

# PAST PAPERS BY WAQAR SIDDHU

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Jue	estion No : 1 of 60	
Wh	hich one of the following options represents this statement "What place do you want your product to hold in the con	sumer's mind"?
Ansv	wer ( Please select your correct option )	VuAr
0	Positioning	
o	Promotion	
0	Place	Made



ues	estion No : 2 of 60	
Any	ny paid form of non-personal presentation and promotion of ideas, goods or servic	es by an identified sponsor reflects which one of the followin
nsv	swer ( Please select your correct option )	VuAr
0	Sales promotion	
0	Direct marketing	
(	Advertising	
0	Personal selling	Mada

C

Marks: 1 (Budgeted Time 1 Min)

ng concepts?

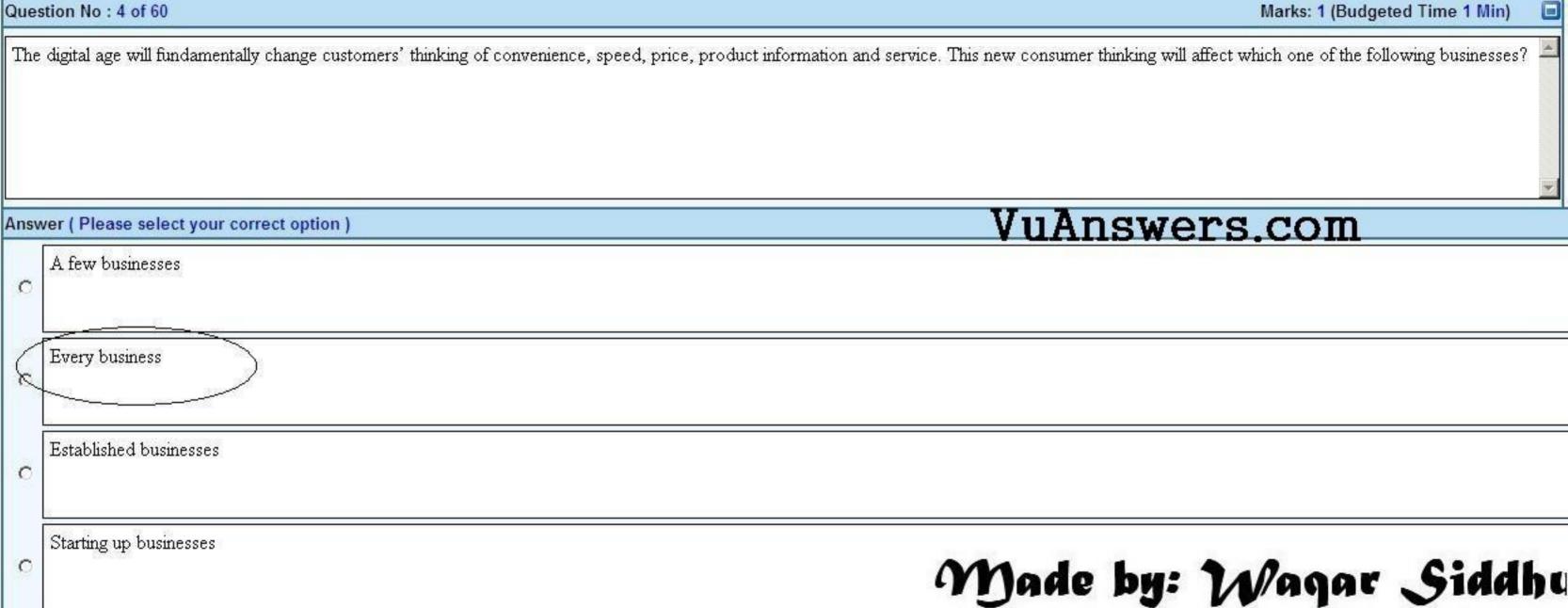


Q	u	es	ti	0	n	N	0	1	3	of	60	)

Wh	hich one of the following concepts is a useful philosophy in a situation when the produ	ct's cost is too high and marketers look for ways to bring i
Ansv	wer ( Please select your correct option )	VuAn
o	Selling concept	
С	Product concept	
°(	Production concept	
0	Marketing concept	Made

it down?





Que	stion No : 5 of 60	
Ma	rketing stimuli consist of the four Ps. Which is <b>NOT</b> one of these Ps?	
Ansv	wer ( Please select your correct option )	VuAn
o	Product	
¢	Political	
o	Price	
0	Promotion	Made



Que	Question No : 6 of 60				
Mo	ost manufactured materials and parts are sold directly to which of the following categories?				
Ansv	wer ( Please select your correct option )	VuAn			
c	Consumers				
k	Industrial users				
c	Co-branders				
C	Wholesalers	Made			



Que	stion No : 7 of 60	
Wh	en establishing prices, a marketer's first step is to:	
C	wer ( Please select your correct option ) Develop pricing objectives	VuAn
0	Select a pricing policies	
c	Evaluate competitors' prices	
С	Determine a pricing methods	Made



Question No : 8 of 60	
Companies set prices by selecting a general pricing approach that includes one or more of	fthree sets of factors. One of these is the buyer-based ag
Answer ( Please select your correct option )	VuAn
Value-based pricing	
C Sealed-bid pricing	
C Cost-plus pricing	
C Low-price image	Made

.

pproach, which means:



