BASICS OF MARKETING- 106

# MULTIPLE CHOICE QUESTIONS

1. Good marketing is no accident, but a result of careful planning and .

**execution** selling strategies research

1. Marketing management is . managing the marketing process

monitoring the profitability of the company’s products and services

# the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value

developing marketing strategies to move the company forward

1. Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following?

An image **A service** A good An idea

1. Marketers often use the term to cover various groupings of customers.

people buying power

demographic segment

# market

1. The concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization’s products.

production **selling** marketing

holistic marketing

1. .Which of the following would be the best illustration of a subculture?

# A religion.

A group of close friends. Your university.

Your occupation.

1. The buying process starts when the buyer recognizes a .

Product

an advertisement for the product

a salesperson from a previous visit

# problem or need

1. If actual performance exceeds the expected performance of the product, Then customer is

Satisfied Dissatisfied **Delighted** Neutral

1. Bread and milk are which kind of products? Specialty Products

**Convenience products** Shopping products Unsought products

1. Parents buy toys for their children act as in the buying process. Decider

Buyer Maintainer

# All of the above

1. If a firm is practicing , the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.

double-up marketing

interactive marketing service marketing **internal marketing**

1. A cluster of complementary goods and services across diverse set of industries is called as

Market place **Meta market** Market space Resource Market

1. Adding new features to a product is advocated by which of the approaches?

**Product Approach** Production Approach Marketing Approach Selling Approach

1. One of the key tasks of marketers is and to create consumer perceptions that the product is worth purchasing.

To make products easily visible and available To promote sales of products

# To differentiate their products from those of competitors

To do marketing surveys

1. What is the last stage of the consumer decision process?

problem recognition **post purchase behavior** alternative evaluation purchase

1. markets are made up of members of the distribution chain. Consumer

Business-to-business (industrial)

# Channel

Institutional

1. Which of the following is considered a “key player” in the marketing industry? marketer

suppliers or vendors distributors or retailers a**ll of the above**

1. Marketing Mix is the most visible part of the marketing strategy of an organization.

# True

False

1. Businesses spend most of their advertising rupees on business-to-business markets.

True

# False

1. A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

Straight rebuy purchase Delayed purchase

# New-task purchase

Modified rebuy purchase

1. markets include a wide variety of profit and nonprofit organizations, such as hospitals, government agencies, and schools, which provide goods and services for the benefit of society.

Consumer

Business-to-business (Industrial) Reseller

# Institutional

1. Which of the following is NOT considered a type of reseller? wholesaler

retailer **manufacturer** distributor

1. The promotion “P” of marketing is also known as .

Product Differentiation Distribution

Cost

# Marketing Communication

1. When a company distributes its products through a channel structure that includes one or more

resellers, this is known as .

**Indirect marketing** direct marketing multi-level marketing integrated marketing

1. In marketing theory, every contribution from the supply chain adds to the product.

# value

costs convenience ingredients

1. Institutional markets consist of people who buy products and services for personal use.

True

# False

1. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer’s decision process?

Information search Purchase

# Evaluation of alternatives

Post purchase

1. The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?

product **exchange** production customer

1. The most basic level of a product is called the:

# core product.

central product.

fundamental product. augmented product.

1. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):

idea. demand. **product.** service.

1. In consumers may share a strong need that cannot be satisfied by an existing product.

negative demand **latent demand** declining demand irregular demand

1. Marketing is both an “art” and a “science” there is constant tension between the formulated side of marketing and the side.

**creative** selling management

behavior

1. Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in .

consumer buying behavior post-purchase dissonance retail buyer behavior **business buyer behavior**

1. The four unique elements to services include:

Independence, intangibility, inventory, and inception Independence, increase, inventory, and intangibility **Intangibility, inconsistency, inseparability, and inventory** Intangibility, independence, inseparability, and inventory

1. Convenience products usually have intensive distribution because sales of these products tend to have a direct relationship to availability.

