

Question # 2 of 10 (start time: 10:50:18 AM, 03 February 2022)

Total Marks:

Relationship of cause and effect is called?

Download More Quizzes Files From
VUAnswer.com

select the correct option

<input type="radio"/>	Observational Research
<input type="radio"/>	Experimentation
<input type="radio"/>	focus group
<input type="radio"/>	Survey Method

Click to Save Answer & Move to Next Question





DSS stands for

Select the correct option

Data support system

Data supervision system

Decision support system

None of the given options



Click to Save Answer & Move to Next Que

Download More Quizzes Files From
VUAnswer.com



Question # 1 of 10 (Start time: 10:49:28 AM, 03 February 2022)

Total Marks:

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

Select the correct option

<input type="radio"/>	Maturity
<input checked="" type="radio"/>	Decline
<input type="radio"/>	Growth
<input type="radio"/>	Introduction

[Click to Save Answer & Move to next Question](#)

Question # 9 of 10 (Start time: 10:48:28 AM, 03 February 2022)

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

Select the correct option

- Distribution Research
- Product Research
- Pricing Research
- Segmentation Research

Click to Save Answer & Move to Next





A consumer's need is escalated to a motive under which of the following conditions?

Select the correct option

<input type="radio"/>	Crisis.
<input type="radio"/>	Pressure.
<input type="radio"/>	Seeking satisfaction.
<input type="radio"/>	The need is aroused to a sufficient level of intensity.

Click to Save Answer & Move

Download More Quizzes Files From
VUAnswer.com





Question # 6 of 10 (Start time: 10:45:22 AM, 03 February 2022)

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

Select the correct option

<input type="radio"/>	Decline
<input type="radio"/>	Maturity
<input type="radio"/>	Growth
<input type="radio"/>	Introduction

Click to Save Answer & Move to Next





Question # 5 of 10 (Start time: 10:44:01 AM, 03 February 2022)

To

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

Select the correct option

Product Research

Distribution Research

Pricing Research

Promotion Research



Click to Save Answer & Move to Next Q





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

Select the correct option

<input type="radio"/>	Nondurable good
<input type="radio"/>	Durable good
<input type="radio"/>	Commodity
<input type="radio"/>	Product

Click to Save Answer & Move





Question # 2 of 10 (Start time: 10:40:16 AM, 03 February 2022)

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

Select the correct option

<input type="radio"/>	Commodity
<input type="radio"/>	Durable good
<input type="radio"/>	Nondurable good
<input type="radio"/>	Consumer good

Click to Save Answer & Move to





Question # 1 of 10 (start time: 10:39:16 AM, 03 February 2022)

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

Download More Quizzes Files From
VUAnswer.com

Select the correct option

- Exchange Marketing
- Marketing Era Marketing
- Consumer Marketing
- Relationship Marketing



Click to Save Answer & Move



Relationship of cause and effect is called?

Select the correct option

- Focus group
- Observational Research
- Survey Method
- Experimentation



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

Select the correct option

- Macro environmental sources, micro environmental sources
- Causal resources
- All of the given options
- External sources, internal sources



Question # 8 of 10 (Start time: 10:35:11 AM, 03 February 2022)

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

Select the correct option

- Wholesaler
- Consumer
- Manufacturer
- Retailer

Download More Quizzes Files From
VUAnswer.com



Question # 6 of 10 (Start time: 10:33:22 AM, 03 February 2022)

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

Select the correct option

- | | |
|----------------------------------|--------------------------|
| <input type="radio"/> | Product development |
| <input checked="" type="radio"/> | Product line |
| <input type="radio"/> | Product support services |
| <input type="radio"/> | Product mix |

[Click to Save Answer](#)

Question # 5 of 10 (Start time: 10:32:42 AM, 03 February 2022)

Spreadsheets, database and word processing software are all types of

Select the correct option


<input type="radio"/>	Utility programs
<input checked="" type="radio"/>	Application software
<input type="radio"/>	Operating systems
<input type="radio"/>	Firmware

Question # 4 of 10 (Start time: 10:31:37 AM, 03 February 2022)

The product life cycle describes the stages a new product goes through in the :

