

**FINAL TERM EXAMINATION**  
**Fall 2009**  
**MKT501- Marketing Management (Paper - 4)**

**Time: 120 min**  
**Marks: 84**

**Question No: 1 ( Marks: 1 ) - Please choose one**

Results from the research that have already been conducted are displayed in which of the following part of marketing plan?

- ▶ Marketing strategies
- ▶ Executive summary
- ▶ **Appendix**
- ▶ Financial summary

**Question No: 2 ( Marks: 1 ) - Please choose one**

Critical path analysis is a part of which of the following?

- ▶ **Implementation stage**
- ▶ Marketing strategies
- ▶ Executive summary
- ▶ Financial summary

**Question No: 3 ( Marks: 1 ) - Please choose one**

A market leader firm can expand the total market through:

- ▶ Decreasing distribution of the product
- ▶ **Introducing the new usage of the product**
- ▶ Eliminating some features of product
- ▶ Increasing cost

**Question No: 4 ( Marks: 1 ) - Please choose one**

Which of the following stage of product life cycle is most expensive?

- ▶ **Introduction**
- ▶ Growth
- ▶ Maturity
- ▶ Decline

**Question No: 5 ( Marks: 1 ) - Please choose one**

Which of the following is the spread of idea from the source of invention to the ultimate user or consumers? <http://vustudents.ning.com>

- ▶ Innovation adoption process
- ▶ **Innovation diffusion process**
- ▶ Adoption process
- ▶ New product recognition

**Question No: 6 ( Marks: 1 ) - Please choose one**

When two or more well known brands are combined in an offer it is called:

- ▶ Private brand
- ▶ Multibrands
- ▶ **Co-brand**
- ▶ New brand

**Question No: 7 ( Marks: 1 ) - Please choose one**

All of the following are true about price EXCEPT: <http://vustudents.ning.com>

- ▶ Price is independent of the other elements of the marketing mix
- ▶ **Price is the monetary value of a product**
- ▶ Price is most flexible tool in the marketing mix
- ▶ Price is marketing mix element which produces revenue

**Question No: 8 ( Marks: 1 ) - Please choose one**

ABC Company priced the product as of Rs. 19.99 instead of Rs.20. Which of the following pricing techniques is ABC Company using? <http://vustudents.ning.com>

- ▶ Dodging pricing
- ▶ Deceptive pricing
- ▶ Premium pricing
- ▶ **Psychological pricing**

**Question No: 9 ( Marks: 1 ) - Please choose one**

Which of the following method is mostly used in the retailing?

- ▶ Courier service
- ▶ Online shops
- ▶ **Self-service**
- ▶ Counter-service

**Question No: 10 ( Marks: 1 ) - Please choose one**

Which of the following is price reduction offered when an order is placed in slack/drooping period?

- ▶ Cash discount
- ▶ Trade discount
- ▶ Quantity discount
- ▶ **Seasonal discount**

**Question No: 11 ( Marks: 1 ) - Please choose one**

Which of the following discourages the entry of competitors as well as low prices act as a barrier to entry?

- ▶ Cost-orientated pricing

- ▶ Psychological pricing
- ▶ **Penetration pricing**
- ▶ Market skimming pricing

**Question No: 12 ( Marks: 1 ) - Please choose one**

What will be the average cost per unit if a firm produces 500 units at cost of Rs.100, 000? <http://vustudents.ning.com>

- ▶ **200**
- ▶ 150
- ▶ 100
- ▶ 50

**Question No: 13 ( Marks: 1 ) - Please choose one**

Management at ABC electronics has introduced the product at high price. Identify the type of pricing ABC electronics is using.

- ▶ Odd-even
- ▶ **Skimming**
- ▶ Penetration
- ▶ Psychological

**Question No: 14 ( Marks: 1 ) - Please choose one**

Which of the following is the best example of a product that is suitable for sampling?

- ▶ Lawn furniture
- ▶ Leather briefcase
- ▶ Ceiling fan
- ▶ **Shampoo**

**Question No: 15 ( Marks: 1 ) - Please choose one**

Identify the sales promotion technique in which price of a popular product is temporally reduced to stimulate profitable sales.

- ▶ Coupons
- ▶ Free samples
- ▶ Contests
- ▶ **Loss leader**

**Question No: 16 ( Marks: 1 ) - Please choose one**

While reading a newspaper you have found a coupon booklet inserted in the newspaper. Identify the type of sales promotion technique.

- ▶ Coupon
- ▶ Free sample
- ▶ Price-pack deal

▶ **Free-standing insert**

**Question No: 17 ( Marks: 1 ) - Please choose one**

Identify the trade sales promotional tool which induce retailer to purchase and display a product. <http://vustudents.ning.com>

- ▶ Trade allowance
- ▶ Trade contest
- ▶ **Dealer loader**
- ▶ Push money

**Question No: 18 ( Marks: 1 ) - Please choose one**

Which of the following is an amount paid by way of reduction, return, or refund on what has already been paid or contributed by the customer?

