

# MKT501 : 120 MCQs Solved

## MKT501 Almost 120 100% Sure Solved MCQs

1.

Personal selling tries to achieve three general goals: finding prospects, convincing prospects to buy, and \_\_\_\_\_.

Monitoring new products being developed

Being aware of competitors' sales activities

Avoiding repeat sales.

**Keeping customers satisfied**

2.

Mr. Kafeel, a sales person from Xerox, develops a list of potential customers and evaluates them on the basis of their ability, willingness, and authority to purchase copy machines. This process is called \_\_\_\_\_.

Customer search

Sales preparation

Approaching the customer

**Prospecting**

3.

Imran tells his wife, Saima, that his last sales call of the day at McDonald was a disaster.

He explains that he never really figured out what the purchasing agent was looking for. Saima, a sales trainer for another firm, hands Imran a book on

\_\_\_\_\_.

Improving listening skills

Overcoming objections

Product demonstrations

**Closing the sales encounter**

4.

Musharaf, a trained engineer, is a salesperson for a chemical manufacturer. He provides current customers with advice about a product's characteristics and applications. He is a

Missionary salesperson

Trade salesperson

Inside order taker

**Technical salesperson**

5.

A sales representative for Coca-Cola travels to various shops and restaurants to determine

how much bottles the customer needs for the coming period. The sales representative would be classified as which one of the following types of sales

Order getter

Inside order taker

**Field order taker**

Trade salesperson

6.

A \_\_\_\_\_ audit is used to assess a company's image among the organization's publics or to evaluate the effect of a specific program.

Communications

Social

Environmental

**Public Relations**

Publicity

7.

In many instances the MOST appropriate way to cope with a negative event that may lead to negative publicity is to \_\_\_\_\_.

Discourage news coverage of the event

Deny that the event occurred

**Facilitate news coverage**

Hire a public relations firm

A marketer uses pioneer advertising to \_\_\_\_\_.

Promote established brands

Compare brand names

**Promote a product in the introductory stage of the life cycle**

Introduce a competitive version of the product

Which of the following is the most important consideration when choosing an event to sponsor?

**Consistency in the association between the event and the company's product**

The length of the event

When the event occurs

The specific name of the event

\_\_\_\_\_ is a broad set of communication activities used to create and maintain favorable relations between the organization and its publics.

Advertising

A press strategy

Public relations

**Publicity**

The basic role of promotion is \_\_\_\_\_.

Information

Manipulation

**Communication**

Interpretation

2.

If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of \_\_\_\_\_ in the promotional mix.

### **Advertising**

Sales promotion

Personal selling

Publicity

A consumer contest is an example of \_\_\_\_\_.

Personal selling

### **Sales promotion**

Advertising

Indirect selling

A television advertisement showing the safety features of the Volvo 240 DL would be best classified as which of the following?

### **Product advertising**

Pioneer advertising

Defensive advertising

Societal marketing

5.

Brands that are promoted through comparative advertising are MOST likely to be \_\_\_\_\_.

(A) Market leaders

**(B) Brands that are attempting to compete with market leaders**

(C) Primarily services rather than tangible goods

(D) Attempting to compete on a non-price basis

Advertising appropriations are largest for which type of product?

Industrial products

### **Convenience goods**

High-priced products

Specialty goods

7.

If Wrigley sets its pricing objective as attaining 38 percent of the chewing gum market, what else would be needed to make this a true pricing objective?

A statement of demand elasticity

An identification of cost structure

A breakeven analysis

### **Identification of a time period for accomplishment**

If a product has an inelastic demand and the manufacturer raises its price, \_\_\_\_\_

**Total revenue will increase**

Quantity demanded will increase

The demand schedule will shift

The demand will become more inelastic

9.

When marginal cost is equal to marginal revenue, the firm should \_\_\_\_\_.

Produce more to increase profits

Produce less to decrease total costs

**Stop producing additional units to maximize profits**

Provide discounts to encourage purchases

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Which one of the following pricing policies may result in losing money on the product?

**Price leader**

Psychological discounting

Penetration pricing

Special-event pricing

In the ABSENCE of \_\_\_\_\_, pricing remains a flexible and convenient way to adjust the marketing mix.

Experience-curve effects

Strong price competition

Weak price competition

**Government price control**

2.

Which one of the following statements by a company chairman best reflects the marketing concept?

