

Multiple Choice Questions.

1. refers to a brands objective attributes in relation to other brands

- A. Brand position
- B. Product position
- C. Brand relationship
- D. Both A&B

ANSWER: D

2.----- defines what the the brand thinks about the consumer, as per the consumer

- A. Brand attitude
- B. Brand positioning
- C. Brand relationship
- D. Brand manage

ANSWER: A

3. A marketer need to understand that some general traits of a brand name are

- A. Easy to recognize
- B. Easy to pronounce
- C. Easy to memorize
- D. None of the above

ANSWER: D

4. Marketing is a process which aims at

- A. production
- B. profit making
- C. satisfaction of customer needs
- D. selling products

ANSWER: C

5. marketers often use the term -----to cover various groupings of customers

- A. buying power
- B. demographic segment
- C. people
- D. market

ANSWER: D

6. Select an appropriate definition of want .

- A. consumer needs
- B. needs backed by buying power
- C. needs directed to the product
- D. basic human requirements

ANSWER: C

7. The key customer markets consists of

- A. Government markets

- B. Business markets
- C. Consumer markets
- D. All of the above

ANSWER: D

8.buy products &..... use product

- A. consumer & customers
- B. buyers & sellers
- C. buyers & customers
- D. customers & consumer

ANSWER: B

9-----reflects the sum of the perceived tangible & intangible benefits & costs to cutomers

- A. customer satisfaction
- B. customer value
- C. customer delight
- D. none of the above

ANSWER: B

10. Testing before launching a product launching a product is known as

- A. Acid test
- B. Concept testing
- C. mrket test
- D. test marketing

ANSWER: D

11. _____ is a way of describing audience based on factors such as age, gender, education level, town class, income etc.

- A. Demographic
- B. Psychographic
- C. Socio-economic
- D. Infographics

ANSWER: A

12. _is a way of describing audience based on the their life style, attitudes, aspirations, habits etc.

- A. Demographics
- B. Psychographics
- C. Socio-economic
- D. Infographics

ANSWER: B

13. is the acquisition of goods and services by the seller or industrial user for the purpose of resale

- A. selling
- B. assembling
- C. buying
- D. transportation

ANSWER: B

14. A. is an elaborated version of the idea expressed in consumer terms

- A. new idea
- B. product concept
- C. product idea
- D. test brand

ANSWER: B

15. NPD Stands for

- A. national production division
- B. new product department

- C. new product design
- D. new product development

ANSWER: D

16. A. is a detailed version of the idea stated in meaningful consumer terms
- A. product concept
 - B. product idea
 - C. product feature
 - D. product image

ANSWER: A

17. marketing myopia related first paper published in 1960 in the
- A. international business review
 - B. forbes magazine
 - C. harvard business review
 - D. oxford university press

ANSWER: C

18. A large amount of _____ advertising is for retailers, local businesses and for promotions.
- A. news paper
 - B. magazines
 - C. radio
 - D. television

ANSWER: C

19. marketing buzz means means.....
- A. De marketing
 - B. Pricing
 - C. Product Development
 - D. Promotion

ANSWER: C

20. Companies are exploring the _____ for communicating their advertising message because of its several attractive features and advantages.
- A. television
 - B. newspaper
 - C. radio
 - D. new media

ANSWER: D

21. The advertising industry is passing through a transition phase with the emergence of the _____ media.
- A. television
 - B. online
 - C. interactive
 - D. information

ANSWER: B

22. New media is very cost-effective when compared to the traditional media and is highly _____.
- A. reliable
 - B. requted
 - C. resourceful
 - D. result-oriented

ANSWER: D

23. The _____ is the biggest possible medium and has the quickest and the deepest reach throughout the globe.
- A. web
 - B. TV
 - C. radio

D. outdoor
ANSWER: A

24. Digital technology is changing the way_____relate to products and markets.
A. manufactures
B. consumer
C. delears
D. industry

ANSWER: B

25. Cyber consumers are not_____.
A. active
B. passive
C. homogeneous
D. heterogeneous

ANSWER: C

26. Marketers often use the term_____to cover various groupings of customers.
A. people
B. buying power
C. demogrphic segment
D. market

ANSWER: D

27. Inside sales is known as
A. Direct marketing
B. social marketing
C. tele-marketing
D. viral marketing

ANSWER: C

28. which is the future of of direct marketing
- A. one to one communication
 - B. open dialogue
 - C. personal relationship
 - D. all the above

