

Gr8AmbitionZ.com's

IBPS Marketing Officers CWE III Previous Paper (Professional Knowledge Section)

Held on : 8th February 2014 (Based on Memory)

1. Shares of a closed-end fund are leading at a 4% premium over NAV. If NAV is Rs. 10 per share, What is the current market price of the fund's shares ?
(1) Rs. 50 (2) Rs. 0.40
(3) Rs. 40 (4) Rs. 0.50
(5) Rs. 10.40
2. If a company focuses on sub-segments with distinctive traits that may seek a special contribution of benefits company is practicing
(1) micromarketing
(2) niche marketing
(3) mass marketing
(4) segment marketing
(5) brand marketing
3. When someone purchases air conditioning unit in the winter to avoid the high prices found in the summer, he is exhibiting which kind of demand?
(1) irregular (2) declining
(3) impulse (4) latent
(5) negative
4. Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavours, forms, colors, added ingredients or package sizes) is called
(1) line extension
(2) brand extension
(3) multibranding
(4) new brands
(5) product segmentation
5. As economies advance, a growing proportion of their activities focuses on the production of
(1) products
(2) cvents
(3) experiences
(4) luxury goods
(5) services
6. Cognitive dissonance occurs in which stage of the buyer decision process model ?
(1) Need recognition
(2) Information search
(3) Evaluation of alternatives
(4) Postpurchase behavior
(5) Purchase
7. The market price of a share of common stock is determined by ?
(1) the board of directors of the firm.
(2) the stock exchange on which the stock is listed.
(3) the president of the company.
(4) individuals buying and selling the stock.
(5) none of the above
8. When a company enters a new product category for which its corrent brand names are not appropriate. It will likely follow which of the following brand strategies ?
(1) Product extensions
(2) Line extensions
(3) Brand extensions
(4) New brands
(5) Product segmentaion
9. Shares of closed-end funds often sells
(1) at a premium to the net asset value.
(2) at a discount to the net asset value.
(3) at the net asset value, plus a load fee.
(4) exactly at the net asset value.
(5) lower than the net asset value.
10. The type of sales force structure in which the sales force sells along product lines is called
(1) territorial salesforce.
(2) product salesforce.
(3) customer salesforce.
(4) retail salesforce.
(5) complex salesforce
11. Consumer goods with unique characteristics or brand identification often requiring a special purchase effort are called
(1) custom products.
(2) specialty products.
(3) convenience products.
(4) shopping products.
(5) retail products
12. Which of the following are financial contracts whose values are obtained from the values of underlying assets ?
(1) derivatives
(2) shares
(3) bonds
(4) equity
(5) none of the above
13. Close-end funds have lower cash requirements than open-end funds because
(1) open-end funds tend to invest in less liquid assets.
(2) closed-end funds have limited lifetimes.
(3) open-end funds allow investors to redeem their shares at any time.
(4) open-end funds pay more taxes than closed-end funds.
(5) none of the above
14. The choice between high mark-ups and high volume is part of which of the following retailer marketing decisions ?

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- (1) Target market decisions
(2) Product assortment and services decisions
(3) Pricing decisions
(4) Promotion decisions
(5) None of the above
- 15.** The primary reason that many companies work to become the low cost producers in their industry is because
- (1) They can generate more advertising.
(2) They can please top management.
(3) They can gain tax advantages.
(4) They can set lower prices that result in greater sales and profits.
(5) All of the above
- 16.** During the _____ stages sales slow down creating over-capacity in the industry, which leads to intensified competition.
- (1) decline (2) maturity
(3) growth (4) end
(5) introduction
- 17.** According to the law of demand
- (1) There is a positive relationship between quantity demanded and price.
(2) As the price rises, demand will shift to the right.
(3) There is a negative relationship between quantity demanded and price.
(4) As the price rises, demand will shift to the left.
(5) None of these.
- 18.** Acquiring, interpreting, selecting and organising sensory information is called as
- (1) Adoption
(2) Self-actualisation
(3) Retention
(4) Perception
(5) None of these.
- 19.** Which among the following is an advantage of single sourcing?
- (1) Lower administration cost.
(2) Ability to keep prices down
(3) Increased flexibility of supply
(4) Continuity of supply
(5) All of the above.
- 20.** _____ are those trade marked devices which serve to identify and differentiate the brand.
- (1) brand elements
(2) brand equity
(3) brand name
(4) brand logo
(5) brand identity
- 21.** When a company goes after a large share of one or a few submarkets, it is pursuing _____ marketing.
- (1) Undifferentiated marketing
(2) Concentrated marketing
(3) Differentiated marketing
(4) Permission marketing
(5) None of these
- 22.** When a company uses a low pricing strategy to maximize sales, it is using a _____ strategy.
- (1) Leader pricing
(2) Penetration pricing
(3) Prestige pricing
(4) Price skimming
(5) None of these
- 23.** In a market system, prices are determined by
- (1) Supply and demand
(2) Government officers
(3) Corporate executives
(4) Production cost
(5) Total market demand
- 24.** _____ is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market.
- (1) Branding (2) Targeting
(3) Imaging (4) Positioning
(5) Segmentation
- 25.** A brand which bears the name of the seller or store where it is sold is called as
- (1) Multibrand
(2) Co-brand
(3) Individual brand
(4) Manufacturer brand
(5) Private brand
- 26.** Selecting suppliers and purchasing items is called
- (1) Negotiation
(2) Contracting
(3) Selection
(4) Procurement
(5) None of these
- 27.** When a firm uses an established brand to introduce a new product, it is called a
- (1) brand extension
(2) brand segmentation
(3) line extension
(4) brand positioning
(5) product diversification
- 28.** The Product life cycle concept
- (1) Where there is no relationship to planning.
(2) Contributes to more effective sales planning and marketing strategy.
(3) Where it ends with the maturity phase.
(4) Where it has been used less and less a marketing management tool due to the steady economy.
(5) All of the above.
- 29.** The place the product occupies in consumers minds relative to competing products is
- (1) Perceptual mapping
(2) Competitive strategy.
(3) Merchandising
(4) Positioning
(5) None of these
- 30.** A fall in Price
- (1) Will cause an outward shift of supply.
(2) Leads to a higher level of production.
(3) Will cause an inward shift of supply.
(4) Leads to higher level of production.
(5) None of these

