6 SOLVED PAPERS

MIDTERM PASR PAPERS
Fall - 2010
MKT 501. Marketing Management

MOHAMMAD BILAL AZEEM

Question No: 1 (Marks: 1) - Please choose one
Which of the following must be developed at each product level for achieving the goals?

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* Corporate plan
* Selling plan
* Marketing plan
* Business plan

Question No: 2 (Marks: 1) - Please choose one
Which of the following part of a marketing plan defines the plan's financial and marketing goals in terms of sales volume, market share and profit?

*** Marketing strategy**
* Action programs
* Issue analysis
* Objectives

Question No: 3 (Marks: 1) - Please choose one
Assumptions, pro-forma income statement, contribution margin analysis, breakeven analysis, ratios analysis must be very formally done in:

* Executive summary
*** Financial summary**
* Promotional plan
* Business plan

Question No: 4 (Marks: 1) - Please choose one
Which of the following has the largest market share in the relevant product market?

*** Market leader**
* Market challenger
* Market nicher
* Market follower

Question No: 5 (Marks: 1) - Please choose one
A market nicher can reduce their operating expense through less spending on:

* Market segment and advertising
* R & D and market segment
* Advertising and promotion
*** R & D and advertising**

Question No: 6 (Marks: 1) - Please choose one
A market leader firm can expand the total market through:

* Decreasing distribution of the product
*** Introducing the new usage of the product**
* Eliminating some features of product
* Increasing cost

Question No: 7 (Marks: 1) - Please choose one
A brand name is one of the elements of the:

* Discounted product
* Core benefit
* Augmented product
*** Actual product**

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Question No: 8 (Marks: 1) - Please choose one
Which of the following is TRUE about a product?

* Every tangible thing the customer receives in an exchange
* The idea that the customer receives in an exchange
* The service that is rendered to a customer
*** The physical object the customer receives in an exchange**

Question No: 9 (Marks: 1) - Please choose one
Identify the stage of product life cycle in which sales are at peak.

* Introduction
* Growth
*** Maturity**
* Decline

Question No: 10 (Marks: 1) - Please choose one
Which of the followings are considered defensive in nature?

* Maturity and growth stage
*** Maturity and decline stage**
* Introduction and maturity stage
* Introduction and growth stage

Question No: 11 (Marks: 1) - Please choose one
Standard Cable cut back advertising expenditures to minimum level and reduced the number of channel members for its industrial cable product. These actions are indicative of a product in which of the following stage of its life cycle?

* Introduction
* Growth
* Maturity
*** Decline**

Question No: 12 (Marks: 1) - Please choose one
Highest percentage of ideas for new products originates with/from which of the following sources?

* Top management
*** Customers**
* Competitors
* Employees

Question No: 13 (Marks: 1) - Please choose one
Which of the following are the people who purchase new products almost as soon as the products reach the market?

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*** Innovators**
* Late majority
* Early majority
* Late adopters

Question No: 14 (Marks: 1) - Please choose one
Which of the following is NOT one of the stages that customers go through in the process of adopting a new product?

*** Desire**
* Awareness
* Evaluation
* Interest

Question No: 15 (Marks: 1) - Please choose one
Which product is MOST likely to be purchased through routine decision making?

* Television set
*** Soft drink**
* Shirt
* Car

Question No: 16 (Marks: 1) - Please choose one
Which of the following has a quick response towards a new product?

* Opinion leaders
* Late majority
* Early majority
*** Early adopters**

Question No: 17 (Marks: 1) - Please choose one
Which of the following brands is created specifically to counter a competitive threat?

* Premium brand
* Economy brand
*** Fighting brand**
* Corporate brand

Question No: 18 (Marks: 1) - Please choose one
Using one brand name for several related products is known as which of the following?

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*** Family branding**
* Group branding
* Combination branding
* Premium branding

Question No: 19 (Marks: 1) - Please choose one
Packaging used for the ice creams is an example of which of the following?

* Decorative packaging
* Transport packaging
* Secondary packaging
*** Primary packaging**

Question No: 20 (Marks: 1) - Please choose one
According to "*Research supporting odd pricing theory*" which of the following number out of all the numbers between 1 and 100 is thought to have least perceived value as compared to its actual value?

* 90
*** 77**
* 55
* 25

Question No: 21 (Marks: 1) - Please choose one
To pay premium price for the product customers require:

* Allowance
*** Flawless performance**
* Discounts
* High promotion

Question No: 22 (Marks: 1) - Please choose one
Mr. A, marketer of XYZ Co. is selling his ice-cream in the market at Rs.20, 20% more than his competitors' price. Still his sales are increasing. Now his aim is to maintain same pricing. He enjoys which type of leadership?

* Promotion leadership
*** Price leadership**
* Cost leadership
* Product leadership

Question No: 23 (Marks: 1) - Please choose one
Which of the following price is quoted to a potential buyer, usually in written form?