# True

False

1. The 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.

customer-centered business focused business model **societal marketing concept** ethically responsible marketing

1. A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

**Learning** Role selection Perception Motivation

1. Holistic marketers achieve profitable growth by expanding customer share, , and capturing customer lifetime value.

undermining competitive competencies

# building customer loyalty

milking the market for product desires renewing a customer base

1. pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

Market-skimming Value-based

# Market-penetration

Leader

1. While buying milk which kind of behaviour is displayed by a person?

Extensive problem solving behaviour **Routinized buying behaviour** Variety seeking behaviour

None of the above

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# creative

selling management behavior

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1. Whether to sell via intermediaries or directly to consumers, how many outlets to sell through, and whether to control or cooperate with other channel members are examples of decisions marketers must make about

Promotion Price **Distribution** Product

1. The extended Ps of service marketing mix are :

People, Product, Place

Price Physical Evidence, Promotion **Physical Environment, Process, People** Product, Process, Physical Environment

1. A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

Selling Advertising Barter **Marketing**

1. What is the basic property of a service which makes it different from a product.

Shape Size

Very expensive

# Intangibility

1. Which one of the following phrases reflects the marketing concept?

The supplier is a king in the market

Marketing should be viewed as hunting not gardening This is what I make, won’t you please buy it?

# This is what I want, won’t you please make it?

1. The task of any business is to deliver at a profit.

customer needs **customer value** products and services improved quality

1. The solution to price competition is to develop a differentiated:

product, price, and promotion. **offer, delivery, and image.** package and label. international Web site.

1. Red Cross blood donations are considered to be specialty products and, therefore, have a specialty offer to the consumer.

True

# False

1. You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?

Modified rebuy **Straight rebuy** Modified straight rebuy Consumer buy

1. Internal marketing is marketing by a service firm to train and effectively motivate its customer-contact employees and all the supporting service people to work as a team to provide customer satisfaction.

# True

False

1. Customer’s evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options?

Customer perceived value Marketing myopia

Customer relationship management

# Customer satisfaction

1. Buying goods and services for further processing or for use in the production process refers to which of the following markets?

Consumer markets

Government markets **Business markets** International markets

1. The packaging concept states what the package should be or do for the product.

# True

False

1. Marketing managers should adapt the marketing mix to and constantly monitor value changes and differences in both domestic and global markets.

Sales strategies Marketing concepts **Cultural values** Brand images

1. Resellers may actually take ownership of the product and participate in the marketing, including the advertising.

# True

False

1. The materials and ingredients used in producing the product are obtained from other companies who are referred to as distributors.

True

# False

1. The refers to the various companies that are involved in moving a product from its manufacturer into the hands of its buyer.

**distribution chain** network chain supply chain promotion network

1. is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

Target marketing Psychographic segmentation Product Differentiation **Consumer behavior**

1. A person’s consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.

culture subculture psychographics **reference groups** demographics

1. Product choice is greatly affected by economic circumstances. All of the following would be among those circumstances EXCEPT .

spendable income savings and assets

debts **occupation** borrowing power

1. is a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli.

Image **Personality** Beliefs Heredity Culture

1. portrays the “whole person” interacting with his or her environment. Attitude

Reference group **Lifestyle** Culture Subculture

1. A when it is aroused to a sufficient level of intensity.

**need becomes a motive** motive becomes a need desire becomes a reality

unfulfilled demand becomes a crisis

personal demand exceeds the ability to rationally reject

1. The five-stage model of the consumer buying process includes all of the following stages EXCEPT .

problem recognition information search **social interaction** purchase decision

1. If performance meets consumer expectations, the consumer is .

delighted **satisfied** disappointed surprised.

1. The primary purpose of marketing activities is to facilitate and encourage exchange transactions with potential customers.