Que	stion No : 9 of 60	
Thr	ree key issues associated with initiating price changes are, the circumstances, the tactics and:	
Ansv	wer ( Please select your correct option )	VuAn
c	Sales targets	
c	Bad publicity	
c	Stock levels	
	Competitor reactions	Made



Que	stion No : 10 of 60	
Wh	ich might be the effect of a successful price increase on profits?	
Ansv	wer ( Please select your correct option )	VuAn
c	Profit can decrease	
С	No change observed in profits	
c	Infinite change in profits	
$\langle$	Profit can increase	
8		Made



Question	No:	11 c	of 60
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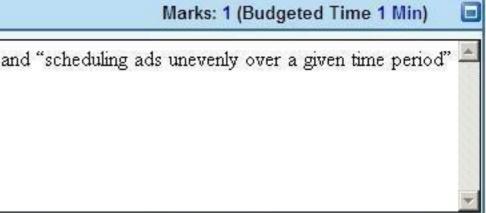
Most, but not all, marketing channels have marketing intermediaries. A marketing intermedia	ry sometimes called a middleman, who perform which
Answer ( Please select your correct option )	VuAn
Always sells products to wholesalers	
Links producers to the ultimate users of the products	
Always sells products to retailers	
Does not take title to products	Made

of the following function?



Question N	o:1	30	fe	60
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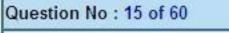
	e advertiser has to choose the pattern of the ads. Which of the following options refer to pectively?	the "scheduling ads evenly within a given period" a
Ansv	wer ( Please select your correct option )	VuAn
o	Pulsing; Hard hitting	
o	Sequencing; Routing	
0	Continuity, Hard hitting	
8	Continuity; Pulsing	Made

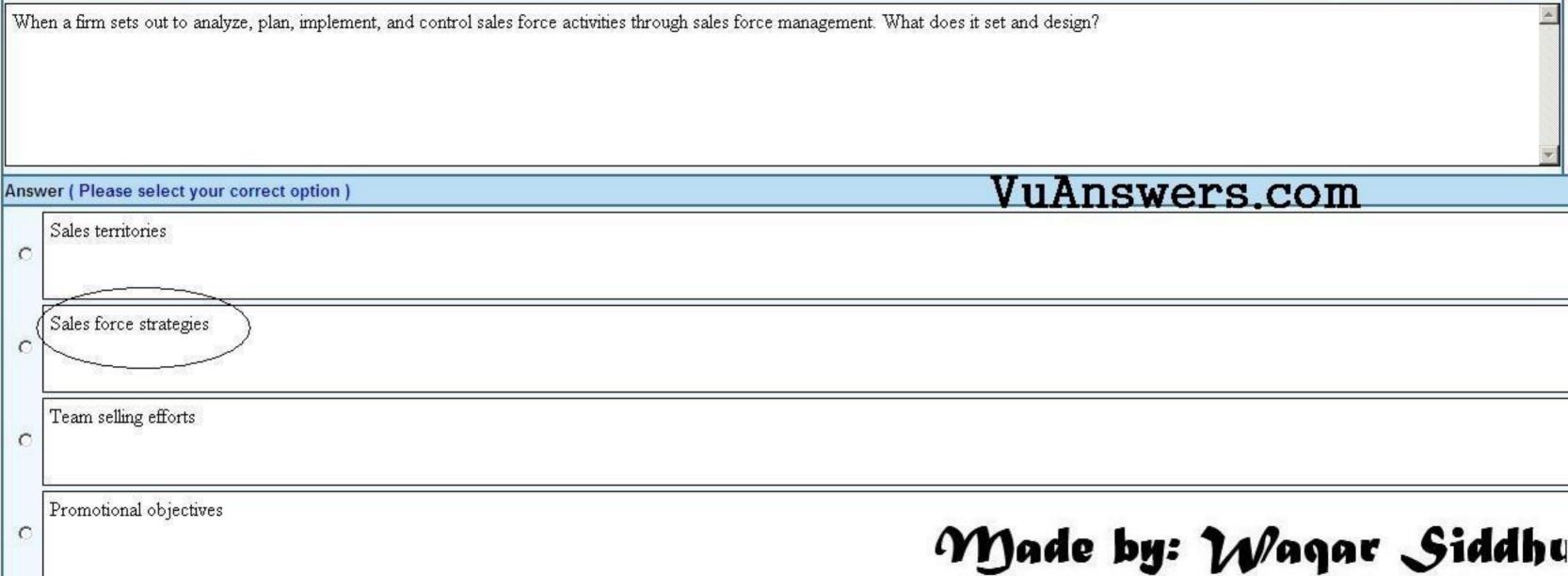




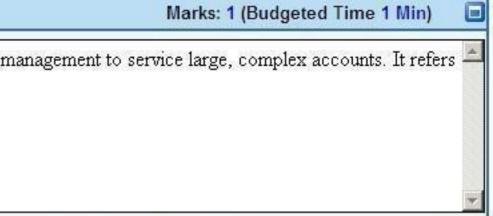
Que	stion No : 14 of 60	
"Lo	ooking for new customers" refers to which one of the following concept?	
Ansv	wer ( Please select your correct option )	VuAn
0	Soliciting	
C	Presenting	
5	Prospecting	
С	Qualifying	Made







Que	stion No : 16 of 60	
	growing trend for many companies is to use a group of people from sales, marketing, engineering, which one of the following approaches?	finance, technical support and even upper n
Ansv	wer ( Please select your correct option )	VuAn
o	Department selling	
С	Multiple selling	
。 (	Team selling	
o	Simultaneous selling	Made





Question	No	: 17	of 60	
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Wh	nich one of the following strategies is for company growth by starting up or acquiring business	es outside the company's current products and ma
Ansv	wer ( Please select your correct option )	VuAn
o	Product Development	
o	Market Development	
o	Market Penetration	
0	Diversification	Made

arkets?



