

National Testing Agency

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Introduction to Marketing Essentials

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Introduction to Marketing Essentials-1

Section Id :	899514275
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Sub-Section Number : 1
Sub-Section Id : 899514320
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 89951416819 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

We call 'Marketing' as a societal process because: (a) It happens continuously (b) It helps maintain the society by helping in distribution and consumption (c) It happens in a society (d) It is customer focused (e) It has political and economic ramifications in a broader context."

1. Only (a)
2. (b) and (c)
3. (a), (b) and (d)
4. (a), (c) and (d)

Options :

89951465671. 1
89951465672. 2
89951465673. 3
89951465674. 4

Question Number : 2 Question Id : 89951416820 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

"Which of these is (are) example(s) of specific need satisfier? (a) Food, (b) Drinks, (c) Transport, (d) Nescafe Coffee, (e) Mango Juice"

1. Only (b)
2. (b) and (c)
3. (a), (b) and (c)
4. (d) and (e)

Options :

89951465675. 1
89951465676. 2

89951465677. 3

89951465678. 4

Question Number : 3 Question Id : 89951416821 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

'IndiaMusic4u' is an organization that manufactures and sells music players. This company decided to conduct a market survey for its new MP3 player which it had priced at Rs.6000. However, in the survey, 95 percent of the participants said that the maximum they would pay for the MP3 player is Rs.4000. This is an example of which of the following pricing policy?

1. Mark-up pricing
2. Target Return pricing
3. Discounted pricing
4. Perceived value pricing

Options :

89951465679. 1

89951465680. 2

89951465681. 3

89951465682. 4

Question Number : 4 Question Id : 89951416822 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is a major advantage of adding more channels for selling?

1. It reduces the likelihood of channel conflict
2. It is the best strategy for selling low-involvement consumer products
3. It results in better word of mouth marketing
4. It helps the company increase its market coverage

Options :

89951465683. 1

89951465684. 2

89951465685. 3

89951465686. 4

Question Number : 5 Question Id : 89951416823 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Producers often shift some functions to intermediaries. Which of the following is the most significant benefit of doing this?

1. It lowers the producer's costs
2. It ensures greater information security
3. It increases customer loyalty
4. It provides the producer with greater control over operations

Options :

89951465687. 1

89951465688. 2

89951465689. 3

89951465690. 4

Question Number : 6 Question Id : 89951416824 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the below options is an example of service marketing?

1. Modern retail stores selling apparels
2. Traditional electronics stores
3. Grocery Stores
4. Spa and Beauty Salons

Options :

89951465691. 1

89951465692. 2

89951465693. 3

89951465694. 4

Question Number : 7 Question Id : 89951416825 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When a customer makes an expensive purchase, such as a luxury car or a high-end motorbike, he not only checks the tangible aspects such as features, colour and mileage but also checks the intangible aspects such as after sales service, durability etc. What is the customer trying to seek in this process?

1. Demand
2. Benefits
3. Eternal peace
4. Value

Options :

89951465695. 1

89951465696. 2

89951465697. 3

89951465698. 4

Question Number : 8 Question Id : 89951416826 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

'Shakti Fine Craft' is an organization started recently that is specialized in producing and marketing Jute Bags for ladies. They cater to upper-middle class group. They may customize the size for an additional price. This is an example of:

1. Differentiated Marketing
2. Undifferentiated Marketing
3. Mass marketing
4. Niche Marketing

Options :

89951465699. 1

89951465700. 2

89951465701. 3

89951465702. 4

Question Number : 9 Question Id : 89951416827 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

"Seller should have the freedom to sell or not sell and customer should have the freedom to buy or not buy. Also, both seller and customer should have alternatives". Which main idea of marketing are we talking here?

1. Value
2. Societal process
3. Needs and wants
4. Individual and Group behaviour

Options :

89951465703. 1
89951465704. 2
89951465705. 3
89951465706. 4

Question Number : 10 Question Id : 89951416828 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Suppose, say, you have joined as a Marketing Consultant for a Start-up Company in Mumbai involved in providing services for travel enthusiasts. You decide to first work on market segmentation. After working for two days, you have come up with some details of consumers of four different groups of potential customers who are (a) Banking professionals (b) Students (c) Entrepreneurs and (d) Retired people. What kind of segmentation this?