* Wholesale price
* Market price
*** List price**
* Retail price

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Question No: 24 (Marks: 1) - Please choose one
A seller wants payment from buyer within 10 days of sales (whereas customer can made payment within 30 days) and offers 4% discount if payment is made within 10 days. What type of cash discount will be suitable?

*** 4/10 net 30**
* 10/4 net 30
* 10/30 net 4
* 4/30 net 10

Question No: 25 (Marks: 1) - Please choose one
Market-penetration pricing will likely to be used most in selling which of the following items?

* Specialty
*** Convenience**
* Unsought
* Pharmaceuticals

Question No: 26 (Marks: 1) - Please choose one
Many companies try to set a price that will maximize current profit. This strategy assumes that company has knowledge of its:

* Cost and production function
*** Revenue and cost function**
* Demand and market function
* Demand and cost function

Question No: 27 (Marks: 1) - Please choose one
Identify the other name for global market.

* Consumer market
* Import market
*** Export market**
* Government market

Question No: 28 (Marks: 1) - Please choose one
Which one of the following 4Ps of marketing mix involves in decisions regarding list prices, discounts, allowances and payment periods or credit terms?

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

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Question No: 29 (Marks: 1) - Please choose one
Customer cost will be considered as which of the following Ps of marketing mix?

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

Question No: 30 (Marks: 1) - Please choose one
Which of the following is about managing strategically the customer's entire experience with the product and company?

*** Customer experience management**
* Customer retention management
* Customer life-time value management
* Customer relationship management

Question No: 31 (Marks: 1) - Please choose one
Customer's viewpoint on a firm's products and services can be improved through:

* Experiential world of customers
*** Experiential innovation**
* Customer interface
* Building experiential platform

Question No: 31 (Marks: 1) - Please choose one
Which of the following firms emphasizes on product's benefits to the customers rather product attributes?

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

Question No: 32 (Marks: 1) - Please choose one
Which of the following is NOT a technique of measuring customer satisfaction and monitoring customer's complaint?

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* Customer complaints database
* Web and telephone information hotlines
* Exit interviews
*** Business analysis**

Question No: 33 (Marks: 1) - Please choose one
The phenomenon, when a customer dislikes a product and talks against the product, is termed as:

* Propaganda
* Unfavourable environment
*** Bad mouth**
* Bad impression

Question No: 34 (Marks: 1) - Please choose one
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

Question No: 35 (Marks: 1) - Please choose one
A customer requirement about any product in which he/ she needs to avail core features in that product, is called:

* Real need
*** Stated need**
* Unstated need
* Delighted need

Question No: 36 (Marks: 1) - Please choose one
Which of the following products requires mass promotion by a producer?

* Convenience
* Shopping
* Specialty
*** Unsought**

Question No: 37 (Marks: 1) - Please choose one
Which of the following is NOT an aggressiveness strategy?

* Harvesting
* Building
*** Intensification**
* Holding

Question No: 38 (Marks: 1) - Please choose one
Which of the following is NOT a type of innovation strategy?

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* Pioneers
*** Challengers**
* Close followers
* Late followers

Question No: 39 (Marks: 1) - Please choose one
Suppose Nestle wants to expand its line of food products. The managers conduct surveys from customers to determine which food items would appeal to customers. Nestle is currently in which of the following phase of new product development?

* Idea generation
* Idea screening
*** Test marketing**
* Business analysis

2ND Paper
MIDTERM PASR PAPERS
Fall - 2010
MKT 501. Marketing Management
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Question No: 1 (Marks: 1) - Please choose one
Which of the following is the first step in writing a marketing plan?

* Situation analysis
* Opportunity and threat analysis
*** Executive summary**
* Market analysis

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Question No: 2 (Marks: 1) - Please choose one
A market leader firm can expand the total market through:

* Decreasing distribution of the product
*** Introducing the new usage of the product**
* Eliminating some features of product
* Increasing cost

Question No: 3 (Marks: 1) - Please choose one
Process engineering skills are required for the successful implementation of which of the following strategy?

* Market segmentation strategy
* Market dominance strategy
* Differentiation strategy
*** Cost leadership strategy**

Question No: 4 (Marks: 1) - Please choose one
Any tangible thing that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called:

* Service
*** Product**
* Demand
* Idea

Question No: 5 (Marks: 1) - Please choose one
Luxury products, such as Rolex watches, are also known as:

* Shopping product
* Convenience product
* Emergency product
*** Specialty product**

Question No: 6 (Marks: 1) - Please choose one
Aggressive pricing is associated with which of the following stage of product life cycle?

*** Introduction**
* Growth
* Maturity
* Decline

Question No: 7 (Marks: 1) - Please choose one
All of the following are the sources of idea for new product development EXCEPT:

*** Government agencies**
* Competitors
* Suppliers
* Customers

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Question No: 8 (Marks: 1) - Please choose one
Which of the following is NOT a decision required in commercialization?

*** Why to launch the product?**
* How to launch the product?
* Where to launch the product?
* When to launch the product?

Question No: 9 (Marks: 1) - Please choose one
Which of the following are the people who purchase new products almost as soon as the products reach the market?

