

SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR	ANSWER-FOUR-STATUS	ANSWER-FIVE	ANSWER-FIVE-STATUS
A	SINGLE-CORRECT	1	Business Marketing in CISCO is the marketing of goods and services to (Refer to Case-1)	CO1		Understand	My Institute	Individuals	Incorrect	Households	Incorrect	Organizations	Correct	All of them	Incorrect		
A	SINGLE-CORRECT	1	Developing and Delivering superior customer value is the responsibility of (Refer to Case-1)	CO1		Understand	My Institute	Junior Executives	Correct	Middle level executives	Incorrect	Senior level Executives	Incorrect	All of them	Incorrect		
A	SINGLE-CORRECT	1	The structure buying Centre in Cisco (Refer to Case-1)	CO1		Understand	My Institute	Remains same	Incorrect	Varies	Correct	Becomes different for different	Incorrect	None of them	Incorrect		
A	SINGLE-CORRECT	1	The company carries out environmental analysis mainly for the purpose of (Refer to Case-1)	CO1		Understand	My Institute	Strategy implementation	Incorrect	Performance Control	Incorrect	Planning	Correct	None of them	Incorrect		
A	SINGLE-CORRECT	1	The buying situation in Cisco which involves purchase of something not purchased before is called (Refer to Case-1)	CO1		Understand	My Institute	Straight Rebuy	Incorrect	Modified Rebuy	Incorrect	New Task	Correct	None of them	Incorrect		
A	SINGLE-CORRECT	1	The outsourcing is designed to save money on (Refer to Case-1)	CO1		Understand	My Institute	Core Functions	Incorrect	Non Core Activities	Incorrect	None of them	Incorrect	Both of them	Correct		
A	SINGLE-CORRECT	1	Business firms generally have qualified leads they generate that they forget to organise, segment and automate their data to ensure. ____ solution (Refer to Case-1)	CO1		Understand	My Institute	Effective	Incorrect	Scalable	Correct	Efficient	Incorrect	Productive	Incorrect		
A	SINGLE-CORRECT	1	The criteria used for evaluating potential market segments include measurable, differentiable, substantial and (Refer to Case-1)	CO1		Understand	My Institute	questionable	Incorrect	Accesible	Correct	Eligible	Incorrect	Available	Incorrect		
A	SINGLE-CORRECT	1	Buying goods and services for further processing or for use in the production process refers to which of the following markets? (Refer to Case-1)	CO1		Understand	My Institute	Consumer markets	Incorrect	Government Markets	Incorrect	Business Markets	Correct	International Markets	Incorrect		
A	SINGLE-CORRECT	1	The behavior of the product life-cycle depends on three factors-Changing needs of customers, Changing competition and (Refer to Case-1)	CO1		Understand	My Institute	Changing Value	Incorrect	Changing Technology	Correct	Changing Strategies	Incorrect	None of them	Incorrect		
A	SINGLE-CORRECT	1	What is Rahul Sen's primary concern at the beginning of the case study? (Refer to Case-2)	CO2		Apply	My Institute	The performance of his car	Correct	The growth of the OEM battery	Incorrect	The competition from Armour	Incorrect	The effectiveness of Powerex's	Incorrect		

A	SINGLE-CORRECT	1 In which market segment does Powerex face stiffer competition? (Refer to Case-2)	CO2	Apply	My Institute	OEM	Incorrect	replacement	Correct	both equally	Incorrect	None of them	Incorrect
A	SINGLE-CORRECT	1 What is the expected growth rate of the replacement battery market compared to the OEM market? (Refer to Case-2)	CO2	Apply	My Institute	slower	Incorrect	similar	Incorrect	faster	Correct	cannot be determined	Incorrect
A	SINGLE-CORRECT	1 What is a major factor for Powerex when dealing with OEM customers? (Refer to Case-2)	CO2	Apply	My Institute	Brand awareness	Incorrect	Price competitiveness	Incorrect	Delivery schedule	Correct	Customer service	Incorrect
A	SINGLE-CORRECT	1 What is a critical challenge for Powerex in terms of forecasting? (Refer to Case-2)	CO2	Apply	My Institute	Accurately predicting customer demand	Correct	Maintaining inventory levels	Incorrect	Managing production schedules	Incorrect	Aligning with customer production	Incorrect
A	SINGLE-CORRECT	1 What is Rahul Sen's opinion on traditional methods of communication with customers? (Refer to Case-2)	CO2	Apply	My Institute	They are still effective.	Incorrect	They should be replaced with	Incorrect	They are only suitable for	Incorrect	They are irrelevant in today's business	Correct
A	SINGLE-CORRECT	1 What is the primary benefit of maintaining a healthy relationship with OEMs for Powerex (Refer to Case-2)	CO2	Apply	My Institute	Increased sales	Incorrect	Reduced competition	Incorrect	Valuable market insights	Correct	Improved brand image	Incorrect
A	SINGLE-CORRECT	1 What is the main reason for Sen pondering about other car owners' experiences? (Refer to Case-2)	CO2	Apply	My Institute	To understand their buying	Incorrect	To identify potential marketing opportunities	Incorrect	To gain insights for improving	Incorrect	To empathize with their situation	Correct
A	SINGLE-CORRECT	1 What can be inferred about Sen's approach to business marketing? (Refer to Case-2)	CO2	Apply	My Institute	He prioritizes brand awareness	Incorrect	He focuses on understanding	Correct	He relies solely on traditional marketing	Incorrect	He prioritizes short-term gains	Incorrect
A	SINGLE-CORRECT	1 What challenge does Powerex face in managing its inventory for the replacement market? (Refer to Case-2)	CO2	Apply	My Institute	Predicting fluctuating demand	Correct	Maintaining diverse product options	Incorrect	Competing with price-	Incorrect	Dealing with multiple distributio	Incorrect

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