1. Psychographic
2. Demographic
3. Geographic
4. Behavioural

Options :

89951465707. 1
89951465708. 2
89951465709. 3
89951465710. 4

Question Number : 11 Question Id : 89951416829 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Suppose you have joined as a marketer in a large multinational company involved in providing mobile service. Your boss asks you to send a report of potential customers. You then prepare a report of people who are unaware of the company's services and also people who are aware and interested in buying the service. Which of the following sub-variable of segmentation have you used to prepare the report?

1. User status
2. Usage rate
3. Loyalty status
4. Buyer readiness stage

Options :

89951465711. 1

89951465712. 2

89951465713. 3

89951465714. 4

Question Number : 12 Question Id : 89951416830 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Psychographic analyses help the marketer to know:

1. What motivates them
2. Why one brand appeals more than the other
3. All of the above
4. None of the above

Options :

89951465715. 1

89951465716. 2

89951465717. 3

89951465718. 4

Question Number : 13 Question Id : 89951416831 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

'Super Track' is a company producing sports watch. All their sports watch products come in two main categories: Analog and Digital. 'Analog' watch products work on mechanical gears. The company targets youngsters aged 18 - 27 for this Analog watches. On the other hand, 'Digital' watches work on the principle of digital signals. The company targets teenagers for this digital watches. What kind of product differentiation attribute is implemented in this case?

1. Performance
2. Conformance
3. Feature
4. Style

Options :

89951465719. 1

89951465720. 2

89951465721. 3

89951465722. 4

Question Number : 14 Question Id : 89951416832 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

ABC is a company that manufactures mobile phones. This company has invested \$750,000 in a new product (mobile phone product). The company wants to set a price to earn a 15 percent ROI. The cost per unit is \$18 and the company expects to sell 50,000 units in the first year. Calculate the company's target-return price for this product.

1. \$18.23
2. \$18.10
3. \$20.70
4. \$20.25

Options :

89951465723. 1

89951465724. 2

89951465725. 3

89951465726. 4

Question Number : 15 Question Id : 89951416833 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In what type of competition do competitors compete for the same consumer resources?

1. Brand level
2. Generic level
3. Form level
4. Industry level

Options :

89951465727. 1
89951465728. 2
89951465729. 3
89951465730. 4

Question Number : 16 Question Id : 89951416834 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

'Rock' is an energy drink product launched three years back by Vijay Industries Limited. Kavita, the company's marketing head is considering the various options available to her to promote this energy drink that is seeing decreasing sales volumes after having peaked some time back. Which of the following marketing communications tools should Kavita focus marketing efforts on to get the sales volume up immediately?

1. advertising
2. direct marketing
3. events and experiences
4. sales promotions

Options :

89951465731. 1
89951465732. 2
89951465733. 3
89951465734. 4

Question Number : 17 Question Id : 89951416835 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following products is most likely to be sold using an exclusive distribution strategy?

1. Milk
2. Alcoholic beverages
3. Designer luggage
4. Medicine

Options :

89951465735. 1

89951465736. 2

89951465737. 3

89951465738. 4

Question Number : 18 Question Id : 89951416836 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What do marketers typically focus on while choosing the points-of-parity and points-of-difference?

1. brand equity
2. brand awareness
3. brand benefits
4. segmentation

Options :

89951465739. 1

89951465740. 2

89951465741. 3

89951465742. 4

Question Number : 19 Question Id : 89951416837 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A company has the following product lines: a) Hand wash b) Soaps c) Shampoos. The company produces and sells two different kinds of Hand wash, four different kinds of Soaps and three different kinds of toothpastes. In this case, what is the breadth of the product mix and length of the product mix?

1. Breadth of Product mix is 'One' and length of the product mix is 'Nine'
2. Breadth of Product mix is 'Nine' and length of the product mix is 'Three'
3. Breadth of Product mix is 'Three' and length of the product mix is 'Nine'
4. Breadth of Product mix is 'Three' and length of the product mix is 'Twenty-Four'

Options :

89951465743. 1

89951465744. 2

89951465745. 3

89951465746. 4

Question Number : 20 Question Id : 89951416838 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Beer consumers had the impression that low-calorie beer does not taste as good as normal beer. In spite of this, Philip Morris bought Miller brewing and launched low-calorie beer. What does the company assure by stating that the beer tastes good?

