

IBPS SO Exam 2013

Marketing Officer

Professional Knowledge Question Paper

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1. Distinction between marketing and selling is

- (A) Marketing relates to producing or creating goods or services needed by the customers while in selling the objective is to sell whatever is available.
- (B) Marketing is operational activity whereas the selling is a total management concept.
- (C) Marketing is product focused while selling is customer focused.
- (D) Marketing is oriented to the needs of the seller whereas selling is oriented to the needs of the buyer.
- (E) None of these

2. Which one is true in respect of bank marketing ?

- (A) Bank marketing deals with providing services to satisfy customers' financial needs and wants.
- (B) Bank marketing has to discover/ascertain/anticipate the financial needs of the corporates.
- (C) Bank marketing may be required to satisfy the corporates, and institutions, other related needs and wants.
- (D) Bank marketing means competitive element, efficiency and effectiveness in the process.
- (E) None of these

3. CRM is a short form of:

- (A) Customer Relationship Management
- (B) Company Resource Marketing
- (C) Consumer Reaching Marketing
- (D) Customer Relationship Marketing
- (E) None of these

4. The objectives of pricing are

- (A) Profit optimisation, adjustment of prices due to competition, increasing the market share, improved cash flows to avoid cash crunch, stabilization of demand and sales, improvement in product quality, communicates an image of the value.
- (B) Understanding with price cartels, bargaining power of suppliers, government controls and

regulations, buyers' behaviour, customer demand and competition.

(C) Price elasticity of the demand of the product, cost of manufacturing the product, characteristics of the product.

(D) Combination of (B) and (C)

(E) None of these

5. Segmentation of consumer markets is based on

(A) Consumer characteristics

(B) Consumer responses

(C) Consumer challenges

(D) Both (A) and (B)

(E) None of these

6. The stages of the product life cycle in chronological order is:

(A) Introduction, growth, maturity, decline

(B) Introduction, growth, maturity, stagnation, decline

(C) Introduction, maturity, decline

(D) Introduction, maturity, stagnation, decline

(E) None of these

7. The key to competitive advantage is _____ differentiation.

(A) Position

(B) Product

(C) Conformance

(D) Customer Consulting

(E) None of these

8. The functions of the distribution (marketing) channel are -

(A) To gather market information/ to promote and spread persuasive communications/ physical proximity to consumer/matching the buyers' needs/ negotiate and settle the final price.

(B) To provide the consumers with the required technical information about the products /physical distribution to consumers /acquire and use funds for financing the channel/intermediaries provide the deposit or buy the goods on cash basis./Assume the risk of carrying out the channel tasks.

(C) To bring the product ownership to the final buyer.

(D) Combination of (A) and (B)

(E) None of these

9. Which of the following is not a "market follower" strategy?

- (A) Counterfeiter
- (B) Adapter
- (C) Initiator
- (D) Cloner
- (E) None of these

10. _____ is registering, trafficking in, or using a domain name with bad faith intent to profit from the goodwill of a trademark belonging to someone else.

- (A) Email marketing
- (B) Cyber squatting
- (C) Web scraping
- (D) Web spidering
- (E) None of these

11. Features of channels for banking services are

- (A) Intangibility/inseparability from the seller/variability in customer experiences.
- (B) Perishability and non-storability/personal contacts with clients.
- (C) Banking services have no physical and personal channels of distribution.
- (D) Combination of (A) and (B)
- (E) None of these

12. The client of an advertising agency is called :

- (A) Customer (B) Major (C) Corporate (D) Account (E) None of these

13. The components of Promotion Mix are

- (A) Advertising; a paid form of non-personal promotion/personal selling; personal presentation to prospective clients.
- (B) Sales campaign; to encourage sales/public relations; for building good relations with clients/direct marketing; is making direct connect with individual customers.
- (C) Sampling and coupons
- (D) Combination of (A) and (B)
- (E) None of these

14. The main features of Marketing Information System (MIS) are —

- (A) Creation of master plan for information flow, coordination between functional departments and specialist executives, future orientation for anticipating and preventing marketing problems and solving them.

- (B) Facilitation for developing decisions in planning, organising, controlling and initiating.
- (C) Decision making, organising and controlling the major activities of the business and initiating action.
- (D) All of the above
- (E) None of these

15. _____ include medical specialist and legal advisors.

- (A) Speciality services
- (B) Speciality products
- (C) Primary services
- (D) Secondary services
- (E) None of these

16. The __ represents our expectations of the general need for the item during the lead time.

- (A) Reorder point
- (B) Safety stock quantity
- (C) Reordering policy
- (D) Reordering cycle
- (E) None of these

17. _____, is the principle of organization of a region around several political, social or financial centres.

- (A) Ethnocentrism
- (B) Polycentrism
- (C) Marketing expansion
- (D) Gobal marketing
- (E) None of these

18. Material culture is divided into two parts :

- (A) Language, Aesthetics
- (B) Technology, Economics
- (C) Education Religion
- (D) Attitudes, Values
- (E) None of these

19. Identify the group name, whose mission statement is -

“To become a major player in the global chemical business and simultaneously growth in other

growth industries like infrastructure"

- (A) Reliance
- (B) Tata
- (C) Bharti enterprises
- (D) Kotak Mahindra
- (E) None of these

20. _____ is the latest-buzzword in corporate boardrooms.