Que	estion No : 18 of 60		
Wh	ich one of the following is <b>NOT</b> a part of basic competitive strategies?		
\nsv	wer ( Please select your correct option )	VuAr	
0	Overall cost-leadership		
C	Differentiation		
0	Sales force reinforcement		
C	Focus	Mode	



Que	estion No : 19 of 60		
Wh	ich one of the following is <b>NOT</b> a part of competitive positions?		
\nsv	wer ( Please select your correct option )	VuAn	
0	Market leader		
c	Market challenger		
o	Market follower		
6	Market controller	Mode	



Que	stion No:20 of 60	
Co	mpetitor's price increase is more likely to be followed due to:	
Ansv	wer ( Please select your correct option )	VuAn
С	Increased advertising	
c	Price wars	
c	Falling sales	
X	General rising costs	Made

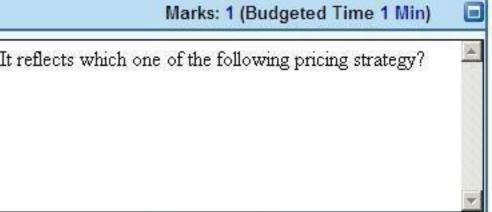


lue	uestion No : 21 of 60			
Wh	ich one of the following is the final stage in developing an advertising campaign?			
nsv	wer ( Please select your correct option )	VuAn		
c	Creating the advertising platform			
0	Developing the media plan			
c	Creating the advertising message			
5	Evaluating the effectiveness of advertising	Mode		



0	uesti	on N	lo:	22	of	60

Τo	attract customers into stores, ABC Company advertises its milk at less than cost, hoping tha	t customers will purchase other groceries as well. I
Ansv	wer ( Please select your correct option )	VuAn
С	Special-event pricing	
С	Experience-curve pricing	
c	Superficial discounting	
с (	Price-leader pricing	Made





en a customer is in the prepurchase stage:	
ver ( Please select your correct option ) 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

0



Marks: 1 (Budgeted Time 1 Min)

#### VuAnswers.com

Question	No	: 24	of 60	
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200 00 00 00 00 00 00 00 00 00 00 00 00	stomer — Value — Price — Cost — Product s is related to which of the following pricing?	
Ansv	wer ( Please select your correct option )	VuAn
0	Going-rate pricing	
o	Cost based pricing	
2	Value based pricing	
0	Competition-based Pricing	Made



Que	stion No : 25 of 60	
Wh	ich of the following is TRUE if you change the price in B.E analysis?	
Ansv	ver ( Please select your correct option )	VuAn
c	It will not change the B.E point	
c	It will not change the sales	
0	It will shift the B.E point	
0	It will change the total fixed cost	Made



Question No : 26 of 60	
Nestle Foods ran an ad promoting its new Nestlé's fruit juice cocktail in Ladies' Hom drink. In terms of the communication process, the ad itself is:	ne Journal magazine. The ad contained a coupon for \$1.00 o
Answer ( Please select your correct option )	VuAn
C Feedback	
A channel of communication	
C A receiver	
C The message	Made



Que	stion No : 27 of 60	
Wh	ich of the following direct marketing medium leads in terms of expenditures, sales and employment?	
Ansv	wer(Please select your correct option)	VuAn
o	Direct mail and catalogs	
(	Telephone	
o	Television	
c	Advertising	Made



Question No : 28 of 60	
Which of the following type of mass media is probably more effective, if an adver	tiser wants flexibility, timeliness, good local market coverage, br
Answer ( Please select your correct option )	VuAn
C Newspapers	
CTelevision	
C Direct mail	
c Radio	Made

-

road acceptability, and high believability?