*** Innovators**
* Late majority
* Early majority
* Late adopters

Question No: 10 (Marks: 1) - Please choose one
Which of the following is the spread of idea from the source of invention to the ultimate user or consumers?

* Innovation adoption process
*** Innovation diffusion process**
* Adoption process
* New product recognition

Question No: 11 (Marks: 1) - Please choose one
Which of the following is essential requirement for medicines and drugs?

* Secondary packaging
* Primary labeling
* Decorative packaging
*** Mandatory labeling**

Question No: 12 (Marks: 1) - Please choose one
Which of the following is less likely to damage reputations of a brand if a new product fails?

*** Brand extension branding**
* Individual branding
* Overall family branding
* Line family branding

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Question No: 13 (Marks: 1) - Please choose one
Which of the following brands cost more than other products in the category?

*** Premium brand**
* Economy brand
* Fighting brand
* Corporate brand

Question No: 14 (Marks: 1) - Please choose one
Using one brand name for several related products is known as which of the following?

*** Family branding**
* Group branding
* Combination branding
* Premium branding

Question No: 15 (Marks: 1) - Please choose one
Gift baskets are the example of which one of the following types of packaging?

*** Decorative**
* Secondary
* Shipping
* Primary

Question No: 16 (Marks: 1) - Please choose one
Which of the following is the packaging objective, in which small products are grouped together in one package for the reasons of efficiency?

* Information transmission
*** Agglomeration**
* Physical protection
* Theft reducing

Question No: 17 (Marks: 1) - Please choose one
Which of the following is a brand created and owned by a larg retailer of a product after purchasing in large quantity from manufacturer?

* Co-brand
*** Private brand**
* Manufacturer's brand
* Licensed brand

Question No: 18 (Marks: 1) - Please choose one
Which of the following is also known as functional branding?

*** Economy branding**
* Co-branding
* Family branding
* Individual branding

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Question No: 19 (Marks: 1) - Please choose one
Tarang milk is an example of which of the following?

*** Corporate brand**
* Co-brand
* Individual brand
* Family brand

Question No: 20 (Marks: 1) - Please choose one
Which of the following price is very close to the maximum that customers are happily and readily willing to pay?

* Premium
* Cooperative
* Effective
* Efficient

Question No: 21 (Marks: 1) - Please choose one
Geographic pricing is also known as:

* Skimming pricing
*** Zone pricing**
* Psychological pricing
* Penetration pricing

Question No: 22 (Marks: 1) - Please choose one
Which of the following is a pricing technique used by retailers?

* Cost–push pricing
*** Cost-plus pricing**
* Demand- push pricing
* Demand- pull pricing

Question No: 23 (Marks: 1) - Please choose one
Which of the following method is mostly used in the retailing?

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* Courier service
* Online shops
*** Self – Service**
* Counter-service

Question No: 24 (Marks: 1) - Please choose one
Market price is also known as:

*** Effective price**
* List price
* Retail price
* Wholesaler price

Question No: 25 (Marks: 1) - Please choose one
A company wants prompt payment from the customers. What type of discount will be suitable for the company?

* Seasonal discount
* Trade discount
* Quantity discount
*** Cash discount**

Question No: 26 (Marks: 1) - Please choose one
A seller wants payment from buyer within 10 days of sales (whereas customer can made payment within 30 days) and offers 4% discount if payment is made within 10 days. What type of cash discount will be suitable?

*** 4/10 net 30**
* 10/4 net 30
* 10/30 net 4
* 4/30 net 10

Question No: 27 (Marks: 1) - Please choose one
Which of the following markets involve decisions such as: what country to enter in, how to enter, how to adopt their product and services and how to price?

* Consumer markets
* Business markets
*** Global markets**
* Non profit markets

Question No: 28 (Marks: 1) - Please choose one
Which one of the following 4Ps of marketing mix involves in decisions regarding list prices, discounts, allowances and payment periods or credit terms?

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

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Question No: 29 (Marks: 1) - Please choose one
The Cargo business covers which of the following decisions under the marketing mix strategy?

* Product
* Price
*** Placement**
* Promotional

Question No: 30 (Marks: 1) - Please choose one
Customer cost will be considered as which of the following Ps of marketing mix?

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

Question No: 31 (Marks: 1) - Please choose one
Which of the following elements of marketing mix directly affects the value of sales?

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

Question No: 32 (Marks: 1) - Please choose one
The basic human requirement defines which of the following?

*** Need**
* Demand
* Want
* Satisfaction

Question No: 33 (Marks: 1) - Please choose one
Willingness and ability to buy the product leads towards which of the following?

*** Demand**
* Need
* Want
* Market

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Question No: 34 (Marks: 1) - Please choose one
The loyalty marketing focuses on establishing long term relationship between:

* Company and retailer
* Retailer and customer
* Retailer and consumer
*** Company and customer**

Question No: 35 (Marks: 1) - Please choose one
Which of the following is NOT a technique used by marketers to understand the customers?

