

# Marketing management test questions assignment

[Art & Culture](#)



## MARKETING MANAGEMENT (MB106) - OBJECTIVE TYPE QUESTIONS (ONE SET)

MBA I SEMESTER 1 . Which of the following is central to any definition of marketing? a. Making a profit b. Making a sale c. Demand management d. Transactions e. Customer relationships 2. Introducing new products to existing markets is an example of: a. conglomerate diversification b. vertical diversification c. horizontal diversification d. concentric diversification 3. When a company acquires a supplier through an acquisition strategy, this is referred to as: a. vertical marketing system b. horizontal integration c. forward integration d. backward integration 4. When backed by buying power, wants become a. physical needs b. demands c. social needs d. exchanges e. self-esteem needs 5. Selecting which segments of a population of customers to serve is called managing the marketing effort b. target marketing c. customization d. positioning e. market segmentation 6. Which of the following reflects the marketing concept philosophy? a. " You wont find a better deal anywhere. " b. " When it's profits versus customers' needs, profits will always win out. " c. " We're in the business of making and selling superior products. d. " We don't have a marketing epartment, we have a customer department. " e. " We build them so you can buy them. " 7. Which of the following is the term for customers who make repeat purchases and tell others about their positive experiences with a product or service? a. full partners b. butterflies c. satisfied customers d. social customers 8. Greater consumer control means that companies must rely more on marketing by than by a. socialization; information b. producing; selling c. inspiration; competition d. interruption; involvement e. interaction; intrusion 9.

Most companies today enter a new market by serving a successful, they a. single market segment; add segments b. target market; reposition c. few segments; add more segments d. multitude of segments; add more segments e. niche; differentiate and if this proves 10. An increasingly large number of firms are changing their organizational focus from to a. product management; functional management b. brand management; customer relationship management c. territory management; functional management d. product management; territory management e. global management; regional management 1 1 .

Which of the following is NOT a marketing objective? a. Positioning . Volume sales c. Cash flow 12. What is price skimming? a. Setting an initially-high price which falls as competitors enter the market b. Setting a high price which consumers perceive as indicating high quality c. Setting a low price to “ skim off a large number of consumers 13. Setting a price below that of the competition is called: a. Penetration pricing b. Skimming c. Competitive pricing 14. A profit calculated by adding a percentage to the costs of production is called: a. Mark-up b. Breakeven c. Margin 15.

A profit calculated on the basis of a percentage of the selling price is called: a. 6. Calculating prices on the basis of what the market will pay is called: a. Competitive pricing b. Demand pricing 17. Ending prices with 99p is called: a. Price lining b. Prestige pricing c. Odd-even pricing 18. Bundle pricing is: a. Providing a bundle of benefits for one price b. Packaging a group of products together c. Providing a group of prices for one product category 19.

Advertising used in the early stages of the PLC is called: a. Pioneering advertising b. First-stage advertising c. Launch advertising 20.

<https://assignbuster.com/marketing-management-test-questions-assignment/>

What is institutional advertising? a. Advertising on behalf of charities .

Advertising conducted by the Government c. Advertising aimed at building the corporate reputation 21 .

What is copywriting? a. Using themes from a competitor's advertising campaign b. Repeating themes from previous campaigns c. Putting together the verbal elements of the message

22. What is reach? a. The average number of times the target market is exposed to the message b. The percentage of the target market which remembers the advertisement c. The percentage of the target market that is exposed to the message at least once 23.

Selling warm coats to Icelanders is an example of: a. Geographic segmentation b. Behavioural segmentation c. Demographic segmentation

24. Selling vodka to Icelanders is an example of: 25. Selling fishing equipment to Icelanders is an example of: a. Geographic segmentation 26.

To be successful, a segment must be: a. Distinguished, defendable, sizeable, and local b. Distinctive, tangible, accessible, and defendable c. Distinctive, tangible, accessible and local 27. Demographic segmentation refers to: a.

The description of the people and their place in society b. The description of the people's purchasing behavior c.

The location where people live . Buy One Get One For Free b. Bought on Good Offers c. Beginning of Great Offer 29. A new model of a popular car

would be considered: a. Dynamically continuous innovation b. Discontinuous innovation c. Continuous innovation 30. Starting with one or two areas and then adding new regions to the distribution area is called: a. Rolling launch b.

Sprinkler strategy c. Test marketing Answer Key: 1 (e), 2(c), 3(c), 4(b), 5(b), 6(d), 7(e), 8(e), 9(a), 10(b), 11 [email protected], [email protected],

<https://assignbuster.com/marketing-management-test-questions-assignment/>

[email protected]), 1 5(c), 16(b), 1 7(c), 1 8(b), [email protected]), 20(c), 21  
22(c), 23(a), 24(a), 25(b), 26(b), 27(a), 28(a), 29(c), 30(a)