- ▶ Coupon
- ▶ Free sample
- ▶ **Rebate**
- ▶ Price deal

**Question No: 19 ( Marks: 1 ) - Please choose one**

Which of the following was the most common form of advertising in ancient times?

- ▶ **Word of mouth**
- ▶ Commercial message
- ▶ Election campaign
- ▶ Non verbal communication

**Question No: 20 ( Marks: 1 ) - Please choose one**

When was mass media introduced?

- ▶ 1950s
- ▶ 1940s
- ▶ 1930s
- ▶ **1920s**

**Question No: 21 ( Marks: 1 ) - Please choose one**

Which of the following communication activities are likely to be most effective for a local hairdressing service?

- ▶ **Public relations**
- ▶ Word-of-mouth
- ▶ Sales promotion
- ▶ Radio advertisements

**Question No: 22 ( Marks: 1 ) - Please choose one**

Manufacturers of shampoos often send out free samples of their products with the magazines. This illustrate the use of which of the following element of promotional mix <http://vustudents.ning.com>

- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Direct mail
- ▶ Advertising

**Question No: 23 ( Marks: 1 ) - Please choose one**

All of the following are the objectives of sales promotion EXCEPT:

- ▶ **Personal interaction between two or more people**
- ▶ Invites and rewards quick consumer response
- ▶ Offers strong incentives to buy
- ▶ Attracts consumer attention

**Question No: 24 ( Marks: 1 ) - Please choose one**

A brand may achieve which of the following when it is associated with a whole category of products?

- ▶ Market share
- ▶ Positive mind share
- ▶ **Dominant mind share**
- ▶ Mind share

**Question No: 25 ( Marks: 1 ) - Please choose one**

Identify the situation in which there is NO negotiation at all.

- ▶ When both parties are weak
- ▶ When one party is strong
- ▶ When both parties are strong
- ▶ **When both parties are equal**

**Question No: 26 ( Marks: 1 ) - Please choose one**

Which of the following is TRUE about “selecting, refining, and crafting an agreement”?

- ▶ It is a step in which both parties gather facts about each other
- ▶ It is a step in which both parties estimate cost of agreement
- ▶ It is a step in which both parties formalize agreement
- ▶ **It is a step in which both parties present the starting proposal**

**Question No: 27 ( Marks: 1 ) - Please choose one**

In which of the following the sales force management systems are used?

- ▶ Selling and management
- ▶ Marketing and advertisement
- ▶ **Management and marketing**
- ▶ Management and advertisement

**Question No: 28 ( Marks: 1 ) - Please choose one**

Productivity of sales force can be measured using all of the following **EXCEPT**:

- ▶ Total cost of production
- ▶ **Margin by customer segment**
- ▶ Revenue per territory
- ▶ Revenue per sales person

**Question No: 29 ( Marks: 1 ) - Please choose one**

Identify the feature of selective distribution.

- ▶ Less control only
- ▶ Less cost only
- ▶ **Less cost and more control**
- ▶ More cost and less control

**Question No: 30 ( Marks: 1 ) - Please choose one**

Outbound operations, including all fulfillment activities and transportation to customers are which type of supply chain management activities?

- ▶ Strategic level
- ▶ Tactical level
- ▶ **Operational level**
- ▶ Functional level

**Question No: 31 ( Marks: 1 ) - Please choose one**

Which of the following is the sale of consumer products or services in a face to face manner away from a fixed retail location?

- ▶ Industrial selling
- ▶ Indirect selling
- ▶ **Direct selling**
- ▶ Business to business selling

**Question No: 32 ( Marks: 1 ) - Please choose one**

Which of the following is a broad set of communication activities used to create and maintain favorable relations between the organization and its publics?

- ▶ Publicity
- ▶ **Public relations**
- ▶ A press strategy
- ▶ Advertising

**Question No: 33 ( Marks: 1 ) - Please choose one**

Which of the following is NOT one of the functions that marketing channel members generally perform?

- ▶ **Manufacturing**
- ▶ Promotion
- ▶ Negotiating with buyers
- ▶ Information gathering

**Question No: 34 ( Marks: 1 ) - Please choose one**

Which of the following is a practical model used by marketers?

- ▶ **Consumer behavior**
- ▶ Economic
- ▶ Psychological
- ▶ Behavioral

**Question No: 35 ( Marks: 1 ) - Please choose one**

Which of the following is the threat for an organization?