**We have organized our business to make certain that we satisfy customer needs.**

We believe that the marketing department must organize to sell what we produce.

We try to produce only high quality, technically efficient products.

We try to encourage company growth.

3.

The two components of a marketing strategy are \_\_\_\_\_.

Marketing objectives and promotion

Marketing mix and marketing objectives

**Target market and marketing mix**

Target markets and promotions

The marketing concept is a philosophy that states that an organization should try to satisfy customers' needs and at the same time \_\_\_\_\_.

Increase market share.

Increase sales.

**Achieve the organization's goals.**

Always produce high

When a company adjusts price levels so that it can increase sales volume to levels that match the organization's expenses, it is said to employ a \_\_\_\_\_ pricing objective.

A)

B)

Market share

Cash flow

Return on investment

**Survival**

6.

If Planters is concerned that acquiring a taste for its new product, honey-roasted macadamia nuts, takes time, it should use \_\_\_\_\_ packaging.

Family

**Multiple**

Tamper-resistant

Unlabeled

A carton of orange juice has no brand name on the package, only the name of the product 'orange juice'. This is an example of

A manufacturer's brand.

An own label brand

A no-frills brand

**A generic brand.**

One distinguishing factor between a brand name and a brand mark is that a brand name is \_\_\_\_\_

Creates customer loyalty.

**Consists of words.**

Identifies only one item in the product mix.

Implies an organization's name.

A firm may decide that all packages are to be similar or include one major element of the design. This approach to promote an overall company image is called \_\_\_\_\_

Family extension.

**Family packaging.**

Overall packaging.

Package extension.

10.

The \_\_\_\_\_ stage of the product life cycle generates most sales revenue for the firm.

Introduction

Growth

**Maturity**

Decline

1.

The market consists of all the organization that acquire goods and services used in the production of other products or services that are sold, rented, or supplied to other is called \_\_\_\_\_.

Consumer market

**Business market**

Niche market

Global market

2.

The relationship is built with a customer over a long period of time and for a long time is called \_\_\_\_\_

Customer experience management

Consumer life time value

**Customer life time value**

Customer experience management

3.

The firm that allow the wants and needs of customers and potential customers to drive all the firm's strategic decision is known as \_\_\_\_\_

**Marketing oriented firm**

Customer oriented firm

Consumer oriented firm

All of above

4.

\_\_\_\_\_ a form of marketing that puts particular emphasis on building a longer-term, more intimate bond between an organization and its individual customers.

Integrated marketing

**Relationship marketing**

Global marketing

Consumer marketing

\_\_\_\_\_ is the part of the product in the form of additional consumer services and benefits built around the core product and actual product

Consumer product or service

Tangible product or service

**Augmented product or service**

All of above

6.

The \_\_\_\_\_ includes the immediate actors involved in producing, distributing, and promoting the offering.

**Task environment**

Broad environment

Marketing environment

Customer environment

7.

\_\_\_\_\_ is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.

Consumer mix

Product mix

Customer mix

**Marketing mix**

8.

The \_\_\_\_\_ concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being.

Integrated marketing

Relationship marketing

**Societal marketing**

Global marketing

9.

The production of different varieties of the same product, or different products at the same level of processing, within a single firm. This may, but need not; take place in subsidiaries in different countries is known as \_\_\_\_\_

Innovation Strategies

**Horizontal integration**

Vertical integration

Market dominance strategies

10.

\_\_\_\_\_ is a strategic planning method that some organization uses to make flexible long-term plans.

a)

## Scenario Planning

Market planning

Customer planning

Consumer planning

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Which of the following is a controllable factor for marketers? Select correct option:

Competition

Technology

Corporate culture (correct)

Economy

Relationship marketing is also known as: Select correct option:

Brand marketing

Value marketing

Loyalty marketing (Correct)

Experiential marketing

The loyalty marketing focuses on establishing long term relationship between: Select correct option:

Company and retailer

Retailer and customer

Retailer and consumer

Company and customer

Which of the following is NOT an objective of discounts?

- ▶ Reward valuable customers
- ▶ Reward competitors
- ▶ Move out-of-date stock
- ▶ Increase short-term sales

Market price is also known as:

- ▶ Effective price (Correct)
- ▶ List price
- ▶ Retail price
- ▶ Wholesaler price

Which of the following best describes 3/10 net 40 ROG?