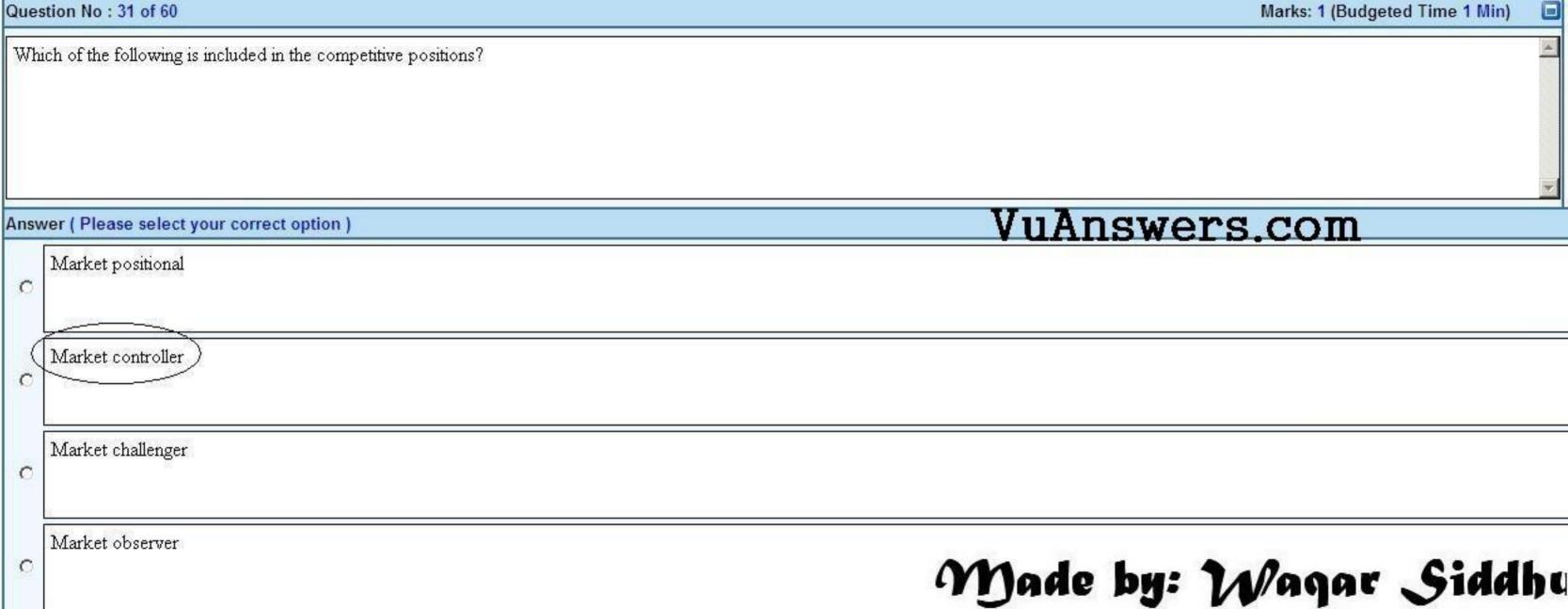


Question No : 29 of 60	
Which one of the following is departs from advertising?	
Answer ( Please select your correct option )	VuAn
C Personal selling	
Public relation	
Billboards	
C Transit Advertising	Made



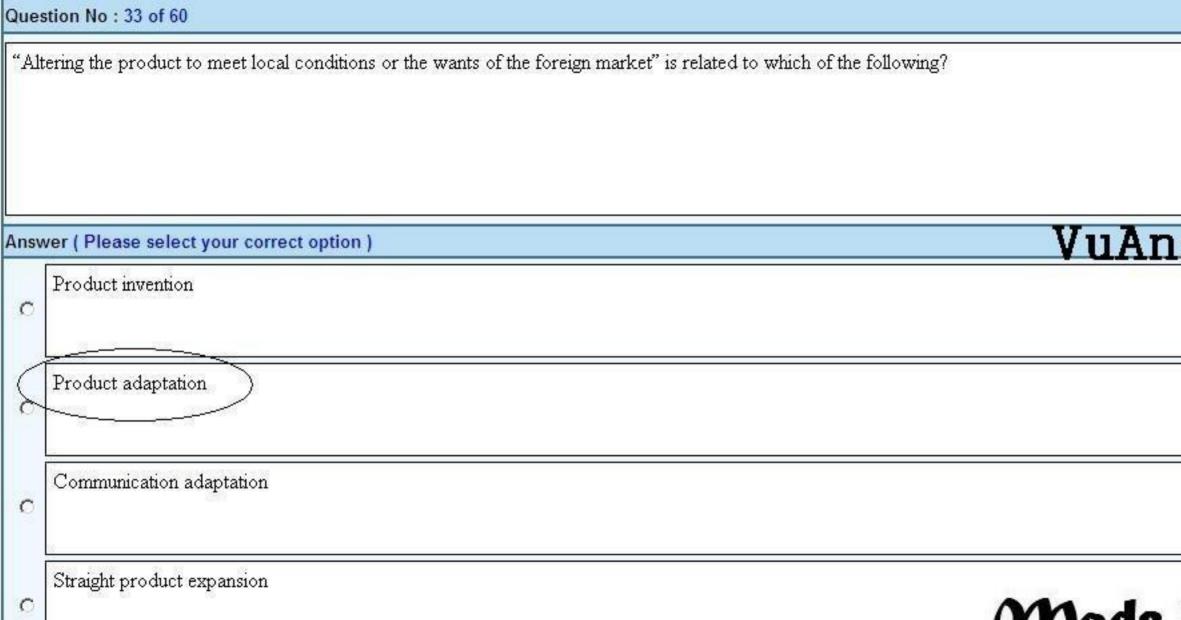
Question	n No : 30 of 60	
Which	of the following is one of the challenges faced by market leader?	
Answer	(Please select your correct option )	VuAn
CEx	xpanding the total market	
	direct attack	
C	ividing the total market	
C	creasing sales force	Made





Que	stion No : 32 of 60	
Wł	iich of the following is an administrative trade restriction that imposes a complete ban on imports of a specified product?	
Ansv	wer ( Please select your correct option )	VuAn
0	Import quota	
c	Tariff	
c	Embargo	
c	Dumping	Made





#### VuAnswers.com



Que	stion No : 34 of 60	
All	of the following critics come under the marketing's impact on society as a whole <b>EX</b>	CEPT:
Ansv	wer ( Please select your correct option )	VuAn
0	False wants and too much materialism	
С	Producing too few social goods	
c	Cultural pollution	
C	Shoddy and unsafe products	Made



Que	Question No : 35 of 60		
All	of the following are the key principles for public policy towards marketing <b>EXCEPT</b> :		
Ansv	wer ( Please select your correct option )	VuAn	
o	Consumer and producer freedom		
С	Innovation		
c	Consumer education		
5	Product development	Made	