ANSWER: D

29. tele marketing is a part of
- A. direct marketing
 - B. relationship marketing
 - C. social marketing
 - D. viral marketing

ANSWER: A

30. Selectivity is related to_____.
- A. portrayal
 - B. relevance
 - C. support
 - D. coverage

ANSWER: D

31. A cluster of complementary goods and services across diverse set of industries is called as
- A. market place
 - B. meta market
 - C. market space
 - D. resource market

ANSWER: B

32. Advertising affords the marketer the ability to engage the consumer in a direct and personal way.

- A. Interactive
- B. Contextual
- C. Traditional
- D. Website.

ANSWER: A

33. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.

- A. To make products easily visible and available
- B. To promote sales of products
- C. To differentiate their products from those of competitors
- D. To do marketing surveys

ANSWER: C

34. _____ technology is changing the way consumers relate to products and markets.

- A. Information
- B. New
- C. Digital
- D. Cyber

ANSWER: C

35. Cyber consumers are not _____.

- A. Hetrogeneous
- B. segemented
- C. mass
- D. homogeneous

ANSWER: D

36. e-Tailing will have to co-exist with _____ retailing.

- A. e-Commerce
- B. traditional
- C. mobile
- D. integrated

ANSWER: B

37. _____ the appropriate market segment has become ever more important when carrying out e-branding campaigns.

- A. Segmenting
- B. Positioning
- C. Targeting
- D. Implementing

ANSWER: C

38. Creating and securing a brand name in the physical world requires extensive marketing. _____.

- A. Research
- B. strategy
- C. effort
- D. media

ANSWER: A

39. Online marketing of all types offers superior measurability and trackability in comparison to traditional _____.

- A. media
- B. tactics
- C. research
- D. information

ANSWER: B

40. Digital branding, in general need to have the consumer- specific orientation addressed to consumers in a _____ context.

- A. geographic
- B. natural
- C. confined
- D. cultural

ANSWER: D

41. What is the last stage of the consumer decision process?

- A. problem recognition
- B. post purchase behavior
- C. alternative evaluation
- D. purchase

ANSWER: B

42. Media are the bridges that carry messages back and forth between companies and _____.

- A. consumers
- B. customers
- C. prospects
- D. influencers.

ANSWER: B

43. The challenge of media planning is becoming greater because the number of ways to send brand messages is _____.

- A. decreasing
- B. complicated
- C. increasing
- D. competitive

ANSWER: C

44. Media planners begin their work by doing media _____.

- A. research
- B. message
- C. buying
- D. selling

ANSWER: A

45. _____ markets are made up of members of the distribution chain

- A. Consumer
- B. Business-to-business (industrial
- C. Institutional
- D. Channel

ANSWER: D

46. Vehicles dealing with particular areas of interest, such as sports, hobbies or finance, are the ones most likely to have lifestyle and product - usage data in addition to _____ profiles.

- A. media
- B. demographic
- C. audience
- D. brand

ANSWER: B

47. When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____

- A. Indirect marketing
- B. direct marketing

- C. multi-level marketing
- D. integrated marketing

ANSWER: A

48. In marketing theory, every contribution from the supply chain adds_____to the product

- A. value
- B. cost
- C. convience
- D. ingredients

ANSWER: A

49. In marketing theory, every contribution from the supply chain adds_____to the product.

- A. value
- B. costs
- C. convenience
- D. ingredients

ANSWER: A

50. The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?

- A. product
- B. exchange
- C. production
- D. customer

ANSWER: B

51. The most basic level of a product is called the:

- A. core product.
- B. central product
- C. fundamental product.
- D. augmented product.

ANSWER: A

52. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):

- A. idea
- B. demand
- C. product.
- D. service.

ANSWER: C

53. _____has been the first to launch an innovative media buying / selling technique, through its lastminute inventory.com, which auctions unsold media space online.

- A. Madison media
- B. Mudra Max
- C. Dentsu India
- D. JWT India

ANSWER: C

54. A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

- A. learning
- B. role selection
- C. perception
- D. motivtion

ANSWER: A

55. A futuristic innovations (media planning) involves creating satellite imagery of the monogram or message to reach the

desired geographic location and _____.