- ▶ **Competitors developing new products**
- ▶ New machinery or equipment
- ▶ Lack of computing expertise
- ▶ An unstable work-force

**Question No: 36 ( Marks: 1 ) - Please choose one**

Which of the following is defined as the process of converting concepts into specific observable behaviors that a researcher can measure?

- ▶ **Operationalization**
- ▶ Conceptualization
- ▶ Generalization
- ▶ Formalization

**Question No: 37 ( Marks: 1 ) - Please choose one**

Which of the following technique is used by depth interviewers in which you start with questions about external objects and external social phenomena, and then proceed to internal attitudes and feelings?

- ▶ Hidden issue questioning
- ▶ **Laddering**
- ▶ Symbolic analysis
- ▶ Focus groups

**Question No: 38 ( Marks: 1 ) - Please choose one**

When Saleem buys car using a channel with only one intermediary, that intermediary is classified as a:

- ▶ Functional middleman
- ▶ **Broker**
- ▶ Wholesaler
- ▶ Retailer

**Question No: 39 ( Marks: 1 ) - Please choose one**

Which of the following markets involve buying and selling of goods for their utility and enabling them to make or re-sell a product to others?

- ▶ Global markets
- ▶ Government markets
- ▶ **Consumer markets**
- ▶ Business markets

**Question No: 40 ( Marks: 1 ) - Please choose one**

Customer cost will be considered as which of the following Ps of marketing mix?

- ▶ Product
- ▶ **Price**
- ▶ Place
- ▶ Promotion

**Question No: 41 ( Marks: 1 ) - Please choose one**

Which of the following is the consumer's estimate of the product's overall capacity to satisfy his or her needs?

- ▶ **Value**
- ▶ Want
- ▶ Demand
- ▶ Satisfaction

**Question No: 42 ( Marks: 1 ) - Please choose one**

For which of the following products would the manufacturer be more likely to use selective distribution? <http://vustudents.ning.com>

- ▶ Bags of potato chips
- ▶ Paper clips
- ▶ **Microwave ovens**
- ▶ Nail clippers

**Question No: 43 ( Marks: 1 ) - Please choose one**

Costs that vary directly with the level of production are referred to as \_\_\_\_\_.

- ▶ Fixed costs
- ▶ **Variable costs**
- ▶ Total costs
- ▶ Unit costs

**Question No: 44 ( Marks: 1 ) - Please choose one**

\_\_\_\_\_ are the sum of the \_\_\_\_\_ and \_\_\_\_\_ for any given level of production.

- ▶ Fixed costs; variable; total costs
- ▶ Fixed costs; total; variable costs
- ▶ Variable costs; fixed; total costs
- ▶ **Total costs; fixed; variable costs**

**Question No: 45 ( Marks: 1 ) - Please choose one**

Which one of the following options reflects the tactical activities?

- ▶ **Inventory decisions, including quantity, location, and quality of inventory**
- ▶ Information Technology infrastructure, to support supply chain operations
- ▶ Where to make and what to make or buy decisions
- ▶ Product design coordination

**Question No: 46 ( Marks: 1 ) - Please choose one**

Which of the following is NOT a style of music video?

- ▶ Audio
- ▶ Picture
- ▶ **Text**
- ▶ Animation

**Question No: 47 ( Marks: 1 ) - Please choose one**

**Supply Chain Management involves getting the right product to the right customer in the right place at the right time. Which one of the following options is not a part of supply chain management?**

- ▶ Planning
- ▶ Implementing
- ▶ Controlling the physical flow of goods, services, and information
- ▶ **Gathering customer's ideas for new products**

**Question No: 48 ( Marks: 1 ) - Please choose one**

**Being a marketing manager, you have been assigned a task of conducting survey in a large area and collecting information that how many people like**

and dislike burger. You are collecting information by which of the following ways?

- ▶ Experimental techniques
- ▶ **Qualitative marketing research**
- ▶ Quantitative marketing research
- ▶ Observational techniques

**Question No: 49 ( Marks: 3 )**

**How an attractive TV commercial can be made?**

**Question No: 50 ( Marks: 3 )**

**You might consider strong industry knowledge and expertise to be a core competence in serving your industry. If your competitors have equivalent expertise, do you think that this is a core competency? Explain it with logical reasoning.**

**Question No: 51 ( Marks: 5 )**

**Differentiate between economic and psychological models.**

**Question No: 52 ( Marks: 5 )**

**What is Integrated Marketing Communications? Why is it important?**

**Question No: 53 ( Marks: 10 )**

**What does it mean “money is invested in advertising”? Is advertising all about investment? Why or why not.**

**Question No: 54 ( Marks: 10 )**

**Suppose you are going to take decision about the purchase of newly introduced milk in the market. Explain the decision making model that you will follow in this situation.**