* Focus group
*** Commercialisation**
* Web and telephones
* Surveys

Question No: 36 (Marks: 1) - Please choose one
Which of the following is **NOT** an example of unsought goods?

* Insurance policy
*** Course book**
* Encyclopedia
* Funeral plots

Question No: 37 (Marks: 1) - Please choose one
A customer requirement about any product in which he/ she needs to avail core features in that product, is called:

* Real need
*** Stated need**
* Unstated need
* Delighted need

Question No: 38 (Marks: 1) - Please choose one
Order processing decisions are related to which of the following?

* Product
* Price
*** Distribution**
* Promotion

Question No: 39 (Marks: 1) - Please choose one
Which of the following is NOT a distribution decision?

* Inventory management
*** Personal selling**
* Warehousing
* Distribution centers

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Question No: 40 (Marks: 1) - Please choose one
If a bakery business bought a wheat farm in order to reduce the risk associated with the dependency on flour. Identify the type of integration.

*** Backward vertical integration**
* Balanced vertical integration
* Forward horizontal integration
* Forward vertical integration

3rd Paper
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Question No: 1 (Marks: 1) - Please choose one
Critical path analysis is a part of which of the following?

* Implementation stage
* Marketing strategies
* Executive summary
* Financial summary

Question No: 2 (Marks: 1) - Please choose one
The strategy which involves creating a product that is perceived as unique and should provide superior value for the customer is called:

* Market segmentation strategy
* Market dominance strategy
* Differentiation strategy
* Cost leadership strategy

Question No: 3 (Marks: 1) - Please choose one
A brand name is one of the elements of the:

* Discounted product
* Core benefit
* Augmented product
* Actual product

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Question No: 4 (Marks: 1) - Please choose one
Luxury products, such as Rolex watches, are also known as:

* Shopping product
* Convenience product
* Emergency product
* Specialty product

Question No: 5 (Marks: 1) - Please choose one
Which of the following goods are purchased without any planning or search effort?

* Emergency
* Specialty
* Impulse
* Shopping

Question No: 6 (Marks: 1) - Please choose one
Which of the following is frequently used in testing the acceptance of new product design?

* Concept development
* Business analysis
* Concurrent engineering
* Conjoint analysis

Question No: 7 (Marks: 1) - Please choose one
Identify the commercialization decision which includes decisions regarding locality, region, nationally or even internationally launching the product.

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* Why to launch the product?
* How to launch the product?
* Where to launch the product?
* When to launch the product?

Question No: 8 (Marks: 1) - Please choose one
Which product is MOST likely to be purchased through routine decision making?

* Television set
* Soft drink
* Shirt
* Car

Question No: 9 (Marks: 1) - Please choose one
Which of the following is the leak-proof packaging that provides additional protection for the primary container?

* Primary packaging
* Secondary packaging
* Transport packaging
* Decorative

Question No: 10 (Marks: 1) - Please choose one
Which of the following is less likely to damage reputations of a brand if a new product fails?

* Brand extension branding
* Individual branding
* Overall family branding
* Line family branding

Question No: 11 (Marks: 1) - Please choose one
Which of the following brands is created specifically to counter a competitive threat?

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* Premium brand
* Economy brand
* Fighting brand
* Corporate brand

Question No: 12 (Marks: 1) - Please choose one
Gift baskets are the example of which one of the following types of packaging?

* Decorative
* Secondary
* Shipping
* Primary

Question No: 13 (Marks: 1) - Please choose one
Which of the following is the packaging objective, in which small products are grouped together in one package for the reasons of efficiency?

* Information transmission
* Agglomeration
* Physical protection
* Theft reducing

Question No: 14 (Marks: 1) - Please choose one
The label on a pack of frozen peas says, 'packed within an hour of picking'. These words are used:

* To promote the product
* To satisfy legal requirements
* To provide information
* To fulfill ethical requirement

Question No: 15 (Marks: 1) - Please choose one
Packaging used for the ice creams is an example of which of the following?

* Decorative packaging
* Transport packaging
* Secondary packaging
* Primary packaging

Question No: 16 (Marks: 1) - Please choose one
Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies the product or service?

* Label
* Co-brand
* Brand
* Product

Question No: 17 (Marks: 1) - Please choose one
Which of the following is a group of products that are closely related because they function in a similar manner?

* Convenience product
* Private brand
* Line extension
* Product line

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Question No: 18 (Marks: 1) - Please choose one
Which of the following is also known as dual branding?

* Private brand
* Multibrand
* Co-brand
* New brand

Question No: 19 (Marks: 1) - Please choose one
The concept of price is central to:

* Administration
* Management
* Macroeconomics
* Microeconomics

Question No: 20 (Marks: 1) - Please choose one
Which of the following marketing mix element generates revenue?

* Promotion
* Price
* Place
* Product

Question No: 21 (Marks: 1) - Please choose one
ABC Company priced the product as of Rs. 19.99 instead of Rs.20. Which of the following pricing techniques is ABC Company using?

