

## MARKETING MANAGEMENT- MODEL IBPS SPECIALIST OFFICER

1. \_\_\_\_\_ is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individuals and organizational goals.
- a) Selling
  - b) Manufacturing
  - c) Marketing**
  - d) Advertising

ANS) C

2. What is Benchmarking?
- a) A performance appraisal system
  - b) A Measure of productivity
  - c) It is a standard against which performance is measure
  - d) A process where a firm sets a target for itself**

ANS) D

3. This is the process of redesigning organizational structure, business process and associated systems to achieve dramatic improvement in business performance. Identify it.
- a) Benchmarking
  - b) Re-engineering**
  - c) Outsourcing
  - d) Customization

ANS) B

4. Which of the following is defined as a state of felt deprivation of some basic satisfaction?
- a) Need**
  - b) Want
  - c) Demand
  - d) Utility

ANS) A

5. \_\_\_\_\_ refers to the combination of the values, norms, artifacts, and assumptions of the organization along with its people and their behavior.
- a) Organization Policy
  - b) Organizational structure
  - c) Organizational culture**
  - d) Organizational change

ANS) C

6. Value chain identifies five primary strategic activities. Which one of the following is not a primary strategic Activity in the value chain?
- a) Procurement**
  - b) Operations
  - c) Marketing and sales
  - d) Outbound logistics

ANS) A

7. Buying and bringing raw materials is one of the primary activities of a manufacturing concern. What is the specific term and used for this activity in business?
- a) Procurement
  - b) Logistics
  - c) Outbound logistics
  - d) Inbound logistics**

ANS) D

8. The shared experiences, stories, beliefs and norms that characterize an organization refers to a firm's \_\_\_\_\_
- a) Core competence

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- b) **Corporate culture**
- c) Policies
- d) Business environment

ANS) B

9) In which type of market structure does one firm completely control the supply of products that do not have a close substitute?

- a) **Monoploy**
- b) Monopolistic competition
- c) Oligopoly
- d) Suppliers

ANS) A

10) Marketing and advertising are the key features of such markets. Companies have to invest extensively on branding and advertising to remain in this market. Identify the type of market.

- a) Monopoly
- b) **Oligopoly**
- c) Monopolistic competition
- d) pure competition

ANS) B

11) which of the following is not a significant characteristic of the growth stage of the business cycle?

- a) Employment rate is high
- b) Inflation rate is low
- c) **Interest rates are high**
- d) Income is high

ANS) C

12) The income left to consumers after tax is called \_\_\_\_\_.

- a) **Disposable income**
- b) Discretionary income
- c) Credit
- d) Savings

ANS) A

13) Which of the following is used to compare incomes across nations?

- a) Gross domestic power
- b) Buying power
- c) **Purchasing power parity**
- d) Business cycle

ANS) C

14) Marketing cost analysis is a very useful tool for marketers as it enables them to measure marketing costs. In which year was this practice started?

- a) 1919
- b) **1924**
- c) 1926
- d) 1886

ANS) B

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## MARKETING MANAGEMENT- MODEL IBPS SPECIALIST OFFICER

16) There are five major categories of ratios that help analyze the financial performance of a firm. Identify the alternative that is definitely not a financial ratio.

- a) Liquidity ratio
- b) **Customer value ratio**
- c) Market value ratio
- d) Profitability ratio

ANS) B

17) \_\_\_\_\_ ratio measures the financial leverage of a company.

- a) Debt-to-Equity
- b) **Current**
- c) Quick
- d) Asset turnover

ANS) B

18) \_\_\_\_\_ is a function that transforms input into output. Identify it.

- a) Contributing
- b) Budgeting
- c) **Production**
- d) Development

ANS) C

19) Customer attitudes can have a major impact on a firm's marketing efforts. Which of the following is not a method for measuring customer attitude?

- a) Observation
- b) **Forecasting**
- c) Questionnaire
- d) Personal interview

ANS) B

20) What term is used to denote a person who chooses where, when, why and how to buy a product?

- a) Maintainer
- b) **Decider**
- c) Buyer
- d) User

ANS) B