

G L Bajaj Institute of Management and Research.PGDM Institute
PGDM Batch
Academic Session 2021-22
Mid Term Quiz
Batch: 2021-23

Subject Name: **Strategic Marketing**

Subject Code: **PG22**

Name of Student:

Maximum Marks: 40

Marks Obtained:

Note:

1. Writing anything except Roll Number on Quiz paper will be deemed as an act of indulging in unfair means and
2. There is no negative marking for wrong answer.
3. Tick mark the correct answer.

Q1 Place in marketing is also known as ____

- A Physical distribution
- B Channel of distribution
- C Intermediary
- D All of the above

Answer Key : D

Q2 ____ refers to the point of sale.

- A Product
- B Price
- C Place
- D Promotion

Answer Key : C

Q3 Transporting and storing goods is part of which of the following marketing channel functions?

- A Inventory Channel
- B Direct Marketing Channel
- C Physical Distribution Channel
- D Warehousing Channel

Answer Key : C

Q4 Which of the following statements is the most correct statement?

- A The delivery of Goods & Services from producers to their ultimate consumers or users includes many different activities. These different activities are known as marketing.
- B Marketing is to ensure that the product is easily & effectively moved from the point of production to the target market & ensures that the product can be easily accessed by customers.
- C Marketing is the activity, set of institutions & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society
- D Marketing is the last step in the chain of commerce where a buyer exchanges cash for a seller's good or service, or the activity of trying to bring this about.

Answer Key : C

Q5 Which of the following refers to marketing channel?

- A Integrated Marketing Communication
- B Distribution
- C Marketing Myopia
- D Retailing

Answer Key : B

Q6 _____ is a distribution system in which the ultimate buyer acquires the title directly from the manufacturer of the product.

- A Direct Distribution
- B Indirect Distribution
- C Exclusive Distribution
- D Intensive Distribution

Answer Key : A

Q7 _____ is a distribution system that involves territorial protection for authorised dealers.

- A Direct Distribution
- B Indirect Distribution
- C Exclusive Distribution
- D Intensive Distributio

Answer Key : C

Q8 _____ is a distribution system that uses middlemen i.e. wholesalers and retailers to reach the ultimate buyer.

- A Direct Distribution
- B Indirect Distribution
- C Exclusive Distribution
- D Intensive Distribution

Answer Key : B

Q9 _____ is a distribution strategy that strives to have the firm represented in the maximum number of outlets.

- A Direct Distribution
- B Indirect Distribution
- C Exclusive Distribution
- D Intensive Distribution

Answer Key : D

Q10 Avon and Amway use

- A Direct Marketing Channel
- B Indirect Distribution Channel
- C Exclusive Distribution Channel
- D Intensive Marketing Channel

Answer Key : A

Q11 Tasks of Intermediaries - Wholesalers

- A Break down 'bulk'
- B Provides storage facilities
- C Reduces contact cost between producer and consumer
- D All the Above

Answer Key : D

Q12 Which is not the Tasks of Retailer

- A Establishing stronger personal relationship with the consumer
- B Promote and merchandise products
- C Takes some of the marketing responsibility e.g sales force, promotions
- D Build retailer 'brand' in the high street

Answer Key : C

- Q13 Which of the following is not Channel Management Decision
- A Selecting Channel Members
 - B Training and Motivating Channel members
 - C Evaluating Channel Members
 - D Evaluation of competitors Channels Design.

Answer Key : D

- Q14 The world-renowned brand 'Samsung Electronics', faced a channel conflict in its Indian market in the year 2014. The company was selling its products (especially mobiles) through multiple channels, i.e., via offline mode and online mode. The offline channel partners raised the issue that the e-retailers are providing high discounts to attract more and more customers, which had ultimately affected the offline sale of the product. What kind of Channel Conflict is this?
- A Vertical Level Conflict
 - B Horizontal level Conflict
 - C Multi Channel Level Conflict
 - D Inter-type Channel Conflict

Answer Key : C

- Q15 Sometimes, two-channel partners promote the manufacturer's product in a different manner, which created two different images of the same product in the consumers' mindset, which creates conflicting brand perception. Here the cause of channel conflict is -
- A Role Ambiguity
 - B Incompatible Goals
 - C Marketing or Strategic Mis-Alignment
 - D Change Resistant

Answer Key : C

- Q16 The manufacturer should hire an expert who has already gained experience in managing the channel conflicts in other organizations, as a member of the grievance redressal committee or board of directors, for addressing conflicts. This type of channel conflict management is called-
- A Mediation
 - B Co-optation
 - C Dealer Councils and Trade Associations
 - D Legal Procedure

Answer Key : B

- Q17 Channel conflict between dealers and retailers or wholesalers and retailers.
- A Vertical Level Conflict
 - B Horizontal Level Conflict
 - C Multi-channel Level Conflict
 - D None of the Above

Answer Key : A

- Q18 In _____ conflicts commonly arise in scrambled merchandising, where the large retailers go out of their way to enter a product line different from their usual product range, to challenge the small and concentrated retailers.
- A Multi-channel Level Conflict
 - B Inter-type Channel Conflict
 - C Horizontal Level Conflict
 - D Vertical Level Conflict