1. points-of-difference
2. points-of-presence
3. points-of-parity
4. points-of-conflict

Options :

89951465747. 1

89951465748. 2

89951465749. 3

89951465750. 4

Question Number : 21 Question Id : 89951416839 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Rahul Sharma is a marketing manager with 'Shakti', a company that manufactures packaged fruit juices. There exist several other companies in the market that offer similar products. Understanding this condition, Rahul decides to build a customer base from among those who prefer to avoid mass media and other targeted promotions. Which of the following marketing communications tools would be his best option to build a favorable impression among the prospective customers?

1. personal selling
2. sales promotions
3. direct marketing
4. public relations

Options :

89951465751. 1

89951465752. 2

89951465753. 3

89951465754. 4

Question Number : 22 Question Id : 89951416840 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What types of goods are purchased frequently, immediately, and with minimum effort by the consumers?

1. Shopping goods
2. Unsought goods
3. Durable goods
4. Convenience goods

Options :

- 89951465755. 1
- 89951465756. 2
- 89951465757. 3
- 89951465758. 4

Question Number : 23 Question Id : 89951416841 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Suppose the Total fixed cost is Rupees 300000; Variable Cost per Unit is Rupees 200 and Sale Price per Unit is Rupees 300. Find the Break Even Volume.

- 1. 2000 units
- 2. 3000 units
- 3. 1800 units
- 4. 1200 units

Options :

- 89951465759. 1
- 89951465760. 2
- 89951465761. 3
- 89951465762. 4

Question Number : 24 Question Id : 89951416842 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

'Super Power' is a company specialized in manufacturing and selling Solar Water Heaters. The company gives utmost importance to "ease of making the product usable once purchased" and uses this as a service differentiator. Which service differentiation parameter is the Company using?

- 1. Ordering Ease
- 2. Delivery
- 3. Installation
- 4. Customer Training

Options :

- 89951465763. 1
- 89951465764. 2
- 89951465765. 3
- 89951465766. 4

Question Number : 25 Question Id : 89951416843 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following types of distribution involves severely limiting the number of channel intermediaries?

1. Exclusive
2. Selective
3. Intensive
4. Aggressive

Options :

89951465767. 1
89951465768. 2
89951465769. 3
89951465770. 4

Question Number : 26 Question Id : 89951416844 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following elements of the marketing communications mix includes a variety of programs directed internally to employees of the company or externally to consumers, other firms, the government, and media to promote or protect a company's image or its individual product communications while it is actively designed by the firm?

1. Publicity
2. Personal selling
3. Advertising
4. Public relations

Options :

89951465771. 1
89951465772. 2
89951465773. 3
89951465774. 4

Question Number : 27 Question Id : 89951416845 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When Apple introduced the iPod in 2001, it was the first-of-its-kind product that offered sizable storage capacity for songs and a portable device that was not seen before in the market. Which of the following is most likely to have been the marketing communications objective for the iPod at the time of its introduction?

1. Developing brand awareness
2. Building customer traffic
3. Enhancing purchase actions
4. Establishing product category

Options :

89951465775. 1

89951465776. 2

89951465777. 3

89951465778. 4

Question Number : 28 Question Id : 89951416846 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

"Which of the following statement(s) is (are) FALSE about Business markets? (a) Buyers are professionals, (b) Buyers buy on the basis of rational evaluation of the offer, (c) Buyers buy based on impulse, (d) Buyers buy goods to make or resell a product to others at a profit, (e) Buyers buy on personal judgements"

1. Only (a)
2. Only (b)
3. (b) and (c)
4. (c) and (e)

Options :

89951465779. 1

89951465780. 2

89951465781. 3

89951465782. 4

Question Number : 29 Question Id : 89951416847 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following characteristics are true in case of 'Institutional market'? (a) Purchasing is not done for profit making (b) Purchasing is not done for reselling (c) The purchase is mostly in bulk, (d) There need not be a rational economic reason for the purchase decision, (e) Purchasing is done based on impulse"

1. Only (b)
2. (b) and (d)
3. (a), (b) and (c)
4. (b), (c) and (d)

Options :

- 89951465783. 1
- 89951465784. 2
- 89951465785. 3
- 89951465786. 4

Question Number : 30 Question Id : 89951416848 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