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31. Companies can gain a strong competitive advantage through having better trained people. This is called
- (1) Reputable personnel
 - (2) Personnel differentiation
 - (3) Human resource parity
 - (4) Personnel training
 - (5) Product differentiation.
32. All activities involved in selling goods or services for the purpose of resale or business use is termed as
- (1) Wholesaling
 - (2) Retailing
 - (3) Direct marketing
 - (4) Direct sale
 - (5) None of these
33. Activities which are undertaken before the final operation are termed as _____ activities.
- (1) Downstream
 - (2) Secondary
 - (3) Primary
 - (4) Upstream
 - (5) None of these
34. _____ Marketing is about mixing and matching marketing activities to maximize their individual and collective effects.
- (1) Integrating
 - (2) Personalizing
 - (3) Customizing
 - (4) Complimentary
 - (5) Undifferentiated
35. Sales promotion is usually targeted toward either _____
- (1) The ultimate consumer or members of the marketing channel.
 - (2) Direct mail clients or retailers.
 - (3) Members of the marketing channel or advertising agencies.
 - (4) The ultimate consumer or media.
 - (5) None of these.
36. Which of the following characteristics do marketers use in evaluating the effectiveness of different segments?
- (1) Substantiality and actionability
 - (2) Interactivity and accessibility
 - (3) Measurability, accessibility, substantiality, and actionability
 - (4) Accessibility, interactivity, Substantiality and measurability
 - (5) None of these
37. According to the law of diminishing marginal utility
- (1) Total utility will rise at a falling rate as more units are consumed.
 - (2) Marginal Product will fall as more units are consumed.
 - (3) Increasing units of consumption increase the marginal product
 - (4) Increasing units of consumption increase the marginal utility
 - (5) None of these
38. If a new product sells well, new firms will enter the market, ushering a(n) _____ stage.
- (1) Product growth
 - (2) Market growth
 - (3) Maturity
 - (4) Market consolidation
 - (5) Emergence.
39. When the target market views a brand as one more entry in the market, it is called as
- (1) Over positioning
 - (2) Confused positioning
 - (3) Under positioning
 - (4) Doubtful positioning
 - (5) None of these
40. A _____ is a consumer focused exercise that involves a series of producers to assess the health of the brand, uncover its sources of brand equity, and suggest ways to improve and leverage its equity.
- (1) Brand audit
 - (2) Brand assessment
 - (3) Brand equity
 - (4) Brand awareness
 - (5) Brand Mix
41. Which among the following would be considered a major element of the promotional mix?
- (1) Marketing research and reporting
 - (2) Product design
 - (3) Negotiating a distribution channel
 - (4) Personal selling
 - (5) None of these
42. Market research is done for what purpose
- (1) People
 - (2) Producer
 - (3) Economic force
 - (4) Businessmen
 - (5) Nature
43. Marketing of services is adopted in
- (1) Fruit stalls
 - (2) Hotels
 - (3) Garment trade.
 - (4) Medicine shops
 - (5) Grocery stores
44. Mutual fund business from existing bank customers can be mobilized by
- (1) Online marketing
 - (2) Cross-selling
 - (3) Carpet bombing
 - (4) Road shows
 - (5) Telemarketing.
45. The sole aim of marketing is to
- (1) Improve the Balance sheet figures.
 - (2) Increase recruitment
 - (3) Increase Profits
 - (4) Increase Production
 - (5) Increase branch network
46. The best promotional tool in any marketing is
- (1) Newsletter
 - (2) Pamphlets
 - (3) Mouth publicity
 - (4) Regional advertisements.
 - (5) Viral marketing

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- 47.** Effective selling skills depend on
- (1) Good dress sense
 - (2) Territory allocation
 - (3) Sales call planning
 - (4) Good eye contact
 - (5) Past performance

- 48.** CRM is a short form of
- (1) Customer Relationship Management
 - (2) Company Resource Marketing
 - (3) Consumer Reaching marketing
 - (4) Customer Relationship Marketing
 - (5) None of these

- 49.** Target group for home loans is
- (1) Existing creditors
 - (2) Person having no house of their own
 - (3) Person having one or more than one house
 - (4) Builders
 - (5) NRI

- 50.** Marketing segmentation means
- (1) Allocation of territory
 - (2) Sales arrangement
 - (3) Segmentation of target group according to their needs
 - (4) Market share
 - (5) Segmentation of sales teams.

Answers

1. (1)	2. (2)*	3. (1)	4. (1)
5. (5)	6. (4)	7. (4)	8. (4)
9. (2)	10. (2)	11. (2)	12. (1)
13. (3)	14. (3)	15. (4)	16. (2)
17. (3)	18. (4)	19. (5)	20. (1)
21. (2)	22. (1)	23. (1)	24. (4)
25. (5)	26. (4)	27. (1)	28. (2)
29. (4)	30. (1)	31. (2)	32. (1)
33. (4)	34. (1)	35. (1)	36. (3)
37. (1)	38. (3)	39. (3)	40. (1)
41. (4)	42. (1)	43. (2)	44. (5)
45. (3)	46. (4)	47. (3)	48. (1)
	49. (2)	50. (3)	