

MARKETING MANAGEMENT (MB106) – OBJECTIVE TYPE QUESTIONS (ONE SET)

MBA I SEMESTER

1. Which of the following is central to any definition of marketing?

- a. Making a profit
- b. Making a sale
- c. Demand management
- d. Transactions
- e. Customer relationships

2. Introducing new products to existing markets is an example of:

- a. conglomerate diversification
- b. vertical diversification
- c. horizontal diversification
- d. concentric diversification

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

- a. vertical marketing system
- b. horizontal integration
- c. forward integration
- d. backward integration

4. When backed by buying power, wants become _____.

- a. physical needs
- b. demands
- c. social needs
- d. exchanges
- e. self-esteem needs

5. Selecting which segments of a population of customers to serve is called _____.

- a. managing the marketing effort
- b. target marketing
- c. customization
- d. positioning
- e. market segmentation

6. Which of the following reflects the marketing concept philosophy?

- a. "You won't find a better deal anywhere."
- b. "When it's profits versus customers' needs, profits will always win out."
- c. "We're in the business of making and selling superior products."
- d. "We don't have a marketing department, we have a customer department."
- e. "We build them so you can buy them."

7. Which of the following is the term for customers who make repeat purchases and tell others about their positive experiences with a product or service?

- a. full partners
- b. butterflies
- c. satisfied customers
- d. social customers
- e. customer evangelists

8. Greater consumer control means that companies must rely more on marketing by _____ than by _____.

- a. socialization; information
- b. producing; selling
- c. inspiration; competition
- d. interruption; involvement
- e. interaction; intrusion

9. Most companies today enter a new market by serving a _____, and if this proves successful, they _____.

- a. single market segment; add segments
- b. target market; reposition
- c. few segments; add more segments
- d. multitude of segments; add more segments
- e. niche; differentiate

10. An increasingly large number of firms are changing their organizational focus from _____ to _____.

- a. product management; functional management
- b. brand management; customer relationship management
- c. territory management; functional management
- d. product management; territory management
- e. global management; regional management

11. Which of the following is NOT a marketing objective?

- a. Positioning
- b. Volume sales
- c. Cash flow

12. What is price skimming?

- a. Setting an initially-high price which falls as competitors enter the market
- b. Setting a high price which consumers perceive as indicating high quality
- c. Setting a low price to "skim off" a large number of consumers

13. Setting a price below that of the competition is called:

- a. Penetration pricing
- b. Skimming
- c. Competitive pricing

14. A profit calculated by adding a percentage to the costs of production is called:

- a. Mark-up
- b. Breakeven
- c. Margin

15. A profit calculated on the basis of a percentage of the selling price is called:

- a. Mark-up
- b. Breakeven
- c. Margin

16. Calculating prices on the basis of what the market will pay is called:

- a. Competitive pricing
- b. Demand pricing
- c. Prestige pricing

17. Ending prices with 99p is called:

- a. Price lining
- b. Prestige pricing
- c. Odd-even pricing

18. Bundle pricing is:

- a. Providing a bundle of benefits for one price
- b. Packaging a group of products together
- c. Providing a group of prices for one product category

19. Advertising used in the early stages of the PLC is called:

- a. Pioneering advertising
- b. First-stage advertising
- c. Launch advertising

20. What is institutional advertising?

- a. Advertising on behalf of charities
- b. Advertising conducted by the Government
- c. Advertising aimed at building the corporate reputation

21. What is copywriting?

- a. Using themes from a competitor's advertising campaign
- b. Repeating themes from previous campaigns
- c. Putting together the verbal elements of the message

22. What is reach?

- a. The average number of times the target market is exposed to the message
- b. The percentage of the target market which remembers the advertisement
- c. The percentage of the target market that is exposed to the message at least once

23. Selling warm coats to Icelanders is an example of:

- a. Geographic segmentation
- b. Behavioural segmentation
- c. Demographic segmentation

24. Selling vodka to Icelanders is an example of:

- a. Geographic segmentation
- b. Behavioural segmentation
- c. Demographic segmentation

25. Selling fishing equipment to Icelanders is an example of:

- a. Geographic segmentation
- b. Behavioural segmentation
- c. Demographic segmentation

26. To be successful, a segment must be:

- a. Distinguished, defendable, sizeable, and local
- b. Distinctive, tangible, accessible, and defendable
- c. Distinctive, tangible, accessible and local

27. Demographic segmentation refers to:

- a. The description of the people and their place in society
- b. The description of the people's purchasing behavior
- c. The location where people live

28. What does BOGOFF stand for?

- a. Buy One Get One For Free
- b. Bought on Good Offers
- c. Beginning of Great Offer

29. A new model of a popular car would be considered:

- a. Dynamically continuous innovation
- b. Discontinuous innovation
- c. Continuous innovation

30. Starting with one or two areas and then adding new regions to the distribution area is called:

- a. Rolling launch
- b. Sprinkler strategy
- c. Test marketing

Answer Key: 1(e), 2(c), 3(c), 4(b), 5(b), 6(d), 7(e), 8(e), 9(a), 10(b),
11(c), 12(a), 13(a), 14(a), 15(c), 16(b), 17(c), 18(b), 19(a), 20(c),
21(c), 22(c), 23(a), 24(a), 25(b), 26(b), 27(a), 28(a), 29(c), 30(a)