

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO	Bloom's Taxonomy Level
A	obj	1	When backed by buying power, wants become _____.	social needs	demands	physical needs	self-esteem needs	B	CO1	L1
A	obj	1	Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following?	An image	A service	A good	An idea	B	CO1	L1
A	obj	1	Which of the following is the feature of the marketing?	Needs and wants	Creating a market offering	Customer value	all the above	D	CO1	L1
A	obj	1	_____ concept is based on those companies who believe in this philosophy that quality of goods or services of good standard can easily attract customers.	Marketing concept	Production concept	Product concept	Selling concept	C	CO1	L2
A	obj	1	..... means bringing more than one product from a company to market.	Product mix	Market segmentation	Promotion mix	Distribution mix	A	CO1	L1
A	obj	1	Fulfilling social responsibility is one of the essentials of ..... concept.	Societal	Production	Product	Exchange	A	CO1	L2
A	obj	1	In mass marketing strategy, market segmentation is ..... .	Introduced	Not introduced	Occasionally introduced	Always Introduced	B	CO1	L1
A	obj	1	What is promotion in functions of marketing?	Informing customers about the product	The concentration of the market	The physical movement of the goods	Storage facility for goods	A	CO1	L2
A	obj	1	Marketing people market _____ types of entities:	Four	Eight	Ten	Two	C	CO1	L2
A	obj	1	In marketing strategy, the advertising and personal selling can be referred as	Place	Product	Price	Promotion	D	CO1	L1
A	obj	1	The unfavorable external factors or trends that may pose a challenge to company are called	Strengths	Weaknesses	Opportunities	Threats	D	CO1	L2
A	obj	1	Tobacco advertising is now banned in virtually all marketing communication forms in many countries around the world. This can be explained as an influence of:	technological environment	legal environment	Cultural environment	Demographic	B	CO1	L2
A	obj	1	Marketing managers cannot control _____ but they can at times influence it.	where advertising is placed	how products or services are delivered	the external environment	how products are priced	C	CO1	L1
A	obj	1	What are the five primary activities of the value chain model?	Inbound logistics, Operations, Outbound Logistics, Marketing and Sales, and Technology Development	Inbound logistics, Operations, Outbound Logistics, Marketing and Sales, and Service	Inbound logistics, Operations, Outbound Logistics, Marketing and Sales	Inbound logistics, Operations, Infrastructure, HR Management, and Service	B	CO1	L1
A	obj	1	In an industry, The threat of entry is high when:	Capital requirements are low	Expected returns are high	Technological know-how is industry specific	Switching cost is very high	C	CO1	L2
A	obj	1	The purchase of goods or services for use by an organization in producing other goods and services, to support the daily operations of the organization, or for resale is called:	Wholesale Marketing	B2B Marketing	Corporate Marketing	Distribution Marketing	B	CO1	L2
A	obj	1	Which of the statement is not true for selling?	Focuses on the need of seller	Aims at maximizing sales	Involves fragmented approach to sell	Selling is limited to exchange of goods and services	A	CO1	L2