* Dodging pricing
* Deceptive pricing
* Premium pricing
* Psychological pricing

Question No: 22 (Marks: 1) - Please choose one
To pay premium price for the product customers require:

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* Allowance
* Flawless performance
* Discounts
* High promotionm,

Question No: 23 (Marks: 1) - Please choose one
Which of the following is NOT an objective of discounts?

* Reward valuable customers
* Reward competitors
* Move out-of-date stock
* Increase short-term sales

Question No: 24 (Marks: 1) - Please choose one
3/10 net 30 is an example of which of the following?

* Seasonal discount
* Trade discount
* Quantity discount
* Cash discount

Question No: 25 (Marks: 1) - Please choose one
Market price is also known as:

* Effective price
* List price
* Retail price
* Wholesaler price

Question No: 26 (Marks: 1) - Please choose one
Which of the following best describes 3/10 net 40 ROG?

* the buyer must pay within 10 days of receipt of goods but will receive 3% discount if paid in 10 days
* The buyer must pay within 3 days of receipt of goods but will receive 10% discount if paid in 40 days
* The buyer must pay within 10 days of receipt of goods but will receive 3% discount if paid in 40 days
* The buyer must pay within 40 days of receipt of goods but will receive 3% discount if paid in 10 days

Question No: 27 (Marks: 1) - Please choose one
Which of the following is also known as accumulation discounts?

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* Trade discount
* Non-cumulative quantity discount
* Cumulative quantity discount
* Quantity discount

Question No: 28 (Marks: 1) - Please choose one
A company is providing warehousing facility to its channel members. The company is using which of the following?

* Seasonal discount
* Trade discount
* Quantity discount
* Cash discount

Question No: 29 (Marks: 1) - Please choose one
To attract customers into stores, the store advertises its milk at a price less than cost, hoping that customers will purchase other groceries as well. Milk is acting as which of the following?

* Premium item
* On- sale item
* Discounted item
* Loss leader

Question No: 30 (Marks: 1) - Please choose one
Many companies try to set a price that will maximize current profit. This strategy assumes that company has knowledge of it's:

* Cost and production function
* Revenue and cost function
* Demand and market function
* Demand and cost function

Question No: 31 (Marks: 1) - Please choose one
Which one of the following 4Ps of marketing mix involves in decisions regarding list prices, discounts, allowances and payment periods or credit terms?

* Product
* Price
* Place
* Promotion

Question No: 32 (Marks: 1) - Please choose one
When need is directed towards a specific object it is called:

* Actual need
* Want
* Demand
* Satisfaction

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Question No: 33 (Marks: 1) - Please choose one
In which one of the following orientations companies often design the products with little or no input from customers?

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

Question No: 34 (Marks: 1) - Please choose one
A customer requirement about any product in which he/ she needs to avail core features in that product, is called:

* Real need
* Stated need
* Unstated need
* Delighted need

Question No: 35 (Marks: 1) - Please choose one
Factors of broad environment affect:

* Economic environment
* Task environment
* Cultural environment
* Technological environment

Question No: 36 (Marks: 1) - Please choose one
Marketing starts with which of the following 4Ps?

* Product
* Price
* Place
* Promotion

Question No: 37 (Marks: 1) - Please choose one
A business wants to create the awareness about the features and befits of the product in the market. Which of the following decisions are important to achieve the goal?

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* Price decisions
* Place decisions
* Promotion decisions
* Product decisions

Question No: 38 (Marks: 1) - Please choose one
If a bakery business bought a wheat farm in order to reduce the risk associated with the dependency on flour. Identify the type of integration.

* Backward vertical integration
* Balanced vertical integration
* Forward horizontal integration
* Forward vertical integration

Question No: 39 (Marks: 1) - Please choose one
Which of the following products requires mass promotion by a producer?

* Convenience
* Shopping
* Specialty
* Unsought

Question No: 40 (Marks: 1) - Please choose one
Which of the following is NOT included in the financial summary of a marketing plan?

* Pro-forma income statement
* Month-by-month agenda
* Breakeven analysis
* Assumptions

4th Paper
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Question No: 1 (Marks: 1) - Please choose one
The skimming, penetration, bargaining and discounts are included in which of the following marketing mix strategy?

* Product decisions
* Price decisions
* Place decisions
* Promotion decisions

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Question No: 2 (Marks: 1) - Please choose one
The building, holding, and harvesting are the types of:

* Innovation strategy
* Aggressiveness strategy
* Diversification strategy
* Market dominance strategy

Question No: 3 (Marks: 1) - Please choose one
Which of the following attacks the vulnerable part of a competitor?

* Market leader
* Market challenger
* Market nicher
* Market follower

Question No: 4 (Marks: 1) - Please choose oneThe strategy which involves creating a product that is perceived as unique and should provide superior value for the customer is called:

* Market segmentation strategy
* Market dominance strategy
* Differentiation strategy
* Cost leadership strategy

Question No: 5 (Marks: 1) - Please choose one
Presenting the product concept to appropriate target consumers and getting their reactions, describes which of the following options?