# True

False

1. Merchant wholesalers sell goods and services directly to final consumers for their personal, nonbusiness use.

True

# False

1. A service can be defined as “any activity or benefit that one party can offer another that is essentially intangible and that does not result in the ownership of anything.”

# True

False

1. The intangible nature of many services can create unique challenges for marketers.

# True

False

1. Auction sites, such as eBay, QXL are examples of Consumer-to-Consumer (C2C) channels.

# True

False

1. Product planners need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, “What is the buyer really buying?”

Actual product Augmented product **Core benefit**

Co-branding

1. The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

Motive Belief Behavior **Attitude**

1. How do consumers respond to various marketing efforts the company might use? What is a starting point of a buyer’s behavior?

Belief Subculture

Post purchase feeling

# Stimulus-response Model

1. Which one of the following factor relates to family that influences consumer behavior? Cultural

**Social** Personal Business

1. Unique psychological characteristics that lead to relatively consistent and lasting responses to one’s own environment refers to which one of the following?

**Belief** Culture Personality

Self-awareness

1. Which one of the following statements by a company chairman **BEST** reflects the marketing concept?

# We have organized our business to satisfy the customer needs

We believe that 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 in the market

1. Which one of the following is a key to build lasting relationships with consumers? Price of the product

Need recognition **Customer satisfaction** Quality of product

1. The factors such as the buyer’s age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer’s decisions refers to which one of the following characteristic?

Personal characteristics Psychological characteristics Behavioral characteristics **Demographical characteristics**

1. A is someone seeking a response (attention, a purchase, a vote, a donation) from another party, called the .

salesperson, customer politician, voter marketer, prospect celebrity, audience

1. Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, and athletic shoes and equipment spend a great deal of time trying to establish a superior brand image in markets called .

business markets global markets **consumer marke**ts

nonprofit and governmental markets service markets

1. The is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.

marketing concept **selling concept** production concept product concept

holistic marketing concept

1. The concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.

**product** marketing production selling

holistic marketing

1. . marketing has the aim of building mutually satisfying long-term relations with key parties such as customers, suppliers, distributors, and other marketing partners in order to earn and retain their business.

Holistic Demand-based Direct **Relationship** Synthetic

1. One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being .

product, positioning, place, and price product, production, price, and place promotion, place, positioning, and price

place, promotion, production, and positioning

# product, price, promotion, and place

1. David Packard of Hewlett-Packard once said, “Marketing is far too important to leave to

.”

the advertising boys uninformed managers novices

the CEO

# the marketing department

1. The traditional view of marketing is that the firm makes something and then it. markets

**sells** distributes prices services

1. is the single factor that best indicates social class. Time

Money **Occupation** Fashion

1. Marketing strategies are often designed to influence and lead to profitable exchanges.

# Consumer decision making

Sales strategies Advertising strategies Export strategies

1. refers to the information a consumer has stored in their memory about a product or service.

Cognitive dissonance **Product knowledge** Product research Marketing research

1. When consumers are seeking low-involvement products, they are unlikely to engage in extensive search, so is important.

Order processing Order booking **Ready availability**

Information about warranty

1. constitutes moderate consumer behavior, but still involves time and effort searching for and comparing alternatives.

# Limited decision making

Need recognition Routine decision making Post purchase evaluation

1. Experimental sources of information for consumers refer to . Advertising, marketing, selling, and profit making

# Handling, examining, and trying the product while shopping

Buying after a demonstration

Buying the product directly from a manufacturer

1. Which of the following is **NOT** one of the four philosophies of marketing? production orientation

societal marketing orientation

sales orientation

# promotion orientation

1. Of the four competing philosophies, the Furniture Industry is an example of what kind of orientation:

Sales Orientation

Societal Marketing Orientation Marketing Orientation **Production Orientation**

1. Marketing is defined by the American Marketing Association as the activity, set of institutions, and processes for , , , and offerings that have value for customers, clients, partners, and society at large.

