

For More Visit **VU Answer**

MGT301 Final Term Papers by Waqar (File 1)

Question No : 1 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 2 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 3 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 4 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 5 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 6 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 7 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 8 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 9 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 10 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 11 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 13 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 14 of 60

Marks: 1 (Budgeted Time 1 Min)

"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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 15 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 16 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 17 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 18 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 19 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 20 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 21 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 22 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 23 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 24 of 60

Marks: 1 (Budgeted Time 1 Min)

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

VuAnswers.com

Answer (Please select your correct option)

- Going-rate pricing
- Cost based pricing
- Value based pricing
- Competition-based Pricing

Made by: Waqar Siddhu

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 25 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 26 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 27 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 28 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 29 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 30 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 31 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 32 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 33 of 60

Marks: 1 (Budgeted Time 1 Min)

"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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 34 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 35 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 36 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 37 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 38 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 39 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 40 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 41 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 42 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 43 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 44 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 45 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 46 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 47 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 48 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

MGT301 Principles of Marketing

BC110402367 (MUHAMMAD)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 50 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 51 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 52 of 60

Marks: 1 (Budgeted Time 1 Min)

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

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 53 of 60

Marks: 3 (Budgeted Time 6 Min)

Identify and briefly explain different ways to enter in the international market?

VuAnswers.com

Normal Arial 12 B I U

Made by: Waqar Siddhu

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 54 of 60

Marks: 3 (Budgeted Time 6 Min)

Explain the concept of "Selling agents".

VuAnswers.com

Answer (Please click here to Add Answer)

Normal Arial 12 B I U

Made by: Waqar Siddhu

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 55 of 60

Marks: 3 (Budgeted Time 6 Min)

Mention any three forms of Direct Marketing

VuAnswers.com

Answer ([Please click here to Add Answer](#))

Normal Arial 12 B I U

Made by: Waqar Siddhu

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 56 of 60

Marks: 5 (Budgeted Time 10 Min)

Your company is going to launch a new product in the market. As a marketing manager, you have selected the advertising media i.e. Newspaper. Do you think that this media is the **BEST** for your company' product? Justify your argument.

Answer ([Please click here to Add Answer](#))

VuAnswers.com

Normal Arial 12 B I U

Made by: Waqar Siddhu

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 57 of 60

Marks: 5 (Budgeted Time 10 Min)

What types of different questions will come in your mind if your competitor has cut its price?

Answer ([Please click here to Add Answer](#))

VuAnswers.com

Normal Arial 12 B I U

Made by: Waqar Siddhu

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 58 of 60

Marks: 5 (Budgeted Time 10 Min)

Mass Marketing has become a concept of the past. Why it so happened and what is the new concept of marketing communications?

Answer ([Please click here to Add Answer](#))

VuAnswers.com

Normal Arial 12 B I U

Made by: Waqar Siddhu

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 59 of 60

Marks: 5 (Budgeted Time 10 Min)

What is social responsibility and how can we categorize a firm to be socially responsible? Explain from different angles.

Answer ([Please click here to Add Answer](#))

VuAnswers.com

Normal Arial 12 B I U

Made by: Waqar Siddhu

For More Visit **VU Answer**

For More Visit **VU Answer**

Question No : 60 of 60

Marks: 5 (Budgeted Time 10 Min)

After successful completion of MBA program, you are planning to open a super store in your locality. Before opening a super store, you must have the answers of many critical questions that will define and devise your marketing strategy. In your opinion what should be those critical questions that could determine your success?

Answer ([Please click here to Add Answer](#))

VuAnswers.com

Normal Arial 12 B I U

Made by: Waqar Siddhu

For More Visit **VU Answer**