* Concept development
* Concept testing
* Commercialization

* Concept trial

Question No: 6 (Marks: 1) - Please choose one
Which of the following is the packaging objective, in which small products are grouped together in one package for the reasons of efficiency?

* Information transmission
* Agglomeration
* Physical protection
* Theft reducing

Question No: 7 (Marks: 1) - Please choose one
Which of the following marketing mix element generates revenue?

* Promotion
* Price
* Place
* Product

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Question No: 8 (Marks: 1) - Please choose one
Which of the following is considered as dead end of distribution?

* Promotion
* Warehousing
* Wholesaling
* Retailing

Question No: 9 (Marks: 1) - Please choose one
While considering the place for a product which of the following is important for customer?

* Communication
* Convenience
* Customer cost
* Customer solution

Question No: 10 (Marks: 1) - Please choose one
The loyalty marketing focuses on establishing long term relationship between:

* Company and retailer
* Retailer and customer
* Retailer and consumer
* Company and customer

Question No: 11 (Marks: 1) - Please choose one
Which of the following is NOT an ancillary service?

* Warranty
* Installation
* Delivery

* Labeling

Question No: 12 (Marks: 1) - Please choose one
Which of the following best describes the definition of marketing mix?

* The way product is priced
* The way product are arranged in the stores
* The way business elements are combined to meet the needs of customers
* The way business distribute the products in the market

Question No: 13 (Marks: 1) - Please choose one
Which of the following strategies requires premium pricing?

* Target market strategy
* Market segmentation strategy
* Differentiation strategy
* Cost leadership strategy

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Question No: 14 (Marks: 1) - Please choose one
Price is the only element in the marketing mix that produces _____.

* Revenue
* Variable costs
* Expenses
* Stability

Question No: 15 (Marks: 1) - Please choose one
Which of the following is involved in decisions such as: what country to enter in, how to enter, how to adopt their product and services and how to price?

* Consumer markets
* Business markets
* Global markets
* Non profit markets

Question No: 16 (Marks: 1) - Please choose one
If an NGO purchases furniture for its office, it is purchasing a(an):

* Consumer good
* Consumer service
* Industrial good
* Industrial service

Question No: 17 (Marks: 1) - Please choose one
The want satisfying power of a product or service is known as a/an:

* Desire
* Need
* Utility

* Motive

Question No: 18 (Marks: 1) - Please choose one
Factors of broad environment directly affect the:

* Economic environment
* Task environment
* Cultural environment
* Technological environment

Question No: 19 (Marks: 1) - Please choose one
While writing the marketing plan, the analysis of company's own resources comes under which of the following section of marketing plan?

* Macro environment
* Market analysis
* Consumer analysis
* Internal environment analysis

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Question No: 20 (Marks: 1) - Please choose one
The firm objective in the introductory stage of the product life cycle is to:

* Extend the cycle as long as possible
* Improve warranty terms and service availability
* Emphasize market segmentation
* Stimulate demand for the product

Question No: 21 (Marks: 1) - Please choose one
The majority of firms enter in a particular market during the:

* Introduction
* Growth
* Maturity
* Decline

Question No: 22 (Marks: 1) - Please choose one
Which of the following come(s) under the category of new product?

* New product lines
* Product improvements
* Cost reductions
* All of the given options

Question No: 23 (Marks: 1) - Please choose one
Suppose Nestle wants to expand its food products line. The managers conducted surveys from customers to determine which food items would appeal to customers. Nestle is currently in which of the following phase of new product development?

* Idea generation
* Idea screening
* Test marketing
* Business analysis

Question No: 24 (Marks: 1) - Please choose one
The stage in the adoption process that has been reached when an individual becomes sufficiently involved with a new product to begin to seek information about it is called:

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* Awareness
* Evaluation
* Interest
* Trial

Question No: 25 (Marks: 1) - Please choose one
Based on pricing objectives, a general guideline that is intended for use in specific pricing decision is called:

* A product line
* A pricing policy
* A strategic pricing
* An objective pricing

Question No: 26 (Marks: 1) - Please choose one
The consumer's perception of prices such as Rs. 5.95 and Rs. 6.99 is that these prices are:

* Regular retail prices
* Wholesale prices
* Competitive prices
* Discount prices

Question No: 27 (Marks: 1) - Please choose one
Which of the following is the traditional pricing objective?

* Increase market share
* Maximize profits
* Meet competitors' prices
* Increase market growth

Question No: 28 (Marks: 1) - Please choose one
A supermarket advertises sugar and coffee at very low prices with the objective of attracting customers who will buy other high profit items. This is called:

* Product line pricing
* Multiple unit pricings
* Odd pricing
* Loss leader

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5th Paper
MIDTERM PASR PAPERS
Fall - 2010
MKT 501. Marketing Management
MOHAMMAD BILAL AZEEM

Question No: 1 (Marks: 1) - Please choose one
The marketing plan is one of the most important outputs of:

* **Business plan**
* Marketing process
* Production process
* Selling plan

Question No: 2 (Marks: 1) - Please choose one
A market leader firm can expand the total market through:

* Decreasing distribution of the product
* **Introducing the new usage of the product**
* Eliminating some features of product
* Increasing cost

Question No: 3 (Marks: 1) - Please choose one
Which of the following are the products bought by individuals and organizations for further processing or for use in conducting a business?

