

Marketing Management Questions and Answers - Presentation Transcript

1. Multiple Choice Questions of Marketing Fundamentals (MCQs) By Maxwell Ranasinghe Sri Lanka
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2. Which one is wrong ?

- * 1.Customer is the center of all Marketing activities.
- * 2. Marketing focuses on the needs and wants of customers.
- * 3. Marketing is all about selling goods and services
- * 4. It is concerned about satisfying customers through supply of goods and services

3.

* Phillip Kotler(The Millennium Edition –2000) “

* Marketing is aby which individuals and groups obtain what they want through creating, offering and freely exchangingof value with others”

4. Marketing is

- * 1.Only a function of management
- * 2. Function of management as well as a business philosophy
- * 3. It is only a business philosophy
- * 4. Selling goods and services

5. Production Concept says:

- * 1. Consumers will prefer products that are widely available and inexpensive
- * 2. Consumers will prefer better products
- * 3. Consumers will prefer lower prices
- * 4. Having the goods produced in a large scale factory with assembly lines.

6. Product Concept

- * 1. Make more and more products available for customers
- * 2. let customers select products that they want and then produce them

- * 3. Products will not be purchased by the consumers if they are not advertised

- * 4. Consumers will favor those products that offer most quality, performance or innovative features

7. Selling Concept

- * 1. Selling is the most important part in marketing

- * 2. If consumers are left alone, they will ordinarily not buy enough of the organisation's products.

- * 3. Sales people should be trained to sell the products well.

- * 4. Offering the best product at the best price

8. Key Components of Marketing concept are

- * 1. Product concept, Production concept, Selling Concept and Societal Concept

- * 2. Product, Price, Place and Promotion

- * 3. Customer Orientation, Integrated effort and Goal Achievement

- * 4. Suppliers, Customers, Competitors and Intermediaries

9. Societal Marketing Concept

- * 1. Supply the best products wanted by all the people in the society

- * 2. Make sure that you meet the needs of the society as a whole whilst satisfying the needs and wants of the customers

- * 3. Customers will think more about the society when they buy products

- * 4. Marketers should pay taxes to look after the well being of the society

10. Green Marketing

- * 1. Making environment friendly products

- * 2. Making more products with natural ingredients

- * 3. Make use of more green colors in packages

- * 4. Educate marketers about the importance of natural environment

11. Marketing Ethics are

- * 1. The rules as to behavior of the personnel in the Marketing Department of a firm

- * 2. Moral principles that define right and wrong behavior in marketing
- * 3. Upholding teachings of major religions
- * 4. to preserve the culture of a society when marketing products

12. " Scantily clad women should not be used in advertising"

- * 1. Is a cultural statement
- * 2. Is advocated in Ethical Marketing
- * 3. Is stated in advertising standards
- * 4. Is not of concerned to marketers

13. Selling Vs. Marketing Fill the blanks

- * Starting Point- focus- Means- End

Factory Promotion Profits through sales volume Customer needs Profit through.....

14. Relationship Marketing is

- * 1. The process of creating, building and managing long term relationship with customers, distributors and suppliers.
- * 2. Developing good relationships with other departments of the company
- * 3. Concerned with the developing exchanges with customers.
- * 4. The emphasis is to develop products that will satisfy customers and focus was basically on (single) transaction.

15. The first step in planning a marketing research project is:

- * 1) conducting a cost/benefit analysis
- * 2) searching the environment
- * 3) defining and locating problems
- * 4) assessing organisation resources

16. Types and Levels of Relationship

- * Transactional approach-. Transaction based marketing is on individual transaction and it is an end of a

* Relationship approach- The concluded transaction is not the end of a....., butrelationship with the customer.

17. Transaction Focus and Relationship Focus – Fill in the blanks Characteristics Transactional Relationship Focus Single Sale Orientation Product benefits Timescale Short Customer Service High emphasis Customer Commitment Limited Customer Contact High Quality Concern of production department

18.

* 6) When Cargils were planning to establish a Food City in Homagama they used Central Bank reports to get information about population in the area. It was using _____data.

- * A) casual
- * B) exploratory
- * C) primary
- * D) secondary

19. Secondary data CANNOT be obtained from

- * 1) Trade journals
- * 2) Government reports
- * 3) Yellow Pages
- * 4) Surveys

20. 8) Hemas purchases information regarding soap sales from a firm that tracks the information for a fee, it is using:

- * 1) Data services of an agency
- * 2) Primary data generation
- * 3) Field experiments
- * 4) Survey

21. Select the FALSE statement

- * 1) Primary data are observed and recorded directly from respondents
- * 2) An example of secondary data is a Research Report on consumer purchasing
- * 3) Secondary data are not readily available to most organisations

* 4) Obtaining Primary data is cheaper than obtaining Secondary Data

22.

