

| 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 |
|-----|------------------|-------|--|-----|----|---------------|----------------|--------------------------------------|-------------------|-------------------------------------|-------------------|---------------------------------|---------------------|--|--------------------|
| A | SINGLE-CORRECT | 1 | A company is planning to launch a new line of premium smartphones targeting the upper-income segment. What segmentation variable would be most relevant for this situation? | CO2 | | Apply | My Institute | Geographic | Incorrect | Demographic | Incorrect | Psychographic | Correct | Behavioral | Incorrect |
| A | SINGLE-CORRECT | 1 | An online streaming service is looking to expand its user base globally. What type of segmentation would be essential for the streaming service to consider in this expansion? | CO2 | | Apply | My Institute | Geographic | Correct | Demographic | Incorrect | Psychographic | Correct | Behavioral | Incorrect |
| A | SINGLE-CORRECT | 1 | What is the purpose of using multiple segmentation variables in market segmentation? | CO2 | | Apply | My Institute | To simplify marketing efforts | Incorrect | To increase production | Incorrect | To create more homogeneous | Incorrect | To better define and understand target | Correct |
| A | SINGLE-CORRECT | 1 | Which brand is known for employing demographic segmentation by targeting a specific age group of 18-24 year-olds with its marketing strategy? | CO2 | | Apply | My Institute | Apple | Incorrect | Nike | Incorrect | Amazon | Incorrect | Redbull | Correct |
| A | SINGLE-CORRECT | 1 | Which brand utilizes geographic segmentation by tailoring its products to suit the cultural preferences and tastes of consumers in different regions around the world? | CO2 | | Apply | My Institute | McDonald's | Correct | Samsung | Incorrect | Unilever | Incorrect | Nestle | Incorrect |
| A | MULTIPLE-CORRECT | 1 | Which brands incorporate behavioral segmentation into their marketing strategies? | CO2 | | Apply | My Institute | Shoppers Stop with a loyalty program | Correct | Red Bull targeting young adults | Incorrect | Coca-Cola adapting products for | Incorrect | Google offering personalized search | Correct |
| A | SINGLE-CORRECT | 1 | A luxury car manufacturer is planning to launch a new model. The research indicates that potential buyers include both high-income professionals seeking performance and affluent individuals looking for prestige. Which segmentation strategy should the | CO2 | | Apply | My Institute | Benefit | Correct | Demographic | Incorrect | Geographic | Incorrect | Behavioural | Incorrect |
| A | MULTIPLE-CORRECT | 1 | A multinational cosmetic company is launching a new line of skincare products. The target market includes both young adults seeking acne solutions and mature individuals interested in anti-aging products. | CO2 | | Apply | My Institute | Behavioural | Correct | Demographic | Correct | Psychographic | Correct | Occasion Based | Incorrect |
| A | MULTIPLE-CORRECT | 1 | What segmentation variables are likely to differentiate the Tech Enthusiasts from the Social Media Influencers in the teenage market for XYZ Electronics' new smartphone? | CO2 | | Apply | My Institute | Behavioral factors such as usage | Correct | Demographic factors such as age and | Incorrect | Psychographic factors such as | Correct | Geographic factors such as location | Incorrect |
| A | MULTIPLE-CORRECT | 1 | XYZ Electronics is a company that specializes in manufacturing smartphones. The company is planning to launch a new smartphone model targeting the teenage market. XYZ Electronics conducted market research and identified two distinct segments. | CO2 | | Apply | My Institute | Behavioral factors such as usage | Correct | Demographic factors such as age and | Incorrect | Psychographic factors such as | Correct | Geographic factors such as location | Incorrect |
| A | MULTIPLE-CORRECT | 1 | ABC Fashion is a clothing retailer known for its trendy and affordable fashion. The company is planning to introduce a new line of activewear to tap into the fitness-conscious market. Through market research, ABC Fashion has identified two primary | CO2 | | Apply | My Institute | Behavioral factors such as workout | Correct | Demographic factors such as age and | Incorrect | Psychographic factors such as | Correct | Geographic factors such as region and | Incorrect |
| A | SINGLE-CORRECT | 1 | PQR Electronics is a company specializing in smart home devices. The company is considering launching a new smart thermostat. Market research indicates two primary segments: Eco-Conscious Homeowners and Tech-Savvy Renters. What segmentation | CO2 | | Apply | My Institute | Behavioral factors such as energy | Correct | Demographic factors such as age and | Incorrect | Psychographic factors such as | Incorrect | Geographic factors such as region and | Incorrect |

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|---|----------------|--|-----|------------|--------------|--|-----------|---|-----------|------------------------------------|-----------|-----------------------------------|-----------|
