

## Marketing Strategy-MCQ- Marketing – SEM-III

**1. Goals or objectives convert the organization \_\_\_\_\_ into tangible action.**

A. Vision B. Aim C. Mission D. Commitment

Ans: - C

**2. Which one is not part of strategic marketing perspective?**

A. The types of customer it wishes to serve

B. The particular needs that it wishes to satisfy

C. Technology by which organization will satisfy customer needs

*D. Product producing or service delivery enterprise.*

Ans-D

**3. Goals or objectives divide into \_\_\_\_\_ major categories?**

A.3 B.4 C.2 D.5

Ans:-C

**4. Financial goals focus on \_\_\_\_\_**

A. Manufacture and services capacity

*B. Return on investment and return on sales*

C. Market share and market productivity

D. All of them.

Ans: -B

**5. Distinctive competency describes an organization's \_\_\_\_\_**

*A. Strengths* B. Weakness C. Opportunities D. Threats

Ans: -A

**6. Product-marketing strategies involves \_\_\_\_\_**

A. Product mix *B. Marketing mix* C. Promotion mix D. Product mix and Marketing mix

Ans: -B

**7. What is the last step of strategic marketing management?**

A. Formulating product marketing strategies

B. Defining organization's mission and goals

*C. Developing reformulation and recovery strategies*

D. Budgeting marketing and production resource

Ans: -C

**8. Which factor should not consider for adopting market penetration?**

A. Market growth

B. Increase market share

C. competitive reaction

*D. Promotional activities*

Ans: -D

**9. Cannibalism is related with \_\_\_\_\_**

*A. Product development*

B. Promotional activities

C. Product life cycle

D. Product extension

Ans: -A

**10. Master budget consist of \_\_\_\_\_**

A. Operating and marketing budget

*B. Operating and financial budget*

C. Marketing and financial budget

D. None of them

Ans: -B

**11. What is the profit plan of the organization?**

A. Financial budget

B. Marketing budget

*C. Operating budget*

D. Production budget

Ans: -C

**12. Which of the factor should be considered first before adopting a market penetration strategy?**

*A. Market growth*

B. Situation

C. SOWT

D. Market development

Ans: -A

**13. Market development in international arena takes one of the \_\_\_\_\_ forms.**

A.3 B.4 C.5 D.2

Ans: -B

**14. Cannibalism occur when \_\_\_\_\_**

*A. Sales of a new product come at the expense of sales of existing product*

B. The existing product reduce the sales of new product

C. Competitions product cannot give access to the new of product

D. Sales of a new product kill the opportunity of sales of competition

Ans: -A

**16. When an organization defines its business from market perspectives then this organization is viewed as a \_\_\_\_\_**

- a) *Customer satisfying endeavor*
- b) Market Share increasing endeavor
- c) Product-producing enterprise
- d) Service-producing enterprise

Ans: -a

**16. Which one does not represent sources of environmental opportunity for organization?**

- a) Unmet or changing consumer needs
- b) Unsatisfied buyers' groups
- c) *Distribution and inventory control*
- d) New technology for delivering value to the customers

Ans: -c

17. Business does not include-

- a) Group of customers wishing to be served
- b) Particular needs of customers to be served
- c) Ways of satisfying customer needs
- d) *Selling products and services only*

Ans: -d

18. Which one isn't the primary purpose of marketing?

- a) Creating long term relationship between stakeholders

- b) Enhancing mutually beneficial exchange relationships
- c) Profit maximization
- d) *Both a & b*

Ans: -d

19. Which skill of CMO provides extensive market operation and information?

- a) Creativity
- b) Popularity
- c) *Analytical ability*
- d) *Intuitive sense*

Ans: -c

20. A marketing budget \_\_\_\_\_ a plan of action for imposing a firm's marketing performance.

- a) Processes
- b) Writes
- c) Denotes
- d) *Recommends*

Ans: -d

21. What is customer value proposition?

- a) *Sum of benefits purchased*
- b) Repeated customers
- c) A group of customers
- d) Sum of customers equity

Ans: -a

22. Which factor is not included in market penetration strategy?

- a) Examining market growth
- b) Assessing competitive reaction
- c) *Developing high quality product*
- d) Analyzing market potentials

Ans: -c

23. Marketing decisions involve \_\_\_\_\_ of moral judgment.

- a) *A specific degree*
- b) A small degree
- c) Sum of degrees
- d) Some degree

Ans: -a

24. When does cannibalization occur?

- a) When sales of existing products are grabbed by completely new customers
- b) When new customers are grabbed by new products instead of existing products
- c) *When sales of new products or services are grabbed by new customers at the expense of existing products or services*
- d) When existing customers switch to new products along with existing products

Ans: -c

25. In SWOT analysis, which one is internal factor?

- a) Technology
- b) *R & D*
- c) Customer trends
- d) Industry/market structure

Ans: -b

26. What is the most profitable approach for developing foreign markets?

- a. Market penetration
- b. *Market development*
- c. New offering development
- d. Diversification

Ans: -b

27. What is often a high-risk strategy?

- a. Market penetration
- b. Market development
- c. New offering development
- d. *Diversification*

Ans: -d

28. Goals convert the organization's mission into \_\_\_\_\_?

- a. Specific actions
- b. *Tangible actions*
- c. Direct actions
- d. Intangible actions

Ans: -b

29. What does the operating budget project?

- a. Operating revenues & expenses
- b. Operating assets & liabilities
- c. *Future revenues & expenses*
- d. Future assets & liabilities

Ans: -c

30. On what the 'RIGHTNESS' of marketing mix depends?

- a. *Success requirements of market*
- b. Capacity measurement of the company
- c. Market size
- d. Customer value proposition

Ans: -a

31. Which matter comes last in evaluating an organization's marketing mix?

- a. If the costs exceed the benefits
- b. If the marketing mix is internally consistent
- c. *If the marketing mix is properly timed*
- d. If the organization can afford the marketing mix

Ans: -c

32. Managers need an appraisal of operation to determine reasons for the gap between any occurrence of past present and future. The appraisals of operation are what?