- ▶ The buyer must pay within 10 days of receipt of goods but will receive 3% discount if paid in 10 days
- ▶ The buyer must pay within 3 days of receipt of goods but will receive 10% discount if paid in 40 days
- ▶ The buyer must pay within 10 days of receipt of goods but will receive 3% discount if

paid in 40 days

▶ The buyer must pay within 40 days of receipt of goods but will receive 3% discount if

paid in 10 days (Correct)

9

Which of the following is also known as accumulation discounts?

▶ Trade discount

▶ Non-cumulative quantity discount

▶ Cumulative quantity discount

▶ Quantity discount (Correct)

A company is providing warehousing facility to its channel members. The company is using which of the following?

▶ Seasonal discount

▶ Trade discount (Correct)

▶ Quantity discount

▶ Cash discount

Which of the following firms emphasizes on product's benefits to the customers rather product attributes?

▶ Product oriented

▶ Market oriented (Correct)

▶ Sales oriented

▶ Production oriented.

Which of the following is NOT a technique of measuring customer satisfaction and monitoring customer's complaint?

▶ Customer complaints database

▶ Web and telephone information hotlines

▶ Exit interviews

▶ Business analysis (Correct)

The phenomenon, when a customer dislikes a product and talks against the product, is termed as:

▶ Propaganda

▶ Unfavorable environment

▶ Bad mouth (Correct)

▶ Bad impression

Products that are usually purchased due to adversity and high promotional back up rather than desire are called:

▶ Sought goods

▶ Unique goods

▶ Unsought goods (Correct)

▶ Preferred goods

A customer requirement about any product in which he/ she needs to avail core features

in that product, is called:

▶ Real need

▶ Stated need (Correct)

▶ Unstated need

▶ Delighted need

Which of the following is NOT an aggressiveness strategy?

▶ Harvesting

▶ Building

▶ Intensification (Correct)

▶ Holding

Which of the following is NOT a type of innovation strategy?

▶ Pioneers

▶ Challengers (Correct)

▶ Close followers

▶ Late followers

Customer's viewpoint on a firm's products and services can be improved through:

▶ experiential world of customers

▶ Experiential innovation (correct)

▶ Customer interface

▶ Building experiential platform

Which of the following is not a component of a marketing plan? Select correct option:

Marketing advantages (correct Answer)

Environmental analysis

Executive summary

Marketing implementation

The \_\_\_\_\_ is the central instrument for directing and coordinating the marketing effort.

Select correct option:

Business plan

Production plan

Market plan (correct)

Selling plan

Which of the following is NOT an example of variable cost? Select correct option:

Rent of factory (correct)

Raw material

Power

Transport

Warehousing facility to channel members is an example of: Select correct option:

Seasonal discount

Trade discount (correct)

Quantity discount

Cash discount

Which of the following are the people who purchase new products almost as soon as the products reach the market?

- ▶ Innovators (correct)
- ▶ Late majority
- ▶ Early majority
- ▶ Late adopters

Which of the following is NOT one of the stages that customers go through in the process of adopting a new product?

- ▶ Desire (Correct)
- ▶ Awareness
- ▶ Evaluation
- ▶ Interest

Which product is MOST likely to be purchased through routine decision making?

- ▶ Television set
- ▶ Soft drink (Correct)
- ▶ Shirt
- ▶ Car

Which of the following part of a marketing plan defines the plan's financial and marketing goals in terms of sales volume, market share and profit?

- ▶ Marketing strategy (Correct)
- ▶ Action programs
- ▶ Issue analysis
- ▶ Objectives

Which of the following has a quick response towards a new product?

- ▶ Opinion leaders
- ▶ Late majority
- ▶ Early majority
- ▶ Early adopters (Correct)

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Which of the following is about managing strategically the customer's entire experience with the product and company?

- ▶ Customer experience management (Correct)

- ▶ Customer retention management
- ▶ Customer life-time value management
- ▶ Customer relationship management

Identify the other name for global market.

- ▶ Consumer market
- ▶ Import market
- ▶ Export market (correct)
- ▶ Government market

A seller wants payment from buyer within 10 days of sales (whereas customer can make payment within 30 days) and offers 4% discount if payment is made within 10 days.

What type of cash discount will be suitable?