Question No : 36 of 60		
Wh	ich of the following is the advantage of personal selling?	
Ansv	ver ( Please select your correct option )	VuAn
o	Expensive per contact	
o	Labor intensive	
c	Many sales calls may be needed to generate a single sale	
ξ	It can be focused on prospective customers	Made



Que	stion No : 37 of 60	
Lat	oor intensive is the disadvantage of which of the following?	
Ansv	wer ( Please select your correct option )	VuAn
c	Advertisement	
0	Personal selling	
c	Direct marketing	
С	Sales promotion	Made



Que	Question No : 38 of 60		
Am	azon.com a famous book selling website sells directly to the customers. The distribution channel used by Amazon is:		
Ansv	ver ( Please select your-correct option )	VuAn	
(	Direct Marketing Channel		
c	Indirect Marketing Channel		
c	Both Direct and indirect Marketing Channel		
c	None of the above	Mode	



Que	According to Peter Drucker goal of all organizations is to gain and retain customers. This is accomplished through:		
Aco			
Ansy	wer ( Please select your correct option )	VuAn	
()	Marketing and Innovation		
с	Finance and Marketing		
c	Human resource and Marketing		
С	Finance and Human Resource	Made	



uestion No : 40 of 60		
What are the skills that a marketer should possess to successfully achieve the goals of an organization?		
nswer ( Please select your correct option )	VuAn	
C Neither creativity nor critical thinking skills		
Both creativity and critical thinking skills		
Critical thinking skills but not creativity		
C Creativity but not critical thinking	Mada	



Que	Question No : 41 of 60		
W	nich of the following statements regarding the natural environment is FALSE?		
Ans	wer ( Please select your correct option )	VuAn	
0	Weather has become less intense in the previous few years not sure		
с	Increased pollution is a major concern for marketers today		
c	Global warming is a major issue for marketers to deal with today		
c	The threat of governmental intervention in natural resource management is a major issue for marketers	Made	



)ue:	uestion No : 42 of 60		
Mr.Y introduced a new line of sports equipment. Now he wants to know the attitude and the satisfaction level of the cust			
nsv	r ( Please select your correct option )	n	
0	Exploratory Research		
0	Descriptive Research		
c	Casual Research		
0	Managerial Research		



Question	No	: 43	of 60	
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The	e ability of a product to perform its functions, including overall durability, reliability, precisio	n, ease of operation and repair and other valued attr
Ansv	wer ( Please select your correct option )	VuAn
0	Product quality	
С	Product design	
c	Product toughness	
(	None of the given option	Made

ributes, is related to \_\_\_\_\_



Ques	Question No : 44 of 60		
Wh	ich of the following element is important in choosing advertising media?		
Ansv	ver ( Please select your correct option )	VuAn	
0	Timing		
o	Cost		
o	Target Group		
(	All of the given options	Made	



Que	uestion No : 45 of 60		
Wh	nich of the following is NOT a stage of product life cycle?		
Ansv	wer ( Please select your correct option )	VuAn	
o	Maturity	<u> </u>	
c	Growth		
c	Decline		
$\left( \right)$	Market Penetration )		
X		Made	



Que	Question No : 46 of 60		
To persuade people to purchase non essential goods and services is a best example of			
Ansv	wer ( Please select your correct option )	VuAn	
С	Production Concept		
С	Product Concept		
0	Selling Concept		
c	Marketing Concept	Made	



Que	Question No : 47 of 60		
All	of Ali's friends try to follow his style, dressing and the way he speak	s. He is treated as one of the most reliable person as well. In his group, A	
Ansv	wer ( Please select your correct option )	VuAn	
o	Influencer		
c	(pinion leader		
c	Charismatic		
c	All of the given options	Modo	



di is regarded as:

Question	No:	48 (	of 60
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Wh	nen a company decides to go after a large share of one or a few smaller segments i	nstead of going after a small share of a large market, the com
Ansv	wer ( Please select your correct option )	VuAn
c	All of the given options	
C	Mass marketing	
c	Segment marketing	
6	Niche marketing	Made

npany is practicing:



MGT301 Principles of Marketing	
Question No : 49 of 60	
In which of the following product life cycle stages, sales are zero and the company's investment costs mount?	
Answer ( Please select your correct option )	VuAn
Product development	
c Introduction	
Growth	
Maturity	_ Made

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Question No : 50 of 60		
Marketing strategy of a	firm is its factor.	
Answer ( Please select	your correct option )	VuAn
Internal		
C		
C Neutral		
C None of the given		Made



Que	Question No : 51 of 60	
Ify	you are attempting to create primary demand toward your product, you will use which type of the following ads?	
Ans	wer ( Please select your correct option )	VuAn
6	Informative	
c	Persuasive	
c	Reminder	
0	Cooperative	Made



Question No : 52 of 60		
Wh	ich of the following advertising is used heavily for creating a primary demand when introducing a new product in the market?	
Ansv	ver(Please select your correct option)	VuAn
c	Persuasive advertising	
0	Informative advertising	
c	Comparative advertising	
0	Institutional advertising	h. J.



Question No : 1 of 60	
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Which one the following option is related with this statement "Infiltration - slow penetration of selected narrow markets with focus on sel		on of selected narrow markets with focus on selected cour
Ansv	wer ( Please select your correct option )	VuAnsy
С	Global leader strategy	
С	Global challenger strategy	
С	Global follower strategy	
С	Global niche strategy	Made by

ntry markets and low share of the overall market."