* 12) Marketers at Uni Lever want to determine the effects of a price increase on sales of Fair and Lovely. What would be best method of conducting the study

* 1) Behavioral Method

* 2) Experimental Method

* 3) Survey Method

* 4) Focus Group Method

23. Which sampling design gives every member of the population an equal chance of appearing in the sample?

* 1) area sampling

* 2) random sampling

* 3) quota sampling

* 4) stratified sampling

* 5) total population sampling

24. 16) When a population is divided into distinct groups based on some particular characteristic and a probability sample is taken from each group, this exemplifies

* 1) quota sampling

* 2) stratified sampling

* 3) cluster sampling

* 4) simple random sampling

25. 16) When a population is divided into distinct groups based on different areas of a town and a probability sample is taken from each group, this exemplifies

* 1) quota sampling

* 2) stratified sampling

* 3) cluster sampling

* 4) simple random sampling

26. The major DISADVANTAGE of a mail survey versus a telephone or personal interview survey is:

- * 1) having to offer incentives
- * 2) the low response rate
- * 3) the elimination of interview bias
- * 4) the lack of open-ended questions

27. 19) Keels plans to get together a small group of Supermarket buyers to talk about their buying patterns and interests. Keels is planning

- * 1) an experiment
- * 2) a mall intercept survey
- * 3) personal interviews
- * 4) a questionnaire
- * 5) a focus group

28. Which one of the following is a dichotomous question?

- * 1) What is your opinion of the new Lux?
- * B) Rate the new Lux on a scale of 1 to 5
- * C) How often do you buy soap?
- * D) Do you use a lux ? Yes ___ No ___
- * E) How you rate the fragrance ?
- * Good ___ Fair ___ Bad ___

29. If marketing research shows that a group of people do not desire a particular product, the people in that group

- * 1) are a market for the product
- * 2) do not have the ability to purchase the product
- * 3) do not have the authority to purchase the product
- * 4) are not a market for the product

30. Which one of the following is an example of a customer in an organisational market?

- * A) a housewife who buys detergent
- * B) a consumer who hires a Lawyer
- * C) A garment factory which buys buttons for their garments
- * D) a factory manager who buys petrol for her personal car

31. 4) Toyota knows that some people want sports cars, others want vans, estate cars, or economy cars. In this case Toyota has found its markets to be:

- * 1) heterogeneous
- * 2) undifferentiated
- * 3) focused
- * 4) homogeneous

32. The process of dividing a total market into market groups so that persons within each group have relatively similar product needs is called:

- * 1) segmenting
- * 2) differentiating
- * 3) target marketing
- * 4) concentrating

33. By offering Signal for Kids (attractive taste for children), Regular Signal for cavity control, and Tartar Control Signal toothpastes, Unilever is segmenting the market based on:

- * 1) benefits
- * 2) psychographics
- * 3) lifestyle
- * 4) demographics
- * 5) attitudes

34. To ensure the effectiveness of segmentation, the segments should be measurable, substantial, accessible,actionable and:

- * A) Differentiable
- * B) Stable

* C) Economic

* D) Reachable

35. Hemas has launched a series of ads in which it attempts to demonstrate its' products superiority on selected attributes relative to competitive brands. It is attempting to _____ its product.

* 1) segment

* 2) profile

* 3) promote

* 4) position

36.

* National security situation will be considered in the macro economic environment as

* A) Political Factor

* B) Social factor

* C) Military factor

* D) Economic factor

37.

* Key steps in consumer buyer behavior are

* A) Purchase, information search, Problem recognition, Evaluation and Post purchase evaluation

* B) Problem recognition, information search, evaluation of alternatives, Purchase decision, Post purchase evaluation

* C) Purchase, Problem recognition, Complaining, getting a replacement

* D) Evaluation of alternatives, Purchase, Problem recognition, Information search, Post purchase evaluation

38.

* Market Targeting is a process of

* A) Subdividing the customers in the market to groups having simillar needs

* B) Placing the product in the collective mind set of the customers

* C) Choosing the market segments that the firm hopes to offer its products or services

* D) Offering one product to all the markets

39.

* Which of the following refers to process element of the marketing mix

* A) Training and development of the staff

* B) Making the sales outlet look attractive

* C) Deciding the Capacity of customers that one sales person can handle

* D) Giving rewards for good members of the staff

40.

* The ideal suggested pricing strategy for a new brand of Tomato sauce would be

* A) Skimming pricing strategy

* B) Skimming or penetrative pricing strategy

* C) Competitive or penetrative pricing strategy

* D) Competitive or skimming pricing strategy

41.

* Distribution in a service may refer to

* A) storage, handling and movement of goods from manufacturer to consumer

* B) Point at which the service is delivered

* C) Point at which service is promoted and communicated

* D) None of the above