- ▶ 4/10 net 30 (correct)
- ▶ 10/4 net 30
- ▶ 10/30 net 4
- ▶ 4/30 net 10

Which of the following price is quoted to a potential buyer, usually in written form?

- ▶ Wholesale price
- ▶ Market price
- ▶ List price (correct)
- ▶ Retail price

Which of the following is the first step in writing a marketing plan?

- ▶ Situation analysis
- ▶ Opportunity and threat analysis
- ▶ Executive summary (Correct)

Process engineering skills are required for the successful implementation of which of the following strategy?

- ▶ Market segmentation strategy
- ▶ Market dominance strategy
- ▶ Differentiation strategy
- ▶ Cost leadership strategy (Correct)

Any tangible thing that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called:

- ▶ Service
- ▶ Product (Correct)
- ▶ Demand
- ▶ Idea

- ▶ Shopping product (Correct)
- ▶ Convenience product
- ▶ Emergency product
- ▶ Specialty product

Which of the following is NOT a decision required in commercialization?

- ▶ Why to launch the product? (correct)
- ▶ How to launch the product?
- ▶ Where to launch the product?
- ▶ When to launch the product?

Which of the following is the spread of idea from the source of invention to the ultimate user or consumers?

- ▶ Innovation adoption process
- ▶ Innovation diffusion process (Correct)
- ▶ Adoption process
- ▶ New product recognition

02

1. company's or brand's reliability, competitive prices, quality and reliability, and an effective sales force are required to deal with

\_\_\_\_\_ market.

- Consumer
- **Business**
- Global
- Governmental

2. A small retailer lies under the \_\_\_\_\_ environment.

- **Task**
- Broad
- Weak
- Competitive

3. Core Competency:

- provides potential access to a wide variety of markets
- increases perceived customer benefits
- **both of the given options**
- none of the given options

4. The JEO Films' investment in film "Khuda Ke Liye" is an example of:

- Product concept
- Production concept

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- **Marketing concept**

- All of the given options

5. The phrase “marketing decisions must be carefully monitored as a whole” is concerned with \_\_\_\_\_ part of the broad environment.

- Monitoring
- Flexibility
- Research & Development
- **None of the given options**

6. When the customer asks a specific product from the retailer, it can be an impact of \_\_\_\_\_.

- **Demand Pull Strategy**
- Cost Pull Strategy
- Demand Push Strategy
- Product Line Strategy

7. Which one of the followings is not a part of the Marketing Plan?

- Executive summary
- Implementation
- **Salutation**
- Appendix

8. A position, in which a company is in a strong but not foremost position, that is satisfied to live at this level and enjoys its market shares, is called \_\_\_\_\_.

- Market leader
- **Market follower**
- Market challenger
- Market nicher

9. When a company upgrade its brand with more signs and appearance under the same price for capturing more target costumers, is best under the:

- Cost leadership strategy
- **Differentiation strategy**
- Promotional strategy
- Scenario planning

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10. Warranty and installations are the parts of:

- Specialty Goods
- Core product
- Tangible Product

• **Augmented Product**

05

1. A fundamental part of the distribution function is to get the product:

**a. To the right place at the right time**

b. Launched into new markets

c. To intermediaries

d. To market to avoid channel conflict

2. Which of the following is most likely to stimulate customer loyalty?

a. Coupons

b. Sweepstakes

**c. Frequent-user incentives**

d. Samples

3. In many instances the most appropriate way to cope with a negative event that may lead to negative public relations is to:

a. Discourage news coverage of the event

b. Deny that the event occurred

**c. Facilitate news coverage**

d. Hire a public relations firm

4. Relationships among channel members, i.e. producers, wholesalers and retailers, are usually:

a. Short-term commitments

**b. Long-term commitments**

c. Expensive resource commitments

d. Only minor commitments

5. Personal selling tries to achieve three general goals: finding prospects, convincing prospects to buy and \_\_\_\_\_.

a. Being aware of competitors' sales activities

b. Depending on one-sale customers

c. Avoiding repeat sales

**d. Keeping customers satisfied**

6. It is important to actively listen the other party to:

a. Select, refine and craft an agreement

**b. Explore their underlying needs**

c. Set your tone

d. All of the given options

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7. Slow feedback, high costs, and difficulty in measuring effects on sales are disadvantages of which promotion mix ingredient?