| A | SINGLE-CORRECT | 1 What is the smallest set of products in the consumer decision-making process | CO1 | Understand | My Institute | Total set | Incorrect | Awareness set | Incorrect | Rejected set | Incorrect | Choice set | Correct |
| A | SINGLE-CORRECT | 1 The steps consumers typically go through as they research, consider, choose, purchase, and use or dispose of products is often referred to as the _____. | CO1 | Understand | My Institute | marketing spectrum | Incorrect | marketing process | Incorrect | consumption process | Incorrect | consumer decision journey | Correct |
| A | SINGLE-CORRECT | 1 A car buyer who starts her search by looking at all the compact SUVs on the market would be considered _____. | CO2 | Apply | My Institute | type dominant | Correct | brand dominant | Incorrect | country dominant | Incorrect | price dominant | Incorrect |
| A | SINGLE-CORRECT | 1 The buying process starts when the buyer recognizes a problem or need triggered by _____ or _____ stimuli (trigger). | CO1 | Understand | My Institute | social, public | Incorrect | commercial, personal | Incorrect | internal, external | Correct | public, private | Incorrect |
| A | SINGLE-CORRECT | 1 Which of these postpurchase actions by a customer could be considered the highest level of success from a marketer's point of view? | CO2 | Apply | My Institute | Buying the product the next time it is | Incorrect | Buying the product again right now in | Incorrect | Following the company on social | Incorrect | Writing a social media post to | Correct |
| A | SINGLE-CORRECT | 1 In the exact moment you run out of laundry detergent and realize you need to pick some up at the store, you are in the _____ stage of the buying decision process. | CO2 | Apply | My Institute | Information search | Incorrect | Evaluation of alternatives | Incorrect | Problem recognition | Correct | Purchase decision | Incorrect |
| A | SINGLE-CORRECT | 1 The buying process starts when the buyer recognizes a(n) _____. | CO1 | Understand | My Institute | product | Incorrect | Advertisement for the product | Incorrect | Problem or need | Correct | Salesperson from a previous visit | Incorrect |
| A | SINGLE-CORRECT | 1 Which of the following can be considered an experiential information source for potential customer? | CO1 | Understand | My Institute | Consumer-rating organizations | Correct | Mass media | Incorrect | Acquaintances | Incorrect | Websites | Incorrect |
| A | SINGLE-CORRECT | 1 With respect to consumer decision making, the _____ set is the set of strong contenders from which one will be chosen as a supplier of a good or service. | CO1 | Understand | My Institute | Total | Incorrect | Awareness | Incorrect | Consideration | Incorrect | Choice | Correct |
| A | SINGLE-CORRECT | 1 If a consumer is shopping for a smartphone, all the smartphone options available in the market—whether a consumer knows about them or not—is called the _____ set. | CO2 | Apply | My Institute | Awareness | Incorrect | Total | correct | Consideration | Incorrect | Choice | Incorrect |
| A | SINGLE-CORRECT | 1 A key driver of sales frequency is the product _____ rate | CO1 | Understand | My Institute | Consumption | Correct | Disposal | Incorrect | Refusal | Incorrect | Utility | Incorrect |
| A | SINGLE-CORRECT | 1 From the perspective of the marketer, when do wants become demands? | CO1 | Understand | My Institute | When backed by an ability to pay | Correct | When consumer's wants are | Incorrect | When consumer's express a specific | Incorrect | When consumer state purchase | Incorrect |
| A | SINGLE-CORRECT | 1 From the perspective of consumer behavior, when do needs become wants? | CO1 | Understand | My Institute | When the consumer enters the five-step | Incorrect | When the consumer is exposed to product | Incorrect | When the need is reframed as an | Incorrect | When a need is directed toward | Correct |

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| A | SINGLE-CORRECT | 1 Which of the following statements supports the sales-driven approach to the marketplace? | CO1 | Understand | My Institute | Revenue growth is the ultimate Market Research, Promotion | Correct | Profit maximization is the ultimate Specialization, Expansion | Incorrect | A superior product can drive sales in a Segmentation, Targeting, Positioning | Incorrect | Sales and profit maximization are Market Penetration, Advertising Misalignment with its target audience's Providing immersive storytelling or magical Providing basic amenities without Product focus, Selling, Product External Marketing, Profit Maximization Include digital elements in their Legal | Incorrect |
