GL BAJAJ
Institute of Management & Research
Greater Noida

F I N D   Y O U R   S P A R K

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306
POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
MID TERM QUIZ EXAMINATION (TERM -V)

Subject Name: **New Product Management**   Time: **00.30 hrs**
Sub. Code: **PGO51**   Max Marks: **20**

Note: Attempt all questions. All questions are compulsory.   **40×0.5 = 20 Marks**

Q.1. The primary purpose of image processing techniques in marketing is to:
   A) Reduce marketing budgets   B) Enhance visual data to gain consumer insights
   C) Replace traditional marketing completely   D) Eliminate the need for branding

Q.2. Which of the following is NOT a type of image processing technique discussed in the chapter?
   A) Image enhancement   B) Image segmentation   C) Image encryption   D) Image classification

Q.3. Image enhancement techniques mainly focus on improving:
   A) Data storage capacity   B) Brightness, contrast, and sharpness
   C) Network speed   D) Consumer demographics

Q.4. Image segmentation is primarily used to:
   A) Compress images   B) Separate images into regions or objects
   C) Encrypt visual data   D) Store images efficiently

Q.5. Image classification techniques are used to:
   A) Assign labels to images   B) Improve image brightness
   C) Remove noise   D) Compress images

Q.6. Object recognition helps marketers to:
   A) Reduce file size   B) Identify objects within images
   C) Improve internet speed   D) Eliminate branding

Q.7. Product image optimization mainly impacts:
   A) Payroll cost   B) Brand awareness and purchase intent
   C) Employee morale   D) Logistics

Q.8. Image-based product search allows customers to:
   A) Search using barcodes only   B) Upload images to find similar products
   C) Track orders   D) Compare discounts

Q.9. High-quality images mainly increase:
   A) Operational cost   B) Customer trust   C) Market risk   D) Storage needs

Q.10. Image-based personalization uses:
   A) Financial data   B) Visual consumer data   C) Employee data   D) Audit data

Q.11. Image-based branding helps to:
   A) Cut costs   B) Build strong brand identity
   C) Reduce competition   D) Increase taxation

Q.12. A key advantage of image processing is:
   A) Manual dependency   B) Improved product recognition
   C) Reduced reach   D) High error rate

Q.13. Image processing is cost-effective because it:
   A) Increases manpower   B) Automates marketing tasks
   C) Needs constant monitoring   D) Reduces visuals

Q.14. Image processing provides insights by analyzing:
   A) Financial statements   B) Customer visual behavior   C) HR policies   D) Supply chains

Q.15. Image processing influences consumer behavior by:
   A) Raising prices   B) Enhancing emotional responses
   C) Reducing variety   D) Limiting ads

Q.16. Experiential marketing heavily uses:
   A) Email marketing   B) AR and VR   C) Cold calling   D) Print ads

Q.17. Product classification helps in:
   A) Inventory management   B) Payroll   C) Recruitment   D) Compliance

Q.18. A major limitation of image processing is:
   A) Profitability   B) Privacy concerns   C) Popularity   D) Speed

Q.19. Ethical use of image processing is important to:
   A) Increase manipulation   B) Avoid misleading consumers
   C) Reduce visuals   D) Replace branding

Q.20. Future research should focus on:
   A) Removing image processing   B) Integrating new frameworks
   C) Reducing visuals   D) Ignoring ethics

Q.21. Image processing techniques help marketers primarily by:
    A) Eliminating human judgment   B) Analyzing visual consumer data
    C) Reducing advertising content   D) Replacing marketing managers

Q.22. Which technique helps improve the aesthetic appeal of product images?
    A) Image segmentation   B) Image enhancement
    C) Object recognition   D) Image compression

Q23. Image segmentation is useful in marketing because it:
    A) Encrypts customer data   B) Identifies meaningful regions in images
    C) Stores images efficiently   D) Reduces image resolution

Q.24. Image classification in marketing is often performed using:
    A) Manual tagging   B) Machine learning algorithms
    C) Financial models   D) Survey methods

Q.25. Object recognition can assist marketers by:
    A) Tracking consumer emotions only   B) Identifying logos and product features
    C) Reducing advertising cost   D) Increasing server capacity

Q.26. Image-based personalization mainly aims to:
    A) Standardize advertisements   B) Deliver tailored marketing content
    C) Reduce customer choices   D) Eliminate branding

Q.27. Personalized visual content helps in improving:
    A) Employee retention   B) Customer engagement and loyalty
    C) Tax compliance   D) Production efficiency

Q.28. Image processing techniques are widely used in e-commerce to:
    A) Process payments   B) Enhance product search and recommendations
    C) Manage warehouses   D) Handle customer complaints

Q.29. Image-based product recommendations rely mainly on:
    A) Textual descriptions   B) Visual similarity of products
    C) Pricing strategies   D) Brand reputation

Q.30. Which technology enables immersive product visualization?
    A) Cloud computing   B) Augmented and Virtual Reality
    C) Blockchain   D) ERP systems

Q.31. Image processing supports branding by:
    A) Reducing brand identity   B) Creating consistent visual cues
    C) Eliminating logos   D) Increasing operational risk

Q.32. Emotional responses in branding can be created using:
    A) Financial incentives   B) Carefully processed visual imagery
    C) Legal compliance   D) Market regulations

Q.33. Packaging design benefits from image processing by:
    A) Reducing package size   B) Enhancing shelf appeal
    C) Increasing transportation cost   D) Limiting color usage

Q34. A major advantage of image processing in marketing research is:
    A) Increased subjectivity   B) Objective analysis of visual data
    C) Reduced data availability   D) Limited insights

Q.35. Image processing enables automation in marketing tasks such as:
    A) Recruitment   B) Product categorization
    C) Financial auditing   D) Payroll processing

Q.36. Consumer purchase intention is positively influenced by:
    A) Poor image quality   B) High-quality and appealing visuals
    C) Limited product images   D) Text-only advertisements

Q.37. Ethical concerns in image processing mainly relate to:
    A) Image resolution   B) Data privacy and misuse
    C) Storage capacity   D) File formats

Q.38. Eye-tracking technology helps marketers to:
    A) Track sales figures   B) Analyze visual attention of consumers
    C) Improve accounting accuracy   D) Enhance server speed

Q.39. Image processing in experiential marketing helps create:
    A) Static advertisements   B) Interactive and immersive experiences
    C) Text-heavy content   D) Standardized messages

Q.40. The future importance of image processing in marketing is due to:
    A) Decline of visual media   B) Increasing visual orientation of consumers
    C) Reduced competition   D) Limited technological growth