Making, Arranging, Maintaining and Selling

**Creating, Communicating, Delivering, and Exchanging** Creating, Advertising, Selling, and Transferring Performing, Displaying, Offering, and Exchanging

1. The focus of marketing today is . Value and Satisfaction

Quality and Long Term Relationships

# All of the Above

None of the Above

1. Which of the following firms emphasizes on product’s benefits to the customers rather product attributes?

Product oriented

# Market oriented

Sales oriented Production oriented

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

Sought goods Unique goods **Unsought goods** Preferred goods

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

Television set **Soft drink** Shirt

Car

# Luxury products, such as Rolex watches, are also known as: Shopping product

Convenience product Emergency product Specialty product

1. Which of the following is NOT included as a basic idea in the definition of marketing concepts?

# Total company effort

Profit Productivity

Customer satisfaction

1. Which of the following is the most recent stage of marketing evolution? Marketing department era

Production era Sales era

# Marketing company era

1. Which of the following is NOT included as a basic idea in the definition of marketing concepts?

Total company effort Profit

# Productivity

Customer satisfaction

1. is defined as the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits.

**Customer value** Satisfaction scale Profit margin Competitive benefit

1. Which of the following is NOT included in the marketing management process used by the marketing manager to achieve its objectives?

Planning marketing activities

# Raising funds to finance the marketing projects

Controlling marketing plans

Directing implementation of the marketing plans

1. A channel of distribution is any series of firms (or individuals) who participate in the flow of products to final user or customer.

# True

False.

1. is defined as communication with large numbers of customers at the same time.

Personal selling Sales promotion **Mass selling** All of the above

1. The marketing concept applies to production firms, but not to service industries. True

# False

1. In a orientation, the role of marketing research is to determine customer needs and how well the company is satisfying them.

# Marketing

Production

Both of the above None of the above

1. The marketing concept means that an organization aims the majority of its efforts at satisfying customers, at a profit.

True

# False

1. When a manager focuses on making whatever products are easy to produce, and then trying to sell them, that manager has a orientation.

Marketing **Production** Sales

Profit

1. Which of the following is NOT consistent with a manager having a marketing orientation? Inventory levels are set with customer requirements and costs in mind

Customer relationship focuses on customer satisfaction before and after sale, leading to a profitable long-run relationship

# Focus of advertising is on product features and how products are made

Packaging is designed for customer convenience and as a selling tool

1. Often, the best way to improve customer value, and beat the competition, is to be first to satisfy a need that others have not even considered.

True

# False

1. It is more costly to retain current customers by satisfying their needs, than to get new customers by taking them away from a competitor.

True

# False

1. In addition to businesses, the marketing concept is also applicable to . Government agencies

Religious groups

Fine arts organizations All of the above

1. The controllable variables a company puts together to satisfy a target group is called the

. Marketing strategy **Marketing mix**

Strategic planning Marketing concept

1. In order for exchange to occur:

a complex societal system must be involved. organized marketing activities must also occur. a profit-oriented organization must be involved.

# each party must have something of value to the other party.

1. Four competing philosophies strongly influence the role of marketing and marketing activities within an organization. Which if the following is not a component of market orientation?

Customer orientation. **Profitability orientation.** Marketing orientation.

Competitor orientation.

1. A market orientation recognizes that:

price is the most important variable for customers.

# market intelligence relating to current and future customer needs is important.

selling and marketing are essentially the same thing. sales depend predominantly on an aggressive sales force.

1. When customer expectations regarding product quality, service quality, and value-based price are met or exceeded, is created.

# customer satisfaction

planning excellence a quality rift

a value line

1. A critical marketing perspective is the process of determining: the value of a product, person, or idea.

how places compete with each other.

**the worth and impact of marketing activities**. which type of promotional strategy works best.

1. The way in which the product is delivered to meet the customers' needs refers to: new product concepts and improvements.

selling.

advertising and promotion activities.