- (A) Service quality
- (B) Service sector
- (C) Service industry
- (D) All of the above
- (E) None of these

21. Relatively large, low-cost, low-margin high-volume, self-service operations *etc.*, is

- (A) Super market
- (B) Discount store
- (C) Department store
- (D) Convenience store
- (E) None of these

22. Distribution mix refers to:

- (A) Selection of different distribution channels like Distribution - Wholesaler - Retailers-Consumer etc.
- (B) Selection of sales promotion techniques, Advertising, Sales - promotion, personal selling etc.
- (C) Selection of pre-sales during sales after sales service etc.
- (D) All of the above
- (E) None of these

23. Market Research is useful for

- (A) deciding proper marketing strategies
- (B) deciding the selling price
- (C) choosing the right products
- (D) choosing the sales persons
- (E) All of these (E) None of these

24. $N = S/P (1 + T)$ indicates the:

- (A) Work load method
- (B) Sales potential method
- (C) Incremental method
- (D) Sales budget
- (E) None of these

25. A 'call' means _____ [educationobserver.com](http://www.educationobserver.com)

- (A) shout out to somebody
- (B) a profession or business
- (C) visit friends
- (D) visiting prospective customers
- (E) After-sales services

26. A bank expects fall in price of a security if it sells it in the market. What is the risk that the bank is facing?

- (A) Market risk
- (B) Operational risk
- (C) Asset Liquidation risk
- (D) Market liquidity risk
- (E) None of these

27. When a company acquires a supplier through an acquisition strategy, this is referred to as

- (A) Vertical marketing system
- (B) Forward integration
- (C) Horizontal integration
- (D) Backward integration [educationobserver.com](http://www.educationobserver.com)
- (E) None of these

28. Charles Revson of Revlon observed: "In the factory, we make cosmetics; in the store, _____."

- (A) we make profits
- (B) we challenge competitors
- (C) we implement ads
- (D) we sell hope
- (E) None of these

29. Mohan Sawhney has proposed the concept of _to describe a cluster of complementary products

and services that are closely related in the minds of consumers but are spread across a diverse set of industries.

- (A) metamarket
- (B) vertical integration
- (C) horizontal integration
- (D) Betamarket
- (E) None of these

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30. Conversion means_

- (A) meeting a prospective client
- (B) interacting with a prospective client
- (C) converting an employer into an employee
- (D) converting a seller to a buyer
- (E) converting a prospective client into a buyer

31. Customisation means_

- (A) acquiring more customers
- (B) regulating customers
- (C) special products to suit each customer
- (D) more products per customer
- (E) All of these

32. What is a logo?

- (A) Pictorial representation of what the company stands for
- (B) Graphic or emblem used by a company to trigger instant recall
- (C) The short form of the name of the company
- (D) All kinds of advertisements used by the company
- (E) None of these

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33. Diffusion of Innovations is a theory that seeks to explain how, why, and at what rate new ideas and technology spread through cultures. The adopters of these innovations are categorised in five categories. Which of the following is incorrect?

- (A) Early adopters
- (B) Early majority
- (C) Late adopters
- (D) Late majority
- (E) None of these

34. Modern styles of marketing include _____

- (A) digital marketing
- (B) tele-marketing
- (C) e-commerce
- (D) e-mails solicitation
- (E) All of these

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35. e-Marketing is same as _____

- (A) virtual marketing
- (B) digital marketing
- (C) real time marketing
- (D) All of these
- (E) None of these

36. Value added services means _____

- (A) costlier products
- (B) larger number of products
- (C) additional services
- (D) at par services
- (E) None of these

37. Who started the first Hypermarket?

- (A) Walmart
- (B) Carrefour
- (C) Casino
- (D) The Dollar store
- (E) None of these

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38. The first step of sales process is:

- (A) Lead generation
- (B) Convincing the buyer
- (C) Selling the product
- (D) Showing a product
- (E) None of these

39. Core competence of a company helps it to:

- (A) maintain an edge over its competitors
- (B) position its product better
- (C) price its product better
- (D) All of these
- (E) None of these

40. Aggressive Marketing is necessitated due to _____

- (A) globalisation
- (B) increased competition
- (C) increased production
- (D) increased job opportunities
- (E) All of these

41. Consumer research takes place at this stage.

- (A) Before purchase
- (B) After purchase
- (C) During the purchase
- (D) All of these
- (E) None of these

42. SWOT analysis does not contain this.

- (A) Strength (B) Weakness (C) Opportunity (D) Talent (E) None of these

43. Efficient marketing style requires

- (A) proper planning
- (B) good communication skills
- (C) team work
- (D) knowledge of products
- (E) All of these

44. The performance of a sales person depends on ____

- (A) salary paid
- (B) sales incentives paid
- (C) size of the sales team
- (D) ability and willingness of the sales person
- (E) team leader's aggressiveness

45. The sole aim of marketing is to_

- (A) increase sales
- (B) increase the number of employees
- (C) increase profits
- (D) increase production
- (E) All of these

46. The four P's of Marketing do not include this

- (A) Product
- (B) Price
- (C) Profit
- (D) Promotion
- (E) None of these

47. Porter's Five Force Model includes :

- (A) Bargaining power of customer
- (B) Advertising
- (C) Threat of substitute product
- (D) Bargaining power of suppliers
- (E) None of these

48. The Letter T in PEST stands for :

- (A) Treats
- (B) Technological
- (C) Teacher
- (D) Table
- (E) None of these

49. Brad Loyalty is defined by Kotler in for behaviour pattern. Which of the following is not one of them.

- (A) Hard Core Loyals
- (B) Shifters
- (C) Semi Loyals
- (D) Shifting Loyals
- (E) None of these

50. Lead generation means_____

- (A) tips for selling tactics
- (B) tips for better production
- (C) generate leaders
- (D) likely sources for prospective clients

(E) All of these.

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