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO	Bloom's Taxonomy Level
A	obj	1	"We guarantee every product we sell" appeal to.....motive.	curoosity	variety	quality	comfort	C	CO1	L2
A	obj	1	Marketing decision makers in a firm must constantly monitor competitors' activities-their products, prices, distribution, and promotional efforts-because	The competitors may be violating the law and can be reported to the authorities	The actions of competitors may threaten the monopoly position of the firm in its industry	The actions of competitors may create an oligopoly within an industry	New product offerings by a competitor with the resulting competitive variations may require adjustments to one or more components of the firm's marketing mix	D	CO1	L2
A	obj	1	Who is the father of Modern Marketing?	Abraham Maslow	Lester Wunderman	Peter Drucker	Philip Kotler	D	CO1	L2
A	obj	1	Customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options?	Customer perceived value	Marketing myopia	Customer relationship management	Customer satisfaction	A	CO1	L2
A	obj	1	"Many people want BMW, only a few are able to buy" this is an example of _____	Need	Want	Demand	Status	C	CO1	L2
A	obj	1	The most formal and best definition of marketing is _____	An organizational function and a set of processes for creating, communicating, and delivering, value to customers that benefit the organization.	Improving the quality of life for consumers by selling them products and services.	Marketing is all about Meeting needs profitability i.e. identifying & fulfilling consumer needs.	Marketing is an organizational function that includes the 4Ps i.e product, place, price, and promotion.	A	CO1	L2
A	obj	1	Good marketing is no accident but a result of careful planning and _____.	Promotion	Selling	Policies	Execution	D	CO1	L2
A	obj	1	_____system existed in the initial stage of marketing.	Sales.	Barter.	Exchange.	Purchase.	B	CO1	L2
A	obj	1	In addition to identifying which customers the company will prioritize in its marketing efforts, targeting also identifies which customers the company will _____.	ignore	set as second (and potentially third) priority	reserve for future focus	share with competitors	A	CO1	L2
A	obj	1	Coca-Cola's original marketing strategy that offered a single drink Coca-Cola Classic in a single sized bottle with the advertising theme "Coke is it," is an example of _____ marketing.	concentrated	niche	differentiated	undifferentiated	D	CO2	L3
A	obj	1	When Anker promotes its USB hubs as fast, reliable, and expandable, it is focusing on which component of customer value?	Social value	Monetary value	Psychological value	Functional value	D	CO1	L2
A	obj	1	How does the value proposition relate to the positioning?	The value proposition is the same thing as the positioning.	The value proposition is more encompassing and includes the entire cluster of customer benefits.	The value proposition is a subset of the positioning.	The value proposition is a customer-facing statement whereas the positioning is a company-facing statement.	B	CO2	L3

Part	sub/obj	Marks	Question	Answer Option 1	Answer Option 2	Answer Option 3	Answer Option 4	Correct Answer(A/B/C/D)	CO	Bloom's Taxonomy Level
A	obj	1	How did Visa attempt to achieve competitive parity with American Express in the matter of exclusivity, which has been a competitive point of difference for American Express?	By explaining to consumers that cards are cards; there is nothing elegant or exclusive about them.	By humorously explaining in it adds that its level of prestige was "good enough for most people"	By introducing more exclusive gold and platinum cards with more up-market benefits	By explaining that those premium benefits aren't really all that impressive	C	CO2	L3
A	obj	1	_____ are visual representations of consumer perceptions and preferences.	Brand narratives	Share of mind variables	Perceptual maps	Exemplars	C	CO2	L3
A	obj	1	_____ identifies the ways in which the company can reach those customers it has deemed strategically important.	Tactical targeting	The marketing mix	Strategic targeting	Product customization	A	CO2	CO3
A	obj	1	In _____ marketing, the firm ignores segment differences and goes after the whole market with one offer.	niche	mass	guerrilla	segmented	B	CO2	L3
A	obj	1	Age, gender, income, occupation, level of education, religion, ethnicity, nationality, employment status, population density, social class, household size, and stage in the life cycle are all considered _____ factors.	personal	behavioral	demographic	psychographic	C	CO2	L3
A	obj	1	_____ refers to selling below cost with the intention of destroying competition.	Bid rigging	Loss-leader pricing	Predatory pricing	Price discrimination	C	CO2	L3
A	obj	1	_____ refers to the means by which firms attempt to inform, persuade, and remind consumers—directly or indirectly—about the products and brands they sell.	Human resource development	Marketing communications	Financial management	Operations management	B	CO2	L3
A	obj	1	Which of the following elements of the marketing communications mix refers to any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor via print, broadcast, network, and display media?	Advertising	Personal selling	Sales promotion	Direct marketing	A	CO2	L3
A	obj	1	Audi models featured prominently in the blockbuster Iron Man movies, including main character Tony Stark's personal R8 Spyder. Which of the following is the most rational explanation for Audi's decision to associate itself with the movies?	To express commitment to the community or on social issues	To identify with a particular target market or lifestyle	To create experiences and evoke feelings	To become part of a personally relevant moment in consumers' lives	C	CO2	L3
A	obj	1	Mountain Dew is a brand known for sponsorships of adventure events such as snowboarding and skateboarding competitions. What is the most likely objective of Mountain Dew's sponsorship of these events?	To enhance corporate image	To express commitment to the community or on social issues	To entertain key clients or reward key employees	To create perceptions of key brand image associations	D	CO2	L3
A	obj	1	Amway uses the _____ model to reach its global market of consumers.	multilevel marketing	direct marketing	direct mail	infomercial	A	CO2	L3