# place or distribution activities.

1. The term 'marketing mix' describes:

a composite analysis of all environmental factors inside and outside the firm. a series of business decisions that aid in selling a product.

the relationship between a firm's marketing strengths and its business weaknesses.

# a blending of strategic elements to satisfy specific target markets.

1. Newsletters, catalogues, and invitations to organisation-sponsored events are most closely associated with the marketing mix activity of:

Pricing Distribution

Product development

# Promotion

1. Which of the following is not an element of the marketing mix? Distribution.

Product.

# Target market.

Pricing.

1. In relationship marketing firms focus on relationships with . short-term; customers and suppliers

# long-term; customers and suppliers

short-term; customers long-term; customers

1. A further 3Ps are incorporated into the marketing mix:

physical evidence, process and price. process people and promotion.

physical evidence, people and production.

# physical evidence, process and people.

1. A marketing philosophy summarized by the phrase 'a stronger focus on social and ethical concerns in marketing' is characteristic of the period.

production sales marketing

# societal marketing

1. Which of the following statements is correct?

Marketing is the term used to refer only to the sales function within a firm.

Marketing managers don't usually get involved in production or distribution decisions.

Marketing is an activity that considers only the needs of the organization; not the needs of society as a whole.

# Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

1. The term marketing refers to:

new product concepts and improvements. advertising and promotion activities.

**a philosophy that stresses customer value and satisfaction**. planning sales campaigns.

1. Which of the following involves designing and manufacturing the container or wrapper for a product?

Labeling

# Packaging

Branding Product line

1. The basic role of promotion is .

Information

Manipulation

# Communication

Interpretation

1. 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

1. A consumer contest is an example of .

Personal selling

# Sales promotion

Advertising

Indirect selling

1. Advertising appropriations are largest for which type of product?

Industrial products

# Convenience goods

High-priced products

Specialty goods

1. 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

1. Need becomes when they are directed towards a specific object.

Actual need **Want** Satisfaction Demand

1. Which of the following BEST describes the consumer’s preference for products that are widely available to them?

**Production concept** Marketing concept Selling concept Product concept

1. Buying and selling of mass consumer goods and services comes under which of the following markets?

Business markets Global markets **Consumer markets** Government markets

1. Which one of the following BEST describes the human need?

**Food** French-fries Burger Pizza

1. Which of the following firms emphasis on product’s benefits to the customers rather than on product attributes.

Product oriented **Market oriented** Sales oriented Production oriented

1. All of the following are the examples of unsought goods EXCEPT:

**Course books** Encyclopedia Funeral plots Insurance policy

Unsought Goods

1. While considering the place for a product which of the following is important for customer.

Communication **Convenience** Cost

Solution

1. Market –oriented firms focus on:

Retailers Distributors **Customers** Wholesalers

1. Price is the only element in the marketing mix that produces:

Fixed cost Expense Variable cost **Revenue**

1. Identify the products that the customer usually buys frequently and with a minimum of comparison and buying effort.

Specialty **Convenience** Unsought Augmented

1. Which of the following is NOT included in product decisions?

Styling Brand name

# Warehousing

Packaging

1. Which of the following takes place at retailer’s end? Promotion

Placing Pricing **Exchange**

1. Aggressive selling is a characteristic of which of the following concept of marketing? Select correct option:

Production concept Marketing concept **Selling concept** Product concept

1. Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service?

Label Co-brand **Brand** Product

1. The consumer’s estimate of the product’s overall capacity to satisfy his or her needs is called:

Product Cost **Product Value** Product need Product Satisfaction

1. According to the text, a product is

# everything the customer receives in an exchange.

the physical object the customer receives in an exchange. the service that is rendered to a customer.

the idea that the customer receives in an exchange.

1. An example of a convenience consumer product is stereo equipment.

# petrol.

a motorcycle. a bicycle. athletic shoes.