- a) *Situation analysis*
- b) SWOT analysis
- c) Environmental opportunity
- d) Distinctive competency

Ans: - a

33. The linkage among environmental opportunity, distinctive competency and success requirements will determine \_\_\_\_\_ What?

- a) Organization's growth
- b) *Existence of organization's opportunity*
- c) Organization's mission, goals and objectives
- d) Organization's success

Ans: -b

32. Introducing existing products to different geographical areas including international expansion- Which strategy it covers?

- a) Market-Penetration Strategy
- b) *Market- Development Strategy*
- c) Product- Development Strategy
- d) Product-Market Strategy

Ans: -b

33. When sales of a new product or service come at the expense of sales of existing product or services already marketed by the firm, what will occur?

- a) Diversification
- b) *Cannibalism*
- c) New offering development
- d) Annual marketing plans

Ans: -b

34. Preplanning of reformulation and recovery strategies, which lead to a faster reaction time in implementing remedial actions. Preplanning of reformulation and recovery strategies, in a word \_\_\_\_\_.

- a) Pro forma
- b) Marketing Audit
- c) *Contingency Plans*
- d) Customer value propositions

Ans: - c

35. The practice of strategic marketing management starts with

- a) formulating product-market strategies
- b) identifying organizational opportunities
- c) *defining the organization's goals*
- d) Defining pros and cons of the organization.

Ans: - c

36. Mission statement provides all the benefits to the organization except

- a) Provide a clear management's vision regarding organization's long-term direction
- b) provide guideline for identifying product opportunities
- c) inspire employees to provide valued service
- d) *develop reformulation and recovery strategies.*

Ans: - d

37. In which strategies marketer's emphasis mostly on increasing present buyers' usage and consumption rates.

- a) market penetration
- b) market development
- c) diversification
- d) New offering development.

Ans: - a

38. Which marketing strategy give emphasis on creating new offerings for existing markets.

- a) market penetration
- b) market development
- c) diversification
- d) Product development.

Ans: - d

39. An organization's master budget consists of

- a) an operating budget
- b) a financial budget

- c) a managerial budget
- d) a & b both

Ans: - d

40. The practice of strategic marketing management starts with
- a) formulating product-market strategies
  - b) identifying organizational opportunities
  - c) defining the organization's goals
  - d) Defining pros and cons of the organization.

Ans: - c

41. Mission statement provides all the benefits to the organization except
- a) Provide a clear management's vision regarding organization's long-term direction
  - b) provide guideline for identifying product opportunities
  - c) inspire employees to provide valued service
  - d) develop reformulation and recovery strategies.

Ans: - d

42. In which strategies marketer's emphasis mostly on increasing present buyers' usage and consumption rates.
- a) market penetration
  - b) market development
  - c) diversification
  - d) New offering development.

Ans: - a

43. Which marketing strategy give emphasis on creating new offerings for existing markets.
- a) market penetration
  - b) market development
  - c) diversification
  - d) Product development.

Ans: - d

46. For multiple product break-even analysis, a manager needs to determine-

- a. Product line
- b. Services
- c. Sales mix
- d. Marketing mix

Ans: - c

47. Trade margin percentages are usually determined on the basis of-

- a) Cost price
- b) *Selling price*
- c) Marketing cost
- d) Variable cost

48. The meaning of the marketing expenses are programmed expenses-----

- (A) Budgeted to produce sales
- (B) To plan the organizational operation
- (C) Budgeted to running cost
- (D) Budgeted to service cost

Ans: - A

49. Total variable cost fluctuates in \_\_\_\_\_ proportion to the output volume of units produced.

- (A) Same
- (B) Opposite
- (C) Direct
- (D) Indirect

Ans: - B

50. Selling expenses are \_\_\_\_\_

- (A) Fixed cost
- (B) Variable cost
- (C) Programmed cost
- (D) *Both fixed and variable cost*

Ans: - D

51. Trade margin is calculated based on-

- (A) Selling price
- (B) COGS
- (C) Variable cost
- (D) Fixed cost

52. Which characteristics do not the relevant information includes?

- A. Industry, consumers, competitive environments
- B. the organization
- C. alternatives
- D. Products

Ans: - D

53. The first section “strategic problem” of writing report is focused on paragraph that \_\_\_\_\_

- A. Evaluates the problem
- B. Defines the problem
- C. Analysis the problem
- D. Recommends the problem

Ans: - B

54. Which two things are used by managers to describe the relationship among alternatives, uncertainties and potential outcomes?

- A. Graphs and flow charts
- B. Graphs and decision tree
- C. Decision tree and payoff table
- D. None of above

Ans: - C

**55. A prerequisite of effective decision-making is-**

- A. Skill
- B. Qualifications
- C. Knowledge
- D. Experience

Ans: - A