"Which of the following variables are examples of demographic segmentation? (a) Age, (b) Income, (c) City Size, (d) Gender, (e) Country, (f) Education, (g) Decision Roles, (h) Interests"

- 1. Only (a) and (c)
- 2. (a), (b) and (d)
- 3. (a), (c), (d) and (e)
- 4. (a), (b), (d) and (f)

Options :

- 89951465787. 1
- 89951465788. 2
- 89951465789. 3
- 89951465790. 4

Question Number : 31 Question Id : 89951416849 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

"Which of the following are the criteria for selecting target market? (a) Segment's size and growth, (b) Organization's products, (c) Structural attractiveness of segment, (d) Organization's objectives and resources"

- 1. Only (a)
- 2. Only (b)
- 3. (a), (b) and (c)
- 4. (a), (c) and (d)

Options :

- 89951465791. 1
- 89951465792. 2
- 89951465793. 3
- 89951465794. 4

Question Number : 32 Question Id : 89951416850 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

'ABC Techsolves' is firm involved in manufacturing and selling accessories for Laptops and Desktop Computers. They have adopted the marketing strategy of differentiating their products by altering few features and by communicating the existing differences more effectively to customers. What strategy is this?

1. Service Differentiation
2. Product Differentiation
3. Personnel Differentiation
4. Channel Differentiation

Options :

89951465795. 1

89951465796. 2

89951465797. 3

89951465798. 4

Question Number : 33 Question Id : 89951416851 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following are best examples of undifferentiated market?

1. Luxury and expensive watches
2. Cosmetic Products and Perfumes
3. Mobile Phones, TV and Car
4. Rice, Pulses, Grains

Options :

89951465799. 1

89951465800. 2

89951465801. 3

89951465802. 4

Question Number : 34 Question Id : 89951416852 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Suppose, you are in the business of producing bathing soap. Though you have a long term goal of building a successful brand in the next five years, you would also like to maximize sales in the next 4 months. Which 'promotion' technique will you use now?

1. advertising
2. social media marketing
3. public relations
4. sales promotions

Options :

- 89951465803. 1
- 89951465804. 2
- 89951465805. 3
- 89951465806. 4

Question Number : 35 Question Id : 89951416853 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The New iPhone is known to have a slim body. What product differentiation parameter has been used?

- 1. Features
- 2. Conformance
- 3. Form
- 4. Durability

Options :

- 89951465807. 1
- 89951465808. 2
- 89951465809. 3
- 89951465810. 4

Question Number : 36 Question Id : 89951416854 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Vivek is a tech guy and a small time entrepreneur. He invested Rs 500000 to produce an internal component for Smart watches. This investment of Rs 5,00,000 is his fixed cost. He incurs Rs 200 as material cost and another Rs 100 as his administrative and selling expenses. He decides to earn a profit of Rs 200 on each component. How much revenue he should achieve in order to recover the costs?

- 1. Rs. 8,12,500
- 2. Rs. 5,00,000
- 3. Rs. 12,50,000
- 4. Rs. 8,33,000

Options :

- 89951465811. 1
- 89951465812. 2
- 89951465813. 3
- 89951465814. 4

Question Number : 37 Question Id : 89951416855 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Given the following data, calculate the "Markup price". Assume the business owner wants to earn 25% profit on sales. Total fixed cost: Rs. 2000000 (i.e., 20 lakhs), Variable cost per unit: Rs.1000, Sale price per unit: Rs 1800. Expected Sales: 5000 units.

1. Rs. 2400
2. Rs. 1866.67
3. Rs. 3733.33
4. Rs. 1600

Options :

89951465815. 1
89951465816. 2
89951465817. 3
89951465818. 4

Question Number : 38 Question Id : 89951416856 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Suppose a manufacturer has invested 20,00,000 rupees in the business and wants to set a price to earn a 30 percent ROI. Calculate the target-return price, if the Unit Cost is Rs.1400 and the unit sales expected is 5000.

1. Rs. 1800
2. Rs. 1520
3. Rs. 1680
4. Rs. 1820

Options :

89951465819. 1
89951465820. 2
89951465821. 3
89951465822. 4

Question Number : 39 Question Id : 89951416857 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 1 Wrong Marks : 0

Which of these statements is INCORRECT?