Que	Question No : 2 of 60		
Wh	nen a company identifies the parts of the market it can serve best and most profit	ably. Which one of the following factor is in the practice of a o	
Ansv	wer ( Please select your correct option )	VuAns	
С	Concentrated marketing		
С	Mass marketing		
0	Targeted marketing		
С	Market segmentation	Made b	

company?



Jue	tion No : 3 of 60
Wh	en Burger King targets different groups from children and teens to adults and seniors with different ads and media, it is practicing which one o
Insv	ver ( Please select your correct option ) VuAns
С	Demographic
С	Age and life cycle
c	Psychographic
с	Behavioral Made k

of the following segmentation?



Question No : 4 o	f 60
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Which of the following is <b>NOT</b> a major factor for making firms price decisions?		
Ansv	ver ( Please select your correct option )	VuAnsv
С	Environmental factors	
С	Marketing objectives	
c	Past sales	
с	<u>COITTECT</u> Marketing mix strategy	Made by



Que	Question No : 5 of 60					
Ар	enetration-pricing policy is particularly appropriate when demand is:					
Ansv	ver ( Please select your correct option )	VuAns				
С	Increasing					
С	Highly elastic					
С	Highly inelastic					
С	Decreasing	Made b				



)ues	uestion No : 6 of 60				
Wh	ich one of the following advantages reflects the advantage of product bundle pricing?				
Insv	ver ( Please select your correct option )	VuAnsv			
c	It can promote the sales of products consumers might not otherwise buy				
		<u>COITICCU</u>			
c	It offers consumers more value for the money				
0	It combines the benefits of the other pricing strategies				
С	It provides a more complete product experience for consumers	Mada h			



Que	Question No : 7 of 60							
Wł	en there is intense price competition, many companies adopt	rather than cutting prices to match competitors.						
Ansv	wer ( Please select your correct option )		VuAns					
0	Pricing power							
0	Value-added strategies	correct						
0	Fixed costs							
c	Price elasticity	ŋ	Yade b					



Que	Question No : 8 of 60						
The	e success of each channel member depends on the performance of which of the followir	ıg?					
Ans	wer ( Please select your correct option )	VuAnsv					
c	Key channel members						
с	The entire supply chain						
c	The manufacturer						
с	The wholesaler	Made bi					



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-	ue	su	OII	No	. 9	01	00

Fra	udulent usage, inability to attract potentially brand-loyal customers and use by current custon	ners but not new customers are believed to be disa
Ansv	wer ( Please select your correct option )	VuAnsv
o	Money refunds	
o	Frequent-user incentives	
o	Coupons	
с	Premiums	Made by

advantages of which of the following?



uestion No : 10 of 60				
Givi	ng 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?			
Insv	ver ( Please select your correct option ) VuAns			
С	On-pack promotion			
С	New-product promotion			
c	Extra-fill promotion			
с	Co-operative discounting			



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U	u	es	τιo	n	N	0			OL	60
	12							1.1		

A growing trend for many	companies is to use	a group of peo	ple from sales	, marketing,	engineering,	finance, technical	l support and	l even upper r
to which one of the followi	ng approaches?							

Answer	( Please sel	ect your	correct o	ption)
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V	u	A	n	S	V
and a local second	1000		2.05	0.0050	- 69

С	Simultaneous selling	Made by
0	<u>correct</u>	
	Team selling	
c	Multiple selling	
С	Department selling	

management to service large, complex accounts. It refers



Question No : 12 of 60 Three common techniques are used by sales managers to boost sales force morale. These include the organizational climate, sales quotas and whi		
		Ansv
с	Positive incentive	
c	Positive thinking	
o	Positive recognition	
С	Positive feedback	Made b

ich one of the following is the third technique?



Que	Question No : 13 of 60	
Wh	ich one of the following is <b>NOT</b> a part of competitive positions?	
Ansv	ver ( Please select your correct option )	VuAns
С	Market leader	
С	Market challenger	
c	Market follower	
С	Market controller	Made b



Question No : 14 of 60		
Wh	hich one the following option is related with this statement "Innovator in technolo,	gies, products and markets with high global share and wide co
Ansv	wer ( Please select your correct option )	VuAns
С	Global leader strategy	
c	Global challenger strategy	
С	Global follower strategy	
С	Global niche strategy	Made b

ountry market coverage"



Que	Question No : 15 of 60		
Τo	attract customers into stores, ABC Company advertises its milk at less than cost, hoping that customers will purchase other groceries as well		
Ansv	ver ( Please select your correct option )		
с	Special-event pricing		
c	Experience-curve pricing		
c	Superficial discounting		
С	Price-leader pricing		

It reflects which one of the following pricing strategy?