| A | SINGLE-CORRECT | 1 In the context of marketing strategy, which set of principles involves dividing the market, selecting the most attractive segments, and crafting a unique brand perception? | CO1 | Understand | My Institute | High-quality materials used in its Offering the lowest ticket prices in Strictly adhering to a self-service Product focus, Production focus Internal Marketing, Integrated Use green color in their branding Political | Incorrect | A strong and innovative marketing Focusing exclusively on thrill rides and Delivering personalized and Luxurious Product focus, Product focus Product Marketing, Competitor Target niche markets Exclusive Economic | Incorrect | Overpriced positioning or Implementing innovative technology Offering standardized experiences Selling, Product focus, Product Traditional Marketing, Digital Emphasize environmental sustainability Correct | Incorrect | Providing immersive storytelling or magical Providing basic amenities without Product focus, Selling, Product External Marketing, Profit Maximization Include digital elements in their Legal | Correct |
| A | SINGLE-CORRECT | 1 The TATA Nano's failure can be attributed to: | CO2 | Analyze | My Institute | High-quality materials used in its Offering the lowest ticket prices in Strictly adhering to a self-service Product focus, Production focus Internal Marketing, Integrated Use green color in their branding Political | Incorrect | A strong and innovative marketing Focusing exclusively on thrill rides and Delivering personalized and Luxurious Product focus, Product focus Product Marketing, Competitor Target niche markets Exclusive Economic | Incorrect | Overpriced positioning or Implementing innovative technology Offering standardized experiences Selling, Product focus, Product Traditional Marketing, Digital Emphasize environmental sustainability Correct | Incorrect | Misalignment with its target audience's Providing immersive storytelling or magical Providing basic amenities without Product focus, Selling, Product External Marketing, Profit Maximization Include digital elements in their Legal | Correct |
| A | SINGLE-CORRECT | 1 What is the primary marketing strategy that Disneyland employs to create a unique and memorable customer experience? | CO1 | Understand | My Institute | High-quality materials used in its Offering the lowest ticket prices in Strictly adhering to a self-service Product focus, Production focus Internal Marketing, Integrated Use green color in their branding Political | Incorrect | A strong and innovative marketing Focusing exclusively on thrill rides and Delivering personalized and Luxurious Product focus, Product focus Product Marketing, Competitor Target niche markets Exclusive Economic | Incorrect | Overpriced positioning or Implementing innovative technology Offering standardized experiences Selling, Product focus, Product Traditional Marketing, Digital Emphasize environmental sustainability Correct | Incorrect | Providing immersive storytelling or magical Providing basic amenities without Product focus, Selling, Product External Marketing, Profit Maximization Include digital elements in their Legal | Correct |
| A | SINGLE-CORRECT | 1 What is a distinctive aspect of the customer service at the Taj Mahal Hotel, Mumbai? | CO1 | Understand | My Institute | High-quality materials used in its Offering the lowest ticket prices in Strictly adhering to a self-service Product focus, Production focus Internal Marketing, Integrated Use green color in their branding Political | Incorrect | A strong and innovative marketing Focusing exclusively on thrill rides and Delivering personalized and Luxurious Product focus, Product focus Product Marketing, Competitor Target niche markets Exclusive Economic | Correct | Offering standardized experiences Selling, Product focus, Product Traditional Marketing, Digital Emphasize environmental sustainability Correct | Incorrect | Providing basic amenities without Product focus, Selling, Product External Marketing, Profit Maximization Include digital elements in their Legal | Incorrect |
| A | SINGLE-CORRECT | 1 Which of the following represents the correct chronological order of the evolution of marketing concepts? | CO1 | Understand | My Institute | High-quality materials used in its Offering the lowest ticket prices in Strictly adhering to a self-service Product focus, Production focus Internal Marketing, Integrated Use green color in their branding Political | Correct | Luxurious Product focus, Product focus Product Marketing, Competitor Target niche markets Exclusive Economic | Incorrect | Selling, Product focus, Product Traditional Marketing, Digital Emphasize environmental sustainability Correct | Incorrect | Product focus, Selling, Product External Marketing, Profit Maximization Include digital elements in their Legal | Incorrect |
| A | SINGLE-CORRECT | 1 Which components are integral to the concept of Holistic Marketing, emphasizing creating a comprehensive and unified approach to marketing strategies? | CO1 | Understand | My Institute | High-quality materials used in its Offering the lowest ticket prices in Strictly adhering to a self-service Product focus, Production focus Internal Marketing, Integrated Use green color in their branding Political | Correct | Luxurious Product focus, Product focus Product Marketing, Competitor Target niche markets Exclusive Economic | Incorrect | Selling, Product focus, Product Traditional Marketing, Digital Emphasize environmental sustainability Correct | Incorrect | Product focus, Selling, Product External Marketing, Profit Maximization Include digital elements in their Legal | Incorrect |