* Specialty
* **Industrial**
* Shopping
* Consumer

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Question No: 4 (Marks: 1) - Please choose one
The high cost, low sales volume and losses are likely to occur at the:

* Decline stage
* **Introduction stage**
* Maturity stage
* Growth stage

Question No: 5 (Marks: 1) - Please choose one
Aggressive pricing is associated with which of the following stage of product life cycle?

* Introduction
*** Growth**
* Maturity
* Decline

Question No: 6 (Marks: 1) - Please choose one
Which of the following is the leak-proof packaging that provides additional protection for the primary container? www.vuaskari.com

* Primary packaging
* Secondary packaging
*** Transport packaging**
* Decorative packaging

Question No: 7 (Marks: 1) - Please choose one
Packaging used for the ice creams is an example of which of the following?

* Decorative packaging
* Transport packaging
* Secondary packaging
*** Primary packaging**

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Question No: 8 (Marks: 1) - Please choose one
Which of the following marketing mix element generates revenue? www.vuaskari.com

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

Question No: 9 (Marks: 1) - Please choose one
The buyer at ABC Furniture Store is informed that if he/she will increase his/her recent order of fifteen mattress sets to twenty, she will receive a 14 percent price reduction. This offer is due to a recent overstock condition at the factory and will not be available in the future. What is the type of discount offered by ABC Furniture store?

*** Trade**
* Seasonal
* Non-cumulative
* Promotional

Question No: 10 (Marks: 1) - Please choose one
BATA offered 10% discount on the sale of shoes at the end of winter season. What can be the purpose of giving such discount?

* Reward the customers
*** Move- out- of- date stock**
* Encourage the salespeople
* To increase short term sales

Question No: 11 (Marks: 1) - Please choose one
Which of the following is also known as accumulation discounts?

* Trade discount
* Non-cumulative quantity discount
*** Cumulative quantity discount**
* Quantity discount

Question No: 12 (Marks: 1) - Please choose one
Many companies try to set a price that will maximize current profit. This strategy assumes that company has knowledge of its:

* Cost and production function
* Revenue and cost function
* Demand and market function
*** Demand and cost function**

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Question No: 13 (Marks: 1) - Please choose one
Companies that are involved in selling mass consumer goods and services are found in which of the following markets?

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

Question No: 14 (Marks: 1) - Please choose one
Which of the following 4Ps of marketing mix involves in decisions regarding channels coverage, assortments, locations, inventories or transports?

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

Question No: 15 (Marks: 1) - Please choose one
While considering the place for a product which of the following is important for customer? www.vuaskari.com

* Communication
*** Convenience**
* Customer cost
* Customer solution

Question No: 16 (Marks: 1) - Please choose one
Which of the following is NOT a technique of measuring customer satisfaction and monitoring customer's complaint?

* Customer complaints database
* Web and telephone information hotlines
* Exit interviews
*** Business analysis**

Question No: 17 (Marks: 1) - Please choose one
A customer requirement about any product in which he/ she needs to avail core features in that product, is called:

*** Real need**
* Stated need
* Unstated need
* Delighted need

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Question No: 18 (Marks: 1) - Please choose one
Marketing starts with which of the following 4Ps?

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

Question No: 19 (Marks: 1) - Please choose one
In which section of the marketing plan you would find the detailed information about the marketing environment, market trends, customers and competitors?

*** Situation analysis**
* Product/market background
* Marketing strategies
* Market analysis

Question No: 20 (Marks: 1) - Please choose one
Which of the following is NOT an option available for market leaders?

* Reduce the product quality
* Improve customer service
* Protect the existing market share
* Expand the total market

Question No: 21 (Marks: 1) - Please choose one
Especially for which type of products the marketers should view packaging as a major strategic tool?

* Convenience products
*** Consumer shopping products**
* Industrial products
* Specialty products

Question No: 22 (Marks: 1) - Please choose one
When a firm or store offers a price reduction to customers who buy during off-peak periods throughout the year, we say the firm is giving a(n) _____ discount.

* Functional
* Seasonal
* Annual
*** Allowance**

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Question No: 23 (Marks: 1) - Please choose one
The want satisfying power of a product or service is known as a/an:

* Desire
* Need
*** Utility**
* Motive

Question No: 24 (Marks: 1) - Please choose one
In a television advertisement a group of teenagers is searching for some cold drinks to quench their thrust. In their searching they find a shop and they purchase the soft drinks. The selection of cold drink appeals to consumers' _____ for liquid and attempts to shape consumers' _____ for the advertised product.

* Needs, preferences
* Wants, needs
*** Needs, wants**
* Want, preference

Question No: 25 (Marks: 1) - Please choose one
Which of the following is the part of implementation section of marketing plan?