a. **Advertising**

b. Public relations

c. Sales management

d. Sales promotion

8. What source of information is usually effective for moving consumers to the evaluation stage of the product adoption process?

a. Salespersons

b. Mass communication

c. **Personal sources**

d. Consumer advocates

9. A person, group, or organization that has a meaning it intends and attempts to share with a receiver or an audience is a:

a. Medium of transmission

b. **Source**

c. Relay channel

d. Decoder

10. The limitations in using publicity-based public relations tools stem primarily from the fact that:

a. Publicity is never properly managed by media personnel.

b. Media personnel consider only unfavorable messages as newsworthy.

c. It is time-consuming and costly to convince media personnel that the information is newsworthy.

d. Media personnel control the content and the timing of the **communication.**

01

1) The \_\_\_\_\_ is the central instrument for directing and coordinating the marketing effort

a. **Marketing plan**

b. Strategic marketing plan

c. Tactical marketing plan

d. Mission statement

2) \_\_\_\_\_ refers to how well the product or service is brought to the customer.

a. Service differentiation

b. Design

c. **Delivery**

d. Performance quality

3) Some products that require the use of other products are called \_\_\_\_\_

products.

- a. Coordinated
- b. Complementary
- c. Required
- d. **Captive**

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4) An SBU refers to \_\_\_\_\_.

- a. Strategic bidirectional unit
- b. **Strategic business unit**
- c. Statistical business unit
- d. Strategic bipartisan union

5) SWOT analysis refers to an analysis of a company's \_\_\_\_\_.

- a. Strategic units; workers; opportunities; technology
- b. **Strengths; weaknesses; opportunities; threats**
- c. Strengths; weaknesses; opportunities; technology
- d. Systems; weaknesses; operations; threats

6) The holistic marketing framework is designed to address which three key management questions?

- a. Segmentation; targeting; positioning
- b. **Value exploration; value creation; value delivery**
- c. Customer; cost; competition
- d. Participation; stability; freedom

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- a. Coordinated
- b. Complementary
- c. Required
- d. **Captive**

9) The \_\_\_\_\_ identifies the product or brand.

- a. Container
- b. **Label**
- c. Advertisement
- d. Warranty

10) A(n) \_\_\_\_\_ product exceeds customer expectations.

- a. Strategic
- b. Superior
- c. **Augmented**
- d. Anticipated

02

1. \_\_\_\_\_ comprises of the whole group of benefits the company promises to deliver.

- a. Marketing promise
- b. Creative offering
- c. **Value proposition**
- d. Competitive advantage

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2. The 20-80 rule tells marketers about \_\_\_\_\_.

- a. The top 80 percent of customers generate 20 percent of the company's profits
- b. **The top 20 percent of customers generate 80 percent of the company's profits**
- c.

The bottom 20 percent of customers generate 80 percent of the company's profits

d. 20-80 percent of profits are generated by 20-80 percent of the customers

3. Process to carefully manage detailed information about individual customers and all "touch points" to enhance customer loyalty is \_\_\_\_\_.

- a. **Customer relationship management**
- b. Data mining
- c.

Prospecting

d. Customer Information management

4. Customer churn is called \_\_\_\_\_.

Customer loyalty

**Customer defection**

Customer relationship

Customer mix

5. An organized collection of comprehensive information about individual customers or prospects is called \_\_\_\_\_.

- a. **Customer database**
- b. Marketing database
- c. Business database

d. Data mine

6. One problem that can hinder a firm from using CRM effectively is \_\_\_\_\_.

- a. The assumptions behind CRM may not always be true
- b. Building customer databases can be expensive
- c. Getting everyone in the company to be customer oriented

d. **All of the above**

7. An organization that aims to highlight high quality will offer customers more than \_\_\_\_\_ enforced by the courts.

- a. Performance levels
- b. Quality levels
- c. **Implied warranties**
- d. Prices

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8. The inability of the selling company to match up its offering to the needs of customer causes the primary reason for new product \_\_\_\_\_.

- a. Diversification
- b. **Failure**
- c. Success
- d. Development

9. Products that are inventions are known as \_\_\_\_\_.

- a. New category entry
- b. An addition to product line
- c. **New-to-the-world products**
- d. A product improvement

10. A growth direction through the increase in market share for present product markets denotes which of the following?

- a. **Market penetration**
- b. Marketing mix
- c. Market development
- d. Product development