

Question No : 1 of 27

Marks: 1 (Budgeted Time 1 Min)

Through which process individuals and groups obtain what they need and want by creating and exchanging products and value with others?

Answer ( Please select your correct option )

☐ Production process

☒ Marketing process

Correct Answer Solved By Hadi  
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☐ Managerial process

☐ Accounting process

**Made By: Waqar Siddhu**

Question No : 2 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following phrases reflects the marketing concept?

Answer ( Please select your correct option )



The supplier is a king in the market

Correct Answer Solved By Hadi  
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03228043306



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?

**Made By: Waqar Siddhu**

Question No : 3 of 27

Marks: 1 (Budgeted Time 1 Min)

The objective of which of the following research is to gather preliminary information that will help define the problem and suggest hypotheses?

Answer ( Please select your correct option )

☐ Descriptive

☒ Exploratory

☐ Causal

☐ Corrective

Correct Answer Solved By Hadi  
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**Made By: Waqar Siddhu**

Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

Person's pattern of living as expressed in his or her psychographics represents which one of the following concept?

Answer ( Please select your correct option )

☐ Personality

☐ Culture

☒ Lifestyle

☐ Motive

Correct Answer Solved By Hadi  
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**Made By: Waqar Siddhu**

Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

Customer service is another element of product strategy. The first step is to survey customers periodically to assess the value of current services and to obtain ideas for new ones. From this careful monitoring, marketer has learned that buyers are very upset by repairs that are not done correctly the first time. What is the name of these types of services?

Answer ( Please select your correct option )

- ☐ Brand equity services
- ☒ Product support services
- ☐ Social marketing services
- ☐ Unsought product services

Correct Answer Solved By Hadi  
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**Made By: Waqar Siddhu**

Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following concept **BEST** represents the involvement of management and employees in the continuous improvement of the production of goods and services?

Answer ( Please select your correct option )

- ☐ Marketing management
- ☐ Customer relationship management
- ☐ Knowledge management
- ☒ Total quality management

Correct Answer Solved By Hadi  
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Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What type of study conducted to answer this question?

Answer ( Please select your correct option )

☐ Exploratory

☐ Descriptive

☒ Causal

☐ Qualitative

Correct Answer Solved By Hadi  
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**Made By: Waqar Siddhu**

Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

Business markets can be segmented on the basis of all of the following variables EXCEPT:

Answer ( Please select your correct option )



Personal characteristics

Correct Answer Solved By Hadi  
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Operating variables



Selling approaches



Situational factors

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Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

Companies are refraining to use poisonous gases in the manufacturing of their products to prevent damage to the environment. The companies are trying to follow:

Answer ( Please select your correct option )

- ☐ Production Concept
- ☐ Product Concept
- ☐ Marketing Concept
- ☒ Societal Marketing Concept

Correct Answer Solved By Hadi  
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Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is not one of the 4 types of SBUs described by the Boston Consulting Group approach?

Answer ( Please select your correct option )

☐ Cash Lion

☐ Cash Cow

☐ Star

☐ Dog

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Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

The marketing mix consists of the four Ps: product, price, place, and promotion. In this modern marketing era, these tools might be more appropriately named the four Cs: Customer solution, Customer cost, Communication and \_\_\_\_\_.

Answer ( Please select your correct option )

- ☐ Customer control
- ☐ Convenience
- ☐ Consideration
- ☐ Customer relationship

**Made By: Waqar Siddhu**

Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following statements regarding the natural environment is FALSE?

Answer ( Please select your correct option )

☐

Weather has become less intense in the previous few years

☐

Increased pollution is a major concern for marketers today

☐

Global warming is a major issue for marketers to deal with today

☐

The threat of governmental intervention in natural resource management is a major issue for marketers

**Made By: Waqar Siddhu**

Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

Manufacturers of surf excel are successful in making their product occupy a desirable place in the hearts of its customers. Now surf excel is considered as a powerful all purpose family detergent. The marketers have successfully \_\_\_\_\_ its product.

Answer ( Please select your correct option )

☐ Differentiated

☐ Targated

☒ Positioned

☐ Segmented

Correct Answer Solved By Hadi  
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**Made By: Waqar Siddhu**

Question No : 14 of 27

Marks: 1 (Budgeted Time 1 Min)

When does the product growth stage occur?

Answer ( Please select your correct option )

- ☐ After the product satisfies the market
- ☐ After the product passes concept testing
- ☐ Before the product starts making profits
- ☐ None of the given

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Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

KFC not only serves Coca-Cola in its restaurants but also receives marketing support. In this scenario, Coca-Cola is a:

Answer ( Please select your correct option )

☐ Reseller

☐ Financial Intermediary

☐ Marketing Intermediary

☐ Physical Distribution Firm

**Made By: Waqar Siddhu**

Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

Why is the legislation of the business considered important?

Answer ( Please select your correct option )

- ☐ To protect consumers
- ☐ To protect companies from each other
- ☐ To protect the interest of the society
- ☐ All of the given options

**Made By: Waqar Siddhu**



Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

Who comprises the consumer market?

Answer ( Please select your correct option )

☐ The government institutions that buy or acquire goods and services

☐ The private companies that buy or acquire goods and services

☐ The individuals who buy or acquire goods and services

☐ The manufacturers who buy or acquire raw material

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Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refer to which one of the following characteristics?

Answer ( Please select your correct option )

- ☒ Personal characteristics
- ☐ Psychological characteristics
- ☐ Behavioral characteristics
- ☐ Demographical characteristics

Correct Answer Solved By Hadi  
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Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

The propensity of the people to screen out most of the information to which they are exposed is called:

Answer ( Please select your correct option )

- ☐ Selective Attention
- ☐ Selective Retention
- ☐ Selective Distortion
- ☐ None of the given option

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Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

After concept testing, a firm would engage in which stage for developing and marketing a new product?

Answer ( Please select your correct option )



Marketing strategy development

Correct Answer Solved By Hadi  
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Business analysis



Product development



Test marketing

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Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

A period of rapid market acceptance and increasing profits refers to which of the following stages of the product life cycle?

Answer ( Please select your correct option )

☐ Decline

☒ Growth

☐ Maturity

☐ Introduction

Correct Answer Solved By Hadi  
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Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

An insurance company observes a sudden increase in the number of farmers seeking flood insurance in Pakistan due to recent floods in India. Which one of the following term represents the increase in demand due to recent flood?

Answer ( Please select your correct option )

☐ Market opportunity

☐ Marketing strategy

☐ Marketing concept

☐ Marketing threat

**Made By: Waqar Siddhu**

Marks: 3 (Budgeted Time 6 Min)

Answer ( Please [click here](#) to Add Answer )

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Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

Compare and contrast closed-end questions and open-end questions for gathering data.

Answer ( Please [click here to Add Answer](#) )



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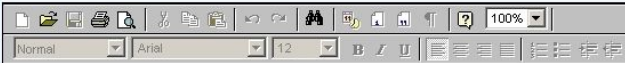


Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

Differentiate between psychographic and behavioral segmentation?

Answer ( [Please click here to Add Answer](#) )



**Made By: Waqar Siddhu**

Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

Briefly explain the market coverage strategies?

Answer ( [Please click here to Add Answer](#) )



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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

The customers go through the different stages while making a decision about buying a new product. Describe the stages involved in adoption process where customers plan to buy a new product.

Answer ( [Please click here to Add Answer](#) )



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