1. The main objective of publicity is creating positive image
2. Public Relations Programs help in dealing with public and having goodwill of the employees, suppliers and customers
3. Advertising is paid form of personal communication
4. Personal selling involves a face to interaction with the customers

Options :

89951465823. 1

89951465824. 2

89951465825. 3

89951465826. 4

Question Number : 40 Question Id : 89951416858 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

'Which of the following is in the context of Marketing is the correct definition of "Need"?

1. something which customers want
2. food, clothing and shelter only
3. various aspirations of consumers and their fulfilment
4. felt sense of deprivation of some basic necessities

Options :

89951465827. 1

89951465828. 2

89951465829. 3

89951465830. 4

Introduction to Marketing Essentials-2

Section Id :

899514276

Section Number :

2

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Sub-Section Number :	1
Sub-Section Id :	899514321
Question Shuffling Allowed :	Yes

Question Number : 41 Question Id : 89951416859 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

A direct marketing channel is a _____.

1. One-level channel
2. Two-level channel
3. Three-level channel
4. Zero-level channel

Options :

89951465831. 1
89951465832. 2
89951465833. 3
89951465834. 4

Question Number : 42 Question Id : 89951416860 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Vijay recently completed his Graduation and he got a new job. When he got a new job, he thought of selling his old Moped and wanted to buy a new Yamaha Motorbike. He plans to save enough money in the next one year so that he can fulfil his wish. Vijay's desire for the new motorbike is an example of a _____.

1. Want
2. Demand
3. Marketing
4. Selling

Options :

89951465835. 1
89951465836. 2
89951465837. 3

89951465838. 4

Question Number : 43 Question Id : 89951416861 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

"UComfort resorts have branches in various locations in India. It customizes rooms according to location. Southwestern resorts are big and more traditional. North resorts are built in such a way that they are more multicultural. Eastern resorts are more modern looking". This is an example of _____ segmentation.

1. behavioral
2. psychographic
3. geographic
4. None of the above

Options :

89951465839. 1
89951465840. 2
89951465841. 3
89951465842. 4

Question Number : 44 Question Id : 89951416862 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

The term _____ indicates vital and measurable statistics of human population.

1. demographics
2. geographic census
3. consumer behaviour
4. Perceptual audit

Options :

89951465843. 1
89951465844. 2
89951465845. 3
89951465846. 4

Question Number : 45 Question Id : 89951416863 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

_____ occurs when a company sells one product line (type of product) to several different types of potential customers.

1. Market specialization
2. Selective specialization
3. Single segment concentration
4. Product specialization

Options :

89951465847. 1

89951465848. 2

89951465849. 3

89951465850. 4

Question Number : 46 Question Id : 89951416864 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

_____ means selecting one or more identified groups or segments and concentrate on those segments rather than the whole market.

1. Differentiation
2. Positioning
3. Targeting
4. Segmentation

Options :

89951465851. 1

89951465852. 2

89951465853. 3

89951465854. 4

Question Number : 47 Question Id : 89951416865 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

'Just Tasty' is a group of hotels which cater to Upper Class Customers. The company gives extreme importance to its employees' characteristic (quality) of quick service coupled with sensitivity while dealing with customers. The company uses this as personnel differentiation. This characteristic is called as _____.

1. Courtesy
2. Dependability
3. Communication
4. Responsiveness

Options :

89951465855. 1

89951465856. 2

89951465857. 3

89951465858. 4

Question Number : 48 Question Id : 89951416866 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

_____ specifies the various other brands, with which a brand competes and then defines which brand should be the focus of competitive analysis.

1. Points of Parity
2. Points of Difference
3. Frame of Reference
4. Perceptual Mapping

Options :

89951465859. 1

89951465860. 2

89951465861. 3

89951465862. 4

Question Number : 49 Question Id : 89951416867 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

When Organizations purchase goods and services for the purpose of producing items for resale, the process is called_____.

1. Institutional Marketing
2. Business to Business Marketing
3. Corporate Marketing
4. Consumer marketing

Options :

89951465863. 1
89951465864. 2
89951465865. 3
89951465866. 4

Question Number : 50 Question Id : 89951416868 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Target Return Price is calculated using the formula _____.

