

Differentiated marketing strategy

correct

Concentrated marketing strategy

Custom marketing strategy

Made by: Waqar Siddhu

Which of the following allowances is payments to wholesalers or retailers to stock unproven new products?

Answer (Please select your correct option)

VuAnswers.com

Stocking allowance

correct

Trade-in allowance

Push money allowance

Promotion allowance

Made by: Waqar Siddhu

_____ is the act of setting prices for customers located in different parts of the world.

Answer (Please select your correct option)

VuAnswers.com

Geographic Pricing

Cost based Pricing

Value based Pricing

None of the given option

correct

Made by: Waqar Siddhu

In which of the following advertising a company directly or indirectly compares its brand with one or more other brands?

Answer (Please select your correct option)

VuAnswers.com

Informative advertising

Institutional advertising

Reminder advertising

Comparative advertising

correct

Made by: Waqar Siddhu

A measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time refers to which one of the following step of media selection?

Answer (Please select your correct option)

VuAnswers.com

Frequency

Impact

Media

Reach

correct

Made by: Waqar Siddhu

Two-way personal communication between salespeople and individual customers whether face-to-face, by telephone, through video or web conferences or by other means, refers to which one of the following?

Answer (Please select your correct option)

VuAnswers.com

Advertising

Persuasive selling

Personal selling

correct

Publicity

Made by: Waqar Siddhu

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