

Question No : 1 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it down?

Answer (Please select your correct option)

Selling concept

Product concept

Production concept

Marketing concept

Correct Answer Solved By Hadi
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Made By: Waqar Siddhu

Question No : 2 of 27

Marks: 1 (Budgeted Time 1 Min)

Experimental research is best suited for gathering which of the following information?

Answer (Please select your correct option)

Unknown

Causal

Correct Answer Solved By Hadi
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Complicated

Interactive

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Question No : 3 of 27

Marks: 1 (Budgeted Time 1 Min)

An organization with several product lines has which one of the following mix that consists of all the product lines and items which a particular seller offers for sale?

Answer (Please select your correct option)

Product mix

Correct Answer Solved By Hadi
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Brand mix

Consumer mix

Packaging mix

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Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

The consumer decides to make use of the product on a regular basis. Which one of the following concepts **BEST** describe it?

Answer (Please select your correct option)

Awareness

Interest

Trial

Adoption

Correct Answer Solved By Hadi
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Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following steps is **NOT** a part of marketing process?

Answer (Please select your correct option)

Analyzing marketing opportunities

Selecting target market

Designing the business portfolio

Develop marketing mix

Correct Answer Solved By Hadi
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Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

Which one of the following is a chief goal of the implementation function in marketing process?

Answer (Please select your correct option)

Develops marketing plans

Turns plans into actions

Takes corrective actions

Develops strategic plans

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Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

A movie was greatly promoted as having a lot of actions and special effects. When the people went to see the movie it was not according to the expectations of the people. In this case the people were:

Answer (Please select your correct option)

Satisfied

Dissatisfied

Overjoyed

All of the given options

Correct Answer Solved By Hadi
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Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

Cigarette manufacturers are printing warning labels on the cigarette packs, indicating that smoking is injurious to health. Cigarette manufacturers are practicing:

Answer (Please select your correct option)

Societal Marketing

Health Marketing

Safety Marketing

Niche Marketing

Correct Answer Solved By Hadi
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Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

XYZ Company has been manufacturing Pedestal fans for past 20 years. Now XYZ Company is interested in making Micro wave ovens. The company is considering which one of the following strategies?

Answer (Please select your correct option)

Diversification

Market Penetration

Market Development

Product Development

Correct Answer Solved By Hadi
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Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

Marketing management functions in ascending order are:

Answer (Please select your correct option)

Control – implementation – market planning

Market planning – control – implementation

Implementation – control – market planning

Marketing planning – implementation - control

Correct Answer Solved By Hadi
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Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

Neighborhood residents and community organizations comprise part of a firm's:

Answer (Please select your correct option)

Local Publics

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General Publics

Governmental Publics

Financial Publics

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Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

Miss. X is a working mother. In the house she has to purchase clothes for the baby, buy groceries and in the company she is a brand manager. Thus the various functions that Miss. X performs at the house and in the company are considered as:

Answer (Please select your correct option)

Role and Status

Social Class

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Groups

None of the given options

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Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

Within the organization, buying activity consists of the following two major parts:

Answer (Please select your correct option)

Buying center and buying decision process

Buying center and consumer decision process

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Selling center and buying decision process

Selling center and consumer decision process

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Question No : 14 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is NOT one of the bases of segmentation?

Answer (Please select your correct option)

Geographic

Demographic

Income

Physiological

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Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

Tissue papers, ball points, salt, pepper and soft drinks are all products which are grouped under:

Answer (Please select your correct option)

Convenience Products

Shopping Products

Specialty Products

Unsought Products

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Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

A company may review sales histories and conduct surveys of market opinion in the _____ stage.

Answer (Please select your correct option)



Business analysis

Correct Answer Solved By Hadi
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Idea generation



Idea screening



Marketing strategy development

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Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

The managers of a firm provide all the facilities and assistance that a customer demands. As a result of their efforts, the customers are satisfied and the firm enjoys huge profits. The efforts of the manager are considered as part of

Answer (Please select your correct option)

Customer Relationship Management

Correct Answer Solved By Hadi
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Total Quality Management

Supply Chain Management

Customer Acknowledgement

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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

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Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

A new product is a good, service, or idea that is perceived by some potential customers as new. The marketers investigate that how the customers learn about new product and make a decision to buy. Which of the following option reflects this statement?

Answer (Please select your correct option)

New product recognition

Adoption process

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Variety-seeking buying behavior

Quality assessment

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Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

The firms that buy goods and services in order to produce products and services are called:

Answer (Please select your correct option)

- Business markets
- Consumer markets
- International markets
- None of the given options

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Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

Launching a product in a small part of the market is called:

Answer (Please select your correct option)

Test marketing

Product testing

Marketing analysis

All of the given options

Correct Answer Solved By Hadi
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Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

Konica is planning to launch a Cool Cam camera for teenagers. Choosing teenagers as customers reflects which one of the following terms?

Answer (Please select your correct option)

Market strategy

Market orientation

Target market

Focus group

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Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

Differentiate between exploratory and descriptive research?

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

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Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

How a marketer identifies its niche market, briefly explain it with the help of an example.

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

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Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

Enlist those factors that a company must keep in mind while selecting the target market for its product or service.

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

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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

It is said that gathering secondary information is one of the important components of developing the research plan. Why secondary data collection is important and what could be the possible problems in collecting secondary data?

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

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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

Today companies have moved away from mass marketing toward target marketing. Briefly discuss the three major steps in target marketing.

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

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