1. $\text{Unit cost} / (1 + \text{desired profit on sales})$
2. $\text{Unit cost} / (1 - \text{desired profit on sales})$
3. $\text{Unit cost} + ((\text{desired return} \times \text{invested capital}) / \text{unit sales})$
4. $\text{Fixed Costs} / (\text{SP per Unit} - \text{VC per unit})$

Options :

89951465867. 1
89951465868. 2
89951465869. 3
89951465870. 4

Question Number : 51 Question Id : 89951416869 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

_____ refer to the marketing communications element that involves company-sponsored activities and programs designed to create special brand-related interactions with consumers.

1. Trade promotions
2. Advertisements
3. Public relations
4. Events and experiences

Options :

89951465871. 1
89951465872. 2
89951465873. 3
89951465874. 4

Question Number : 52 Question Id : 89951416870 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

_____ are short, three- to five-word phrases that capture the irrefutable essence or spirit of the brand positioning and ensure that the company's own employees understand what the brand represents.

1. Taglines
2. Brand mantras
3. Logos
4. Line extension

Options :

89951465875. 1
89951465876. 2
89951465877. 3
89951465878. 4

Question Number : 53 Question Id : 89951416871 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

'Vishwas' is an Indian-based firm that designs, manufactures, and distributes athletic apparel and accessories. The firm has only 20 distributors in Asia and these distributors control a network of 500 retailers. The company does not sell its products through other channels. This is an example of _____ distribution.

1. exclusive
2. internal
3. passive
4. selective

Options :

89951465879. 1
89951465880. 2
89951465881. 3
89951465882. 4

Question Number : 54 Question Id : 89951416872 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

A _____ approach to target market selection has the following benefits: a strong knowledge of the segment's needs, a strong market presence, operating economies through specializing in production, distribution, and promotion.

1. single-segment concentration
2. selective specialization
3. product specialization
4. market specialization

Options :

89951465883. 1
89951465884. 2
89951465885. 3
89951465886. 4

Question Number : 55 Question Id : 89951416873 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Mothers-to-be are potential users who will turn into heavy users of infant products and services. Producers of these products and services are segmenting consumers in order to target mothers-to-be as future heavy users. In this case, producers are using _____ segmentation.

1. Geographic
2. Demographic
3. Psychographic
4. Behavioural Segmentation

Options :

89951465887. 1
89951465888. 2
89951465889. 3
89951465890. 4

Question Number : 56 Question Id : 89951416874 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No
Correct Marks : 2 Wrong Marks : 0

Julia buys two to three different brands of soap. She does not try any other brands apart from these two to three brands. This buyer's loyalty status can be described as being among the _____.

1. switchers
2. shifting loyals
3. split loyals
4. hard-core loyals

Options :

89951465891. 1

89951465892. 2

89951465893. 3

89951465894. 4

Question Number : 57 Question Id : 89951416875 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Sundar always buys bread of 'Tasty Khana' brand because he believes that it is the best value for the nutritional content. Sundar's loyalty status is best described as _____.

1. split loyal
2. shifting loyal
3. consistent loyal
4. hard-core loyal

Options :

89951465895. 1

89951465896. 2

89951465897. 3

89951465898. 4

Question Number : 58 Question Id : 89951416876 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

'UL Products' is a company that produces soaps, detergents, toothpaste, perfumes and deodorants. This company has a _____ of five lines.

1. length
2. class
3. mix
4. width

Options :

89951465899. 1
89951465900. 2
89951465901. 3
89951465902. 4

Question Number : 59 Question Id : 89951416877 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

A product differentiation parameter which refers to ease of fixing a malfunction in mobile phones is termed as

- _____
1. Conformance to quality
 2. Durability
 3. Reparability
 4. Reliability
 5. Storability

Options :

89951465903. 1
89951465904. 2
89951465905. 3
89951465906. 4
89951465907. 5

Question Number : 60 Question Id : 89951416878 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

_____ is the one which has attributes that exceed consumer expectation, which leads to happiness of the consumer.

1. Core product
2. Basic product
3. Expected product
4. Augmented product
5. Potential product

Options :

89951465908. 1
89951465909. 2
89951465910. 3

89951465911. 4

89951465912. 5

Question Number : 61 Question Id : 89951416879 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

In _____ strategy, company identifies all the requirements of a particular market segment and tries to satisfy them.