Answer Key :B

- Q19 Distribution Strategy has two critical component

- A Marketing Channels and Logistics & Supply chain Management
- B Supplychain Mangement and Transportation
- C Storage and Transportation
- D Packaging and Shipping

Answer Key : A

Q20 When a Jobber comes into play in between the wholesaler and the retailer, the channel goes to_____

- A Two Level of Distribution
- B Three level of Distribution
- C Four Level of Distribution
- D Zero Level of Distribution

Answer Key : B

Q21 Two or more complementary products offered together at a single price is known as

- A Bundle Pricing
- B Transfer Pricing
- C Full cost Pricing
- D Going Rate Pricing

Answer Key :A

Q22 Which of the following is also referred to as the Markup Pricing?

- A Cost Price
- B Cost Plus Pricing
- C Marginal Pricing
- D Discount Pricing

Answer Key :B

Q23 The price-setting method which most closely corresponds to the concept of product positioning is

- A Cost Plus Pricing
- B Going Rate Pricing
- C Perceived Value Pricing
- D Psychological Pricing

Answer Key :C

Q24 Before setting his prices, Zach conducted a market research study to learn what consumers would pay. Zach appears to be paying which type of pricing method?

- A Cost Plus Pricing
- B Target Profit Pricing
- C Value Based Pricing
- D Going Rate Pricing

Answer Key :C

Q25 In Market Skimmimg, the pricing strategy is such that,

- A Initially the price is lower and then it is reduced.
- B Initially the price is higher and then it is reduced.
- C Initial Price is high and is maintained high
- D Both A & B

Answer Key :B

Q26 Out of the following which is not an objective of pricing?

- A Profit
- B Stabalizing Demand on sales of the product

- C Expansion of Business
 - D Improvement of Product Quality
- Answer Key :C

- Q27 Which is the most common method for pricing?
- A Full Cost Pricing
 - B Marginal Cost Pricing
 - C Promotional Pricing
 - D Competitive Pricing
- Answer Key :A

- Q28 The minimum price which can be charged bounded by product cost is also known as....
- A Price Floor
 - B Price Fixation
 - C Price Ceiling
 - D Basic Price
- Answer Key :A

- Q29 In Penetration Pricing, a business firm seeks to access deeper market penetration by keeping prices....
- A Higher
 - B Competitive
 - C low
 - D Flexible
- Answer Key :C

- Q30 In principle, all goods and services are valued at _____, that is, inclusive of all taxes.
- A Sales Volume
 - B Market Price
 - C Production Volume
 - D Consumer Preference
- Answer Key :B

- Q31 Which of the following has a major influence on pricing decisions?
- A Customer Demand
 - B Actions of competitors
 - C Costs
 - D Political, Legal and Image-related issues
- Answer Key :A

- Q32 What is the pricing method that focusses on eliminating non-value added costs?
- A Predatory Pricing
 - B Skimming Pricing
 - C Penetration Pricing
 - D Target Costing
- Answer Key :D

- Q33 While setting the price, marketers....
- A Select the pricing objective
 - B Estimate demand
 - C Analysis Competitors cost, offers and prices
 - D All of the above
- Answer Key :D

- Q34 If companies face intense competition and plagued with over-capacity, the pricing objective is...
- A Survival
 - B Maximum current profit
 - C Maximum market share
 - D None of the above

Answer Key :A

- Q35 A marketer is planning to introduce a toothpaste to compete with the currently available toothpaste in the market. What type of a pricing strategy the marketer should use?
- A Market penetrating pricing
 - B Market skimming pricing
 - C Psychological pricing
 - D Value based pricing

Answer Key :A

- Q36 A Gas station owner says that the prices of the market are regulated and one company cannot increase the price on its own. However, he intends to provide a windshield clean for all the customer who pumps gas from his station. What pricing strategy that he is using?
- A Competitive
 - B Competitive advantage
 - C Standard price
 - D Value based pricing

Answer Key :D

- Q37 A product such as Rolex watches are sold at very high prices when compared to the other watches. What type of pricing strategy is it?
- A Market skimming
 - B Market penetrating
 - C Promotional pricing
 - D Psychological pricing

Answer Key :D

- Q38 If a marketer set low prices for few popular products and assumes that the customer who enters its shop will buy other products too. What kind of pricing he is using?
- A Value based
 - B Loss leader
 - C Psychological
 - D Tactical

Answer Key :B

- Q39 Company building its pricing strategy around the experience curve would be most likely to _____.
- A Engage in break-even pricing
 - B Engage in value-added pricing
 - C Price its products high
 - D Price its products low

Answer Key :D

- Q40 A car maker's strategy of advertising a basic vehicle model with few conveniences and comforts at a low price to entice buyers and then convincing customers to buy higher-priced models with more amenities is an example of which of the following?
- A Captive product pricing
 - B Optional product pricing
 - C Product line pricing
 - D Segmented pricing

Answer Key :B