

GL Bajaj Institute of Management and Research

PGDM Batch 2021-23

Mid Term Quiz

Subject Name: Strategic Marketing

Subject Code: PG22

Student's Name:

Max. Marks : 40

Note:

- 1. Writing anything except Roll Number on Quiz Paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules**
- 2. There is no negative marking for wrong answer**
- 3. Tick mark the correct answer**

QUESTIONS:

Tick against the correct answer

1) The following factors do not effect pricing decisions

- Existing price of competition
- Advertisement budget of competition
- Cost of production
- Marketing objective

Answer Key: b)

2) The price adjustment strategies are for

- New products
- Monopoly products
- Existing products
- Yet to be launched products

Answer Key: c)

3) Samsung for it smobile phone market adopts

- Captive pricing
- Product line pricing
- Skimming pricing
- All the above

Answer Key: b)

4) Value based pricing is

- For monopoly product
- For oligopoly products
- For perfect competition
- For none of the above

Answer Key: b)

5) Skimming price is used in the

- Technology segment
- Innovative creations
- Fashion industry
- All of the above

Answer Key: b)

6) Promotional pricing is used in the following price

- a) 4560/-
- b) 2827/-
- c) 4322/-
- d) 4999/-

Answer Key: d)

7) Having same low price for the product across the segments is

- a) Development strategy
- b) Fugitive strategy
- c) Penetration strategy
- d) None of the above

Answer Key: c)

8) Sealed bid pricing is used in

- a) Government tenders
- b) International pricing
- c) Geographical segmentation
- d) Closed price

Answer Key: a)

9) External factors not impacting price is

- a) Taxes
- b) Demand of the product
- c) GDP of the country
- d) Population of the country

Answer Key: c)

10) Premium pricing goes into

- a) All product categories
- b) Segmented markets
- c) Only technology products
- d) None of the above

Answer Key: b)

11) any paid form of communication

- a) Sales promotion
- b) Captive pricing
- c) Advertising
- d) Direct marketing

Answer Key: c)

12) E mail are a form of

- a) Publicity
- b) Public relation
- c) Advertising
- d) Direct marketing

Answer Key: d)

13) Anything published in the media as editorial content is a form of

- a) Publicity

- b) Public Relations
- c) Advertising
- d) Direct marketing

Answer Key: a)

14. Celebrity endorsers should not be

- a) Credible
- b) Consistent
- c) Congruent
- d) Best in looks

Answer Key: d)

15) AIDA stands for

- a) Attention intervention desire and action
- b) Attribute interest desire and action
- c) Attention interest desire and action
- d) Attribute interest discovery and action

Answer Key: c)

16) ATL and BTL is related to

- a) Pull VS Push
- b) Performance vs. perseverance
- c) Product vs. price
- d) Promotion vs. placing

Answer Key: a)

17) Following is not an advertising appeal

- a) Rational appeal
- b) Emotional appeal
- c) Moral appeal
- d) Local appeal

Answer Key: d)

18) Publicity can only be

- a) Positive
- b) Negative
- c) Positive and negative
- d) None of the above

Answer Key: c)

19) DAGMAR stands for

- a) Design ads for glamour marketing advertisement and relations
- b) Design associations for goal marketing and retention
- c) Designing advertising goals for answer
- d) Designing association goals for measured active results

Answer Key: c)

20) The following is the best method of communication for B2B goods

- a) Advertising
- b) Direct marketing

- c) Publicity
- d) Public relations

Answer Key: b)

21. The following is not a part of sales promotion

- a) Tele calling
- b) Lotteries
- c) Sweepstakes
- d) Contests

Answer Key: a)

22. Cognitive stage in communication is related to

- a) Feeling
- b) Sensing
- c) Thinking
- d) Behaving

Answer Key: c)

23. Factor not effecting Advertisement budget

- a) Level of competition
- b) Past history of company
- c) Type of products
- d) Management attitude

Answer Key: b)

24. The diffusion of communication model does not correspond to

- a) Cognitive
- b) Attitude
- c) Motivation
- d) Behavior

Answer Key: c)

25. Value based pricing resides in the

- a) Cost of the product
- b) Decision of management
- c) Profit to be gained
- d) Perception of the consumer

Answer Key: d)

26. Break even pricing is calculated based on

- a) Quality
- b) Quantity
- c) Demand
- d) None of the above

Answer Key: b)

27. Bundle pricing is

- a) All the products together
- b) One by one price
- c). Few products grouped together
- d) Step wise pricing

Answer Key: c)

28. Penetration pricing

- a) Low price for market coverage
- b) Free discount on products
- c) Large discounts to delayers
- d) None of the above

Answer Key: a)

29. Sale promotion is the set of activities to

- a) Develop liking for the product
- b) Build the brand
- c) Build confidence related to company
- d) To boost sales immediately

Answer Key: d)

30. Advertising agency is

- a) Ads department of the firm
- b) Independent organization
- c) Part of media to create ads
- d) None of the above

Answer Key: b)

31. Coupons are a part of

- a) Public relations
- b) Publicity
- c) Sales promotion
- d) Personal selling

Answer Key: c)

32. Advertising allowance are given to the

- a) Ad agency
- b) Customer
- c) Digital media
- d) Trade channel

Answer Key: d)

33. Loss leader pricing is

- a) Selling leadership products at low price
- b) Selling some product at loss answer
- c) Incurring losses due to bad price
- d) Price impact on losses

Answer Key: b)

34. Luxury products are not affected by

- a) GDP of the nation
- b) Brand name
- c) Short term economic fall down answer
- d) Launch of new cheap brand .

Answer Key: c)

35. Demand elasticity for Price does not apply to

- a) Luxury goods
- b) White goods
- c) Necessary goods
- d) None of the above

Answer Key: c)

36. Optional features pricing is often used in

- a) Cloths
- b) Cars
- c) Tooth paste
- d) Cold drinks

Answer Key: b)

37. Best strategy for achieving maximum market share is

- a) High quality high price
- b) Low quality high price
- c) High quality low price
- d) Low quality low price

Answer Key: c)

38. Word of mouth generation is basically a

- a) Organic activity
- b) Inorganic activity
- c) Publicity
- d) Advertising

Answer Key: a)

39. Advertorials are a part of

- a) Advertising
- b) Sales promotion
- c) Public relation
- d) Publicity

Answer Key: a)

40. The following is not a part of promotion mix

- a) Personal selling
- b) Product line
- c) Advertising
- d) Public relations

Answer Key: b)