1. Market specialization
2. Selective specialization
3. Single segment concentration
4. Product specialization
5. None of the above

Options :

89951465913. 1

89951465914. 2

89951465915. 3

89951465916. 4

89951465917. 5

Question Number : 62 Question Id : 89951416880 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

In _____ strategy, the company selects a number of segments each of which is attractive, potential and appropriate.

1. Market specialization
2. Selective specialization
3. Single segment concentration
4. Product specialization
5. Full market coverage

Options :

89951465918. 1

89951465919. 2

89951465920. 3

89951465921. 4

89951465922. 5

Question Number : 63 Question Id : 89951416881 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Companies such as Dominos have used _____ as service 'differentiator' by their promise of providing Pizzas within 30 minutes.

1. Delivery
2. Ordering ease
3. Reliability
4. Performance
5. None of the above

Options :

- 89951465923. 1
- 89951465924. 2
- 89951465925. 3
- 89951465926. 4
- 89951465927. 5

Question Number : 64 Question Id : 89951416882 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Lakshmi does shopping for clothes once in every three months. She is extremely price conscious. When she goes shopping, she goes into every store in the local market looking for the best deal. On the basis of loyalty status, Lakshmi can be described as _____.

1. a switcher
2. a split loyal
3. a shifting loyal
4. a hard-core loyal
5. None of the above

Options :

- 89951465928. 1
- 89951465929. 2
- 89951465930. 3
- 89951465931. 4
- 89951465932. 5

Question Number : 65 Question Id : 89951416883 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

The objective of positioning is _____.

1. to collect information about competitors that will directly influence the firms' strategy
2. to divide the market into homogeneous groups
3. to discover the different needs and groups existing in the marketplace
4. to locate the brand in the minds of consumers to maximize the potential benefit to the firm
5. to help the firm anticipate what the actions of its competitors will be

Options :

89951465933. 1
89951465934. 2
89951465935. 3
89951465936. 4
89951465937. 5

Introduction to Marketing Essentials-3

Section Id :	899514277
Section Number :	3
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	5
Number of Questions to be attempted :	5
Section Marks :	10
Mark As Answered Required? :	Yes
Sub-Section Number :	1
Sub-Section Id :	899514322
Question Shuffling Allowed :	Yes

Question Number : 66 Question Id : 89951416884 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Undifferentiated marketing assumes lack of significant differences among the consumers and their requirements. The competitive frame of reference defines which other brands a brand competes with.

1. True False
2. False True
3. True True
4. False False

Options :

89951465938. 1
89951465939. 2
89951465940. 3
89951465941. 4

Question Number : 67 Question Id : 89951416885 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

A group of products within a product mix that are closely related because they perform a similar function, are sold to the same customer groups, are marketed through the same outlets or channels, or fall within given price ranges is known as a Product Line. Basic product is the one which has attributes that exceed consumer expectation, which leads to happiness of the consumer

1. True False
2. False True
3. True True
4. False False

Options :

89951465942. 1
89951465943. 2
89951465944. 3
89951465945. 4

Question Number : 68 Question Id : 89951416886 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Intensive distribution relies on only some of the intermediaries willing to carry a particular product. Positioning is the act of designing a company's image to occupy a distinctive place in the minds of the target market

1. True False
2. False True
3. True True
4. False False

Options :

- 89951465946. 1
- 89951465947. 2
- 89951465948. 3
- 89951465949. 4

Question Number : 69 Question Id : 89951416887 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

Brand mantras are normally designed to capture the brand's points of difference. Once you have divided the market into various homogeneous groups, the next task is to decide whether to focus on all of them or anyone.

- 1. True False
- 2. False True
- 3. True True
- 4. False False

Options :

- 89951465950. 1
- 89951465951. 2
- 89951465952. 3
- 89951465953. 4

Question Number : 70 Question Id : 89951416888 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 2 Wrong Marks : 0

A segment is unattractive when actual or potential substitutes are available for the product being offered.
Points of Difference are associations that are not necessarily unique to the brand but may in fact be shared with other brands.

- 1. True False
- 2. False True
- 3. True True
- 4. False False

Options :

- 89951465954. 1
- 89951465955. 2
- 89951465956. 3
- 89951465957. 4