Download More Quizzes Files From
VUAnswer.com

Select the correct option

<input type="radio"/>	Diffusion stage
<input type="radio"/>	Marketplace
<input type="radio"/>	Test market
<input type="radio"/>	Introduction phase 

At the Growth stage of the product, the product is known as _____


Select the correct option

- | | |
|----------------------------------|--------------------------|
| <input type="radio"/> | Non of the given options |
| <input type="radio"/> | Dog |
| <input checked="" type="radio"/> | Star |
| <input type="radio"/> | Cash Cow |

At the Maturity stage of the product, the product is called as -----

Select the correct option

<input checked="" type="radio"/>	Dog
<input type="radio"/>	Moon
<input checked="" type="radio"/>	Star
<input type="radio"/>	Cash Cow



Download More Quizzes Files From
VUAnswer.com

Consumer goods are purchased by

Select the correct option

- | | |
|----------------------------------|--------------------|
| <input type="radio"/> | Business users |
| <input checked="" type="radio"/> | Families |
| <input type="radio"/> | Governments |
| <input type="radio"/> | Ultimate consumers |

Download More Quizzes Files From
VUAnswer.com



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

Select the correct option

- Industrial goods
- Specialty goods
- Convenience goods
- Shopping goods

Click to Save Answer & Move to



Question # 6 of 10 (start time: 10:21 54 AM, 03 February 2022)

1

At the Growthstage of the product, the product is known as -----

Select the correct option

- Cash Cow
- Dog
- Star
- none of the given options

[Click to Save Answer & Move to Next](#)

In which stage of product life cycle, few manufacturers are in the market and sale is very low

[Download More Quizzes Files From VUAnswer.com](#)

Select the correct option

<input type="radio"/>	Growth
<input type="radio"/>	Maturity
<input checked="" type="radio"/>	Introduction
<input type="radio"/>	Decline

[Click to Save Answer & Move to Next Question](#)

[Download More Quizzes Files From VUAnswer.com](#)

Question # 4 of 10 (Start time 10:19:35 AM, 03 February 2022)

Total

1. sha wants to buy jewelry due to upcoming Eid festival, she buys it after comparing price and quality from different jeweler shops. What consumer goods she buys

What is the correct option

- Speciality goods
- Industrial goods
- Shopping goods
- Convenience goods

Click to Save Answer & Move to Next Question

Download More Quizzes Files From
VUAnswer.com

If any organization takes its product to the market and sees what are the customer's comments about that product, it is called

Download More Quizzes Files From
VUAnswer.com

Select the correct option

- | | |
|----------------------------------|-----------------------|
| <input checked="" type="radio"/> | Product Research |
| <input type="radio"/> | Segmentation Research |
| <input type="radio"/> | Pricing Research |
| <input type="radio"/> | Distribution Research |

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

Select the correct option

<input type="radio"/>	Pricing Research
<input type="radio"/>	Segmentation Research
<input checked="" type="radio"/>	Product Research
<input type="radio"/>	Distribution Research

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 _____

select the correct option

<input type="radio"/>	Market differentiation
<input checked="" type="radio"/>	Marketing plan
<input type="radio"/>	Market segment
<input type="radio"/>	Market mission

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

Select the correct option

<input type="radio"/>	Introduction
<input checked="" type="radio"/>	Decline
<input type="radio"/>	Growth
<input type="radio"/>	Maturity

Download More Quizzes Files From
VUAnswer.com

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

Select the correct option

- | | |
|----------------------------------|-----------------------------|
| <input type="radio"/> | Develop the research design |
| <input type="radio"/> | Develop recommendation |
| <input checked="" type="radio"/> | Collection of data |
| <input type="radio"/> | Implement plan |



A consumer's need is escalated to a motive under which of the following conditions?

Download More Quizzes Files From
VUAnswer.com

Select the correct option

<input type="radio"/>	Pressure.
<input checked="" type="radio"/>	Crisis.
<input type="radio"/>	The need is aroused to a sufficient level of intensity.
<input type="radio"/>	Seeking satisfaction.