Que	Question No : 16 of 60		
All	l of the following are the examples of public relations tools <b>EXCEPT</b> :		
Ansv	wer ( Please select your correct option )	VuAnsv	
с	Speeches		
o	Feature articles		
o	Special events		
с	News stories	Made bi	



Que	uestion No : 17 of 60		
Wh	ich of the following is NOT an example of persuasive advertising?		
Ansv	ver ( Please select your correct option )	VuAns	
С	Building brand preference		
o	Explaining how the product works		
с	Persuading customers to receive a sales call		
С	Encouraging the customer to purchase now	rrect Made b	



Que	Question No : 18 of 60		
All	of the following are disadvantages of magazine advertising EXCEPT:		
Ansv	wer ( Please select your correct option )	VuAns	
С	May be inappropriate mix with magazine content		
С	Lesser reach compared with television		
С	Static images only		
с	Allows for better targeting of audience	Made k	



### Question No : 19 of 60

Nestle Foods, ran an ad promoting its new Nestlé's fruit juice cocktails in Ladies' Home Journal magazine. The ad contained a coupon for \$1.0 the drink. The magazine:		
Ansv	wer ( Please select your correct option )	VuAnsv
С	Served as the channel for communication	rect
С	Was the decoding device	
C	Provided feedback	
С	Was the encoding device	Made by

### Marks: 1 (Budgeted Time 1 Min)

00 off the purchase price of two half-gallon containers of



Que	Question No : 20 of 60		
Wł	hich of the following examples of items has inelastic demand?		
Ansv	swer ( Please select your correct option )	VuAnsv	
o	Mercedes		
c	Wheat correct		
c	Diamond		
c	I-pod	Made b	



Que	stion No : 21 of 60		
All	marketing activities that attempt to stimulate quick buyer action or i	mmediate sales of a product are known as:	
Ansv	wer ( Please select your correct option )	VuAr	ารา
С	Sponsorship		
С	Advertising		
С	Personal selling		
С	Sales promotion	meet	b



Que	tion No : 22 of 60		
Wł	ch of the following is TRUE for direct marketing channel?		
Ansv	ver ( Please select your correct option )		VuAn
C	It consists of wholesaler		
c	It consists of wholesaler, agent and retailer		
c	It consists of wholesaler and retailer		
С	It consists of no intermediary	correct	Mada



Que	Question No : 23 of 60	3 of 60	
Wh	Which promotional strategy is designed to build customer demand based on spending a lot on advertisin	g and consumer promotion?	
Ansv	Answer ( Please select your correct option )	VuAns	
С	C Production strategy		
c	C Pull strategy		
c	C Operational strategy		
с	C Push strategy	Made b	



Que	estion No : 24 of 60	
Wi	ith reference to E-Marketing, which one of the following can be used t	o add customer value?
Ansv	swer ( Please select your correct option )	VuAnsy
С	Technology	ct
С	Virtual business	
C	Market positioning	
С	Brand awareness	Made b



)ue:	uestion No : 25 of 60	
Wh	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
nsv	nswer ( Please select your correct option )	VuAns
c	Planned obsolescence	
С	C Deceptive pricing	
c	C Excessive markup	
С	High pressure selling	Made b

consumers?



Ques	tion No : 26 of 60
AB	C Company and XYZ Company entered into contracts to obtain more economies or sales impact than each could
Ansv	<b>ver ( Please select your correct option )</b> Corporate VMS
c	Contractual VMS <u>correct</u>
с	Administered VMS

None of the given options

C

#### Marks: 1 (Budgeted Time 1 Min)

achieve alone. This type of vertical marketing system is classified as:

# VuAnswers.com



Que	tion No : 27 of 60	
Big	Retailers due to their overwhelming size and influence are exerting greater authority on the producers and wholesalers.	This type of vertical m
Ansv	ver ( Please select your correct option )	VuAns
c	Corporate VMS	
o	Contractual VMS	
c	Administered VMS	
с	None of the given options	Nade b

narketing system is classified as:



Question No : 28 of 60	
------------------------	--

C

Wh	iich one of the following statements is an example of a problem that may a	arise in the implementation of the marketing concept?
Ansv	wer ( Please select your correct option )	VuAnsv
c	The marketer cannot satisfy all the marketing segments	
С	Consumers do not understand what the marketing concept is	correct
C	Dealers do not support the marketing concept	
	A product may fit the needs of too many segments	



#### Marks: 1 (Budgeted Time 1 Min)

Que	stion No : 29 of 60	
In r	ecent times there have been huge advancements in information technology. This era is known as:	
Ansv	wer ( Please select your correct option )	VuAnsy
С	An old economy	
c	Transformation	
C	A new world	
с	The digital age	Made by



Que	estion No : 30 of 60	
Wh	hich of the following is not one of the 4 types of SBUs described by the Boston Co	nsulting Group approach?
Ansv	swer ( Please select your correct option )	VuAnsv
c	Cash Lion	
С	Cash Cow	
С	Star	
с	Dog	Made by



Question No : 31 of 60	
How do physical distributi	on firms help companies?

#### Answer ( Please select your correct option )

C

C

C

C

correct
---------

They distribute goods to consumers.

By coordinating the overall value delivery system

They identify sellers and financial intermediaries



#### Marks: 1 (Budgeted Time 1 Min)

## VuAnswers.com

Question No : 32 of 60		
Wł	hich of the following environment is made up of institutions and other for	es affecting society's basic values, perceptions, preferences and beha
Ansv	swer ( Please select your correct option )	VuAns
С	Cultural environment	orrect
с	Fictitious environment	
C	Natural environment	
с	Political environment	Made b

aviors?