- A. programme
- B. action
- C. audience
- D. media

ANSWER: C

56. Customers' _____ have become the order of the day.

- A. endorsement
- B. information
- C. awareness
- D. knowledge

ANSWER: A

57. Holistic marketers achieve profitable growth by expanding customer share, _____, and capturing customer lifetime value.

- A. undermining competitive competencies
- B. building customer loyalty
- C. milking the market for product desires
- D. renewing a customer base

ANSWER: B

58. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

- A. Market-skimming
- B. Value-based
- C. Market-penetration
- D. Leader

ANSWER: C

59. _____ markets include a wide variety of profit and nonprofit organizations, such as hospitals, government agencies, and schools, which provide goods and services for the benefit of society.

- A. Consumer
- B. Business-to-business (Industrial
- C. Reseller
- D. Institutional

ANSWER: D

60. When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____

- A. indirect marketing
- B. direct marketing
- C. multilevel marketing
- D. integrated marketing

ANSWER: A

61. _____ is now a significant part of every global corporations marketing arsenal.

- A. Internet
- B. Web
- C. Mobile
- D. e - marketing

ANSWER: D

62. _____ customers can themselves become publishers, choosing to share what they have received with their social networks.

- A. Publish - subscribe
- B. Instant sharing
- C. Multi - model viewing

D. Mobile investing
ANSWER: B

63. Holistic marketers achieve profitable growth by expanding customer share, _____, and capturing customer lifetime value.

- A. undermining competitive competencies
- B. building customer loyalty
- C. milking the market for product desires
- D. renewing a customer base

ANSWER: B

64. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

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- C. Market-penetration
- D. Leader

ANSWER: C

65. Whether to sell via intermediaries or directly to consumers, how many outlets to sell through, and whether to control or cooperate with other channel members are examples of decisions marketers must make about

- A. Promotion
- B. Price
- C. Distribution
- D. Product

ANSWER: C

66. A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

- A. Selling
- B. Advertising
- C. Barter
- D. Marketing

ANSWER: D

67. The task of any business is to deliver _____ at a profit.

- A. customer needs
- B. customer value
- C. products and services
- D. improved quality

ANSWER: B

68. The solution to price competition is to develop a differentiated:

- A. product, price, and promotion.
- B. offer, delivery, and image.
- C. package and label.
- D. international Web site.

ANSWER: B

69. Buying goods and services for further processing or for use in the production process refers to which of the following markets?

- A. Consumer markets
- B. Government markets
- C. Business markets
- D. International markets

ANSWER: C

70. Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes

and differences in both domestic and global markets.

- A. Sales strategies
- B. Marketing concepts
- C. Cultural values
- D. Brand images

ANSWER: C

71. The _____ refers to the various companies that are involved in moving a product from its manufacturer into the hands of its buyer.

- A. distribution chain
- B. network chain
- C. supply chain
- D. promotion network

ANSWER: A

72. _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

- A. Target marketing
- B. Psychographic segmentation
- C. Product Differentiation
- D. Consumer behavior

ANSWER: D

73. Word "brand" is frequently used as a

- A. customers
- B. marketing
- C. advertising
- D. metonym

ANSWER: D

74. Advertising to today's consumers, we need to look beyond the _____ media of print, radio, and television.

- A. traditional
- B. non - traditional
- C. social
- D. new

ANSWER: A

75. The cost of an advertisement or a schedule of ads is often based on _____.

- A. CPP
- B. CPR
- C. CPI
- D. CPM

ANSWER: D

76. Complete the following definition of advertising media. The advertising media is a marketing communications umbrella concept that covers _____ to the prospective consumer.

- A. Media vehicles
- B. Advertising messages
- C. Brand
- D. Channels

ANSWER: B

77. Mainly, chief resource of authority throughout allocation channel is

- A. company
- B. brand
- C. distributor
- D. customer

ANSWER: B

78. Clearness regarding proportions of brands is clarity in

- A. functions of brand
- B. aspects of differentiation
- C. both of given options
- D. none of given options

ANSWER: C

79. Media strategy is making media decisions based on

- A. Understanding customers wants and needs
- B. The clients wishes
- C. Whims of the market
- D. Brand awareness

ANSWER: A

80. Careful brand management look for to build product or services related to the

- A. target audience
- B. cost
- C. profit
- D. all of answers are correct

ANSWER: A