| A | SINGLE-CORRECT | 1 Green marketing focuses on promoting products and practices that: | CO1 | Understand | My Institute | High-quality materials used in its Offering the lowest ticket prices in Strictly adhering to a self-service Product focus, Production focus Internal Marketing, Integrated Use green color in their branding Political | Incorrect | Luxurious Product focus, Product focus Product Marketing, Competitor Target niche markets Exclusive Economic | Incorrect | Selling, Product focus, Product Traditional Marketing, Digital Emphasize environmental sustainability Correct | Correct | Product focus, Selling, Product External Marketing, Profit Maximization Include digital elements in their Legal | Incorrect |
| A | SINGLE-CORRECT | 1 Include digital elements in their marketing campaigns. | CO1 | Understand | My Institute | High-quality materials used in its Offering the lowest ticket prices in Strictly adhering to a self-service Product focus, Production focus Internal Marketing, Integrated Use green color in their branding Political | Incorrect | Luxurious Product focus, Product focus Product Marketing, Competitor Target niche markets Exclusive Economic | Incorrect | Selling, Product focus, Product Traditional Marketing, Digital Emphasize environmental sustainability Correct | Correct | Product focus, Selling, Product External Marketing, Profit Maximization Include digital elements in their Legal | Incorrect |
| A | SINGLE-CORRECT | 1 What is the primary purpose of a Marketing Information System (MIS)? | CO1 | Understand | My Institute | High-quality materials used in its Offering the lowest ticket prices in Strictly adhering to a self-service Product focus, Production focus Internal Marketing, Integrated Use green color in their branding Political | Incorrect | Luxurious Product focus, Product focus Product Marketing, Competitor Target niche markets Exclusive Economic | Incorrect | Selling, Product focus, Product Traditional Marketing, Digital Emphasize environmental sustainability Correct | Correct | Product focus, Selling, Product External Marketing, Profit Maximization Include digital elements in their Legal | Incorrect |
| A | SINGLE-CORRECT | 1 An airline has been experiencing a decline in customer satisfaction scores over the past year. To identify the underlying causes, they decide to conduct a detailed investigation. What is the primary focus of the marketing research problem in this scenario? | CO1 | Understand | My Institute | High-quality materials used in its Offering the lowest ticket prices in Strictly adhering to a self-service Product focus, Production focus Internal Marketing, Integrated Use green color in their branding Political | Correct | Evaluating the feasibility of Need Recognition | Incorrect | Determining the most cost-effective Evaluation of Alternatives | Incorrect | Analyzing the profitability of Post-Purchase Behavior | Incorrect |
| A | SINGLE-CORRECT | 1 After identifying the need for a new laptop, Kumar begins researching different laptop brands, reading online reviews, and comparing specifications. What stage is Kumar currently in? | CO1 | Understand | My Institute | High-quality materials used in its Offering the lowest ticket prices in Strictly adhering to a self-service Product focus, Production focus Internal Marketing, Integrated Use green color in their branding Political | Incorrect | Need Recognition | Incorrect | Evaluation of Alternatives | Correct | Post-Purchase Behavior | Incorrect |
| A | SINGLE-CORRECT | 1 You are a marketing manager for a fitness brand. Your target audience is individuals who aspire to have a fit and active lifestyle. Which of the following scenarios represents an aspirational reference group? | CO2 | Analyze | My Institute | A group of friends who already | Correct | A group of individuals who dislike | Incorrect | A community of professionals | Incorrect | A group of customers who have been | Incorrect |

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| A | SINGLE-CORRECT | 1 Which of the following is a characteristic of business markets that typically differentiates them from consumer markets? | CO2 | Understand | My Institute | Smaller buying groups | Incorrect | Shorter decision-making processes | Incorrect | Less emphasis on supplier Need Recognition | Incorrect | Higher complexity and specialization | Correct |
| A | SINGLE-CORRECT | 1 Sarah has just made a purchase online and is reflecting on whether the product meets her expectations. What stage is Sarah in? | CO2 | Understand | My Institute | Information Search | Incorrect | Post-Purchase Evaluation | correct | | Incorrect | Purchase Decision | Incorrect |

ANSWER- ANSWER-
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STATUS