1. Which one of the following is NOT an industrial product?

oil to be refined into fuel for homes

transistors used as components for portable radios paper, pens, and glue used in bank branch offices

# computer software to help people complete personal tax forms

1. Sai Nath called several airlines to compare rates and chose a flight on British Midland as it had a better reputation for service and competitive prices. The airline ticket is an example of which type of product?

A)convenience **B)shopping** C)specialty D)unsought

1. Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified as products.

shopping **convenience** industrial specialty unsought

1. Large tools and machines used in a production process for a considerable length of time are classified as

**major equipment.** accessory equipment. component parts. raw materials. consumable supplies.

1. Items that are purchased routinely, do not become part of the final physical product, and are treated like expense items rather than capital goods are called

raw materials. major equipment.

**accessory equipment.** component parts. process materials.

1. Products that are used directly in the production of a final product but are not easily identifiable are categorised as

accessory products. component parts. consumable supplies. assembly components. **process materials.**

1. Industrial products are purchased for personal consumption.

frequently purchased for both their functional aspects and their psychological rewards.

# traditionally classified according to their characteristics and intended uses.

not purchased by non-business organisations.

1. A company designs the product with little or no input from customers, the company is practicing which of the following concept?

**Product concept** Marketing concept Selling concept Production concept

1. Which of the following 4Ps of marketing mix involves decisions regarding channels coverage, assortments, locations, inventories or transports?

Product Price **Place** Promotion

1. Which of the following is NOT a part of marketing communication mix?

**Telemarketing** Public relations Sales promotion Advertising

1. A dissonance-reducing buying behavior is designed to probe consumers’ hidden, subconscious motivations.

True

# False

1. Consumer buying behavior refers to the buying behavior of businesses. True

# False

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

# To the right place at the right time

Launched into new markets To intermediaries

To market to avoid channel conflict

1. The identifies the product or brand. Container

**Label** Advertisement Warranty

1. A(n) product exceeds customer expectations**.** Strategic

Superior **Augmented** Anticipated

1. Which of the following are products and services bought by final consumers for personal consumption? These include convenience products, shopping products, specialty products, and unsought products.

Material and parts **Consumer products** Industrial products Capital items

1. The skimming, penetration, bargaining and bundling are decided in the of the Marketing Mix strategy.

**Price Decisions** Place Decisions Product Decisions Promotion Decisions

1. Low Consumer involvement in purchase and little significant brand difference comes in which types of buying behaviors.

Complex buying behavior

Dissonance-reducing buying behavior

Habitual buying behaviors

# Variety-seeking buying behaviors

1. Distribution of product to get it in the marks refers to which of the following activities? Selling Activities

Advertising activities Promotion Activities

# Place or distribution activities

1. How many stages are involved in the consumer buying / adoption process?

Six Seven Three

# Five

1. Which one of the following factor relates to family that influences consumer behavior?

Cultural Social **Personal** Business

1. “ Buy it now” refers to which one of the following options?

[**Personal selling**](http://www.vuzs.net/)Advertising Sales promotion Publicity

1. At least how many parties should be included in “Exchange”?

[**Two**](http://www.vuzs.net/)Three Four Five

1. The buyer decision process consists of five stages. Which of the following is NOT one of these stages?

Evaluation of Alternatives Information search

# [Variety-seeking buying behavior](http://www.vuzs.net/)

Post purchase behavior

1. You are planning to install a steel manufacturing plant in your city. For that purpose you want to have a supplier who supplies you the steel in raw form for manufacturing. Here supplier supplies you which of the following form of industrial product?

[**Material and parts**](http://www.vuzs.net/)Capital items Supplies and services

None of the given options

1. “How are you telling consumers in your target group about your product” This question belongs to which marketing concept?

Product Price Place

# [Promotion](http://www.vuzs.net/)

1. A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?

Straight rebuy purchase Delayed purchase

# New-task purchase

Modified rebuy purchase