Question No : 33 of 60		
The	e is/are the most important consumer buying organization in society	
Ansv	wer ( Please select your correct option )	VuAnsv
С	Family	
С	Reference Group	
С	Friends	
С	Teachers	Made by



Que	Question No : 34 of 60		
The	e consumer buyer decision process begins with:		
Ans	wer ( Please select your correct option )	VuAnsv	
c	Need recognition		
c	Information search		
c	Evaluation of alternative		
С	Purchase decision	Made by	



Question No : 35 of 60		
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 sa	
Ansv	ver ( Please select your correct option ) VuAns	
C	Complex Buying Behavior	
С	Variety Seeking Buying Behavior COFFECT	
С	Dissonance Reducing Buying Behavior	
С	Habitual Buying Behavior	

ty biscuits. This behavior of Mr. Y is an example of:



Question No : 36 of 60		
Wh	nich of the following characteristics is NOT used in psychographic segmentation?	
Ansv	wer ( Please select your correct option )	VuAnsv
С	Age <b>correct</b>	
С	Life Style	
C	Personality	
С	Social Class	Made by



uestion No : 37 of	60
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Del	ll Computers formed an alliance with Intel Processors creating marketing	ng synergy. Thus two companies form an alliance to work together, creat
Ansv	wer ( Please select your correct option )	VuAnsv
С	National Brand	
С	Private Brand	
С	License brand	
с	Co-branding	Made b

ting a new marketing opportunity. This is an example of:



Question No : 38 of 60		
Wb	nich of the following is a type of Geographic pricing?	
Ansv	wer ( Please select your correct option )	VuAnsv
С	FOB-Origin Pricing	
С	Cost based Pricing	
С	Value based Pricing	
с	None of the given option	Made by



Question No : 39 of 60		
Cash and Carry is a type of		
Ansv	wer ( Please select your correct option )	VuAnsv
c	Limited Wholesalers	
с	Agents	
С	Brokers	
с	None of the given option	Made by



Question No : 40 of 60		
In <	order to get the competitive advantage, we need to carry out	before designing our competitive marketing strategy.
Ansv	wer ( Please select your correct option )	VuAnsv
с	Competitor Analysis	
С	SWOT Analysis	
C	PEST Analysis	
с	None of the above	Made by



Que	uestion No : 41 of 60				
Wh	ich of the following is one of the strategy that firm uses to position themselves in the market?				
Ansv	wer ( Please select your correct option )	VuAns			
С	Entrepreneurial marketing				
С	Formulated marketing				
c	Overall cost-leadership				
с	None of the above	Made b			



Que	Question No : 42 of 60			
Ra	apid penetration of narrow market segments by selective targeting o	of country markets and small share of overall market		
Ans	swer ( Please select your correct option )	VuAns		
c	Global Niche Strategy			
a	Corre	ct		
c	Global Challenger Strategy			
c	Global Leader Strategy			
c	Global Follower Strategy	Made b		

#### is known as:



Que	stion No : 43 of 60	
Dig	ital world comprises Value and	
Ansv	wer ( Please select your correct option )	VuAns
c	Customer	
с	Buyer	
c	None of the given option	
с	Speed COITTECT	Made b



Que	estion No : 44 of 60	
Pro	oducer and are the basic elements of marketing.	
Ansv	wer ( Please select your correct option )	VuAnsy
с	Consumer Consumer	
С	Retailer	
c	Manufacturer	
с	Shop keeper	Made b



	Questi	on N	o : 4	5 of	60
--	--------	------	-------	------	----

Chi	imney Sweeps is a company that employs people to clean firepla	ces and chimneys in homes and apartments. The company offers
Ansv	wer ( Please select your correct option )	VuAnsv
С	service COITTEC	<u>1</u>
c	product	
0	advice	
С	idea	Made by

\_\_\_\_\_ to its customer.



Que	Question No : 46 of 60				
Wh	ich one of the following steps deals in identifying the probler	ns and defining research objectives in the ma	rketing research process?		
Ansv	wer ( Please select your correct option )		VuAns		
c	Developing the research budget				
С	Choosing the research agency				
C	Choosing the research method				
С	Developing the research plan	correct	Made b		



Que	uestion No : 47 of 60		
Ifa	f a firm targets several segments and designs specific marketing offering for each segment separately, the firm is practicing:		
Ansv	nswer ( Please select your correct option )	uAns	
С	C Undifferentiated marketing strategy		
с	Differentiated marketing strategy		
C	C Concentrated marketing strategy		
С	C Custom marketing strategy	de b	



Que	estion No : 48 of 60	
W	hich of the following allowances is payments to wholesalers or retailers to stock ur	proven new products?
Ans	wer ( Please select your correct option )	VuAnsy
C	Stocking allowance	
С	Trade-in allowance	
C	Push money allowance	
С	Promotion allowance	Made by



Que	stion No : 49 of 60	
	is the act of setting prices for customers located in different parts of the world.	
Ansv	wer ( Please select your correct option )	VuAnsv
С	Geographic Pricing	
С	Cost based Pricing	
c	Value based Pricing	
c	None of the given option	Made b



Que	uestion No : 50 of 60				
In v	which of the following advertising a company directly or indirectly compares its brand v	vith one or more other brands?			
Ansv	wer ( Please select your correct option )	VuAns			
с	Informative advertising				
С	Institutional advertising				
С	Reminder advertising				
с	Comparative advertising	Made b			



Que	stion No : 51 of 60		
A r	measure of the percentage of people in the target market who are exposed to the ad campai	gn during a given period of time refers to which one	
Ans	wer ( Please select your correct option )	VuAns	
0	Frequency		
c	Impact		
c	Media		
с	Reach	Made b	

of the following step of media selection?



Question No : 52 of 60	
	o-way personal communication between salespeople and individual customers whether face-to-face, by telephone, through video or web owing?
Ansv	wer ( Please select your correct option )
с	Advertising
с	Persuasive selling
c	Personal selling
c	Publicity Mode

#### Marks: 1 (Budgeted Time 1 Min)

conferences or by other means, refers to which one of the



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