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

Select the correct option

<input type="radio"/>	Sales people are brought to push the product
<input type="radio"/>	More investors are needed
<input type="radio"/>	Competition becomes tough
<input type="radio"/>	Profit is minimal

Download More Quizzes Files From
VUAnswer.com

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

select the correct option

<input type="radio"/>	Accounting plan
<input type="radio"/>	Production strategy
<input type="radio"/>	Information systems
<input checked="" type="radio"/>	Business plan



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

Select the correct option

<input type="radio"/>	Durable good
<input checked="" type="radio"/>	Nondurable good
<input type="radio"/>	Consumer good
<input type="radio"/>	Commodity

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

Select the correct option

- | | |
|-----------------------|--------------|
| <input type="radio"/> | Introduction |
| <input type="radio"/> | Decline |
| <input type="radio"/> | Growth |
| <input type="radio"/> | Maturity |
- i think*

Click to Save Answer Click to Next Question

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

Download More Quizzes Files From
VUAnswer.com

Select the correct option


- | | |
|----------------------------------|-------------------------|
| <input type="radio"/> | Product differentiation |
| <input checked="" type="radio"/> | Marketing mix |
| <input type="radio"/> | Product mix |
| <input type="radio"/> | Product positioning |

Click to Save Answer & Move to Next Question

When researchers need in depth information about any thing; then they use?

Download More Quizzes Files From
VUAnswer.com

Select the correct option

- | | | |
|-----------------------|----------------|--|
| <input type="radio"/> | Observations |  |
| <input type="radio"/> | Interviews | |
| <input type="radio"/> | Questionnaires | |
| <input type="radio"/> | Emails | |

Question # 5 of 10 (Start time: 09:49:26 AM, 03 February 2022)

Total Marks: 1

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

Select the correct option

- | | |
|-----------------------|-----------------|
| <input type="radio"/> | Data analysis |
| <input type="radio"/> | Sampling |
| <input type="radio"/> | Data Collection |
| <input type="radio"/> | Data reporting |

Click to Save Answer & Move to Next Question

Download More Quizzes Files From
VUAnswer.com

Dividing the total market into smaller parts is called?

Select the correct option

- Product Differentiation
- Market Segmentation
- Target Market
- Positioning



Click to Save Answer & Move to Next Question

Download More Quizzes Files From
VUAnswer.com

Question # 2 of 10 (Start time: 09:46:44 AM, 03 February 2022)

Total Marks: 1

DSS stands for:

Select the correct option

- | | |
|-----------------------|---------------------------|
| <input type="radio"/> | Data support system |
| <input type="radio"/> | Data supervision system |
| <input type="radio"/> | None of the given options |
| <input type="radio"/> | Decision support system |



Click to Save Answer & Move to Next Question

Question # 1 of 10 (Start time: 09:45:24 AM, 03 February 2022)

Total Marks: 1

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 _____.

Select the correct option

- | | |
|----------------------------------|------------------------|
| <input type="radio"/> | Market differentiation |
| <input checked="" type="radio"/> | Marketing plan |
| <input type="radio"/> | Market segment |
| <input type="radio"/> | Market mission |

Click to Save Answer & Move to Next Question

Download More Quizzes Files From
VUAnswer.com

Question # 4 of 10 (Start time: 08:44:49 PM, 02 February 2022)

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

Select the correct option

<input type="radio"/>	Commercialization
<input type="radio"/>	Business Analysis
<input type="radio"/>	Idea generation
<input type="radio"/>	Product testing





A consumer will initiate a buying decision process if

Select the correct option

<input checked="" type="radio"/>	Marketing and non-marketing stimuli and buyer characteristics are favorable
<input type="radio"/>	Marketing and non-marketing stimuli are favorable
<input type="radio"/>	The marketing stimuli are favorable
<input type="radio"/>	The non-marketing stimuli are favorable



Question # 5 of 10 (Start time: 10:08:30 PM, 02 February 2022)

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

Select the correct option

- Accounting plan
- Information systems
- Production strategy
- Business plan 

Click to Save Answer & Move to Next



Question # 3 of 10 (Start time: 06:59:27 PM, 02 February 2022)

Sheraz Beverages sends new developed soft drink in market for sale and advertises it on different media. It is called?

Select the correct option

Idea Generation

Product testing

Commercialization

Business Analysis



[Click to Save Answer & Mark](#)