* Critical path analysis
*** Physical distribution**
* Competitor indexing
* Brand equity

Question No: 26 (Marks: 1) - Please choose one
These objectives are often the most suitable when firms operate in a market dominated by a major competitor and where their financial resources are limited.

* Niche
* Hold
*** Harvest**
* Diversification

Question No: 27 (Marks: 1) - Please choose one
Suppose Nestle wants to expand its food products line. The managers conducted surveys from customers to determine which food items would appeal to customers. Nestle is currently in which of the following phase of new product development?

* Idea generation
* Idea screening
*** Test marketing**
* Business analysis

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Question No: 28 (Marks: 1) - Please choose one
As a marketer you want to use lower than normal prices as an ingredient in your firm's marketing strategy. The technique you would use is:

* Price lining
* Zone pricing
* Relative pricing
- **Promotional pricing**

6th Paper
MIDTERM PASR PAPERS
Fall - 2010
MKT 501. Marketing Management
MOHAMMAD BILAL AZEEM

Question No: 1 (Marks: 1) - Please choose one
Which of the following has the largest market share in the relevant product market?

* Market leader
* Market challenger
* Market nicher
* Market follower

Question No: 2 (Marks: 1) - Please choose one
Which of the following attacks the vulnerable part of a competitor?

* Market leader
* Market challenger
* Market nicher
* Market follower

Question No: 3 (Marks: 1) - Please choose one
Presenting the product concept to appropriate target consumers and getting their reactions, describes which of the following options?

* Concept development
* Concept testing
* Commercialization
* Concept trial

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Question No: 4 (Marks: 1) - Please choose one
Which of the following is the spread of idea from the source of invention to the ultimate user or consumers?

* Innovation adoption process
* Innovation diffusion process
* Adoption process
* New product recognition

Question No: 5 (Marks: 1) - Please choose one
Gift baskets are the example of which one of the following types of packaging?

* Decorative
* Secondary
* Shipping
* Primary

Question No: 6 (Marks: 1) - Please choose one
Which of the following is NOT a use of secondary packaging?

* It is recyclable and environmentally safe
* It facilitates transportation, storage, and handling for middlemen
* It can not be reused for purposes other than its initial use
* It can be used as a promotional tool

Question No: 7 (Marks: 1) - Please choose one
Which of following is an example of corporate brand?

* Rafhan foods
* Knorr
* National foods
* Mercedes

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Question No: 8 (Marks: 1) - Please choose one
Which of the following is also called as prestige price?

* Skimming price
* Penetration price
* Psychological price
* Premium price

Question No: 9 (Marks: 1) - Please choose one
Which of the following price will be used for the heart pacemaker?

* Skimming price
* Penetration price
* Psychological price
* Premium price

Question No: 10 (Marks: 1) - Please choose one
A book shop has arranged a book fair and offered 20% discount on all types of books. What will be the purpose of offering the discount?

* Reward the customers
* Move- out- of- date stock
* Encourage the salespeople
* To increase short term sales

Question No: 11 (Marks: 1) - Please choose one
Which of the following is the effect of low price?

* Reduction in market share
* Reduction in production
* Increase in profit margin
* Reduction in profit margin

Question No: 12 (Marks: 1) - Please choose one
Which of the following markets involve buying and selling of goods for their utility and enabling them to make or re-sell a product to others?

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

Question No: 13 (Marks: 1) - Please choose one
Which one of the following 4Ps of marketing mix involves in decisions regarding list prices, discounts, allowances and payment periods or credit terms?

* Product
* Price
* Place
* Promotion

Question No: 14 (Marks: 1) - Please choose one
While considering the place for a product which of the following is important for customer?

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* Communication
* Convenience
* Customer cost
* Customer solution

Question No: 15 (Marks: 1) - Please choose one
Identify which one is an ancillary service.

* Delivery
* Promotion
* Labeling
* Packaging

Question No: 16 (Marks: 1) - Please choose one
Which of the following is NOT a part of a broad environment?

* Economy
* Corporate culture
* Technology
* Demographics

Question No: 17 (Marks: 1) - Please choose one
Marketing starts with which of the following 4Ps?

* Product
* Price
* Place
* Promotion

Question No: 18 (Marks: 1) - Please choose one
Which of the following is NOT included in the financial summary of a marketing plan?

* Pro-forma income statement
* Month-by-month agenda
* Breakeven analysis
* Assumptions

Question No: 19 (Marks: 1) - Please choose one
When a firm or store offers a price reduction to customers who buy during off-peak periods throughout the year, we say the firm is giving a(n) _____ discount.

* Functional
* Seasonal
* Annual
* Allowance

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Question No: 20 (Marks: 1) - Please choose one
"The future isn't ahead of us, it has already happened". This sentence is closely related to which of the following concept of marketing?

* Marketing Mix
* Marketing for the millennium
* New advancement in marketing
* Marketing research and innovation

Question No: 21 (Marks: 1) - Please choose one
If an NGO purchases furniture for its office, it is purchasing a(an):

* Consumer good
* Consumer service
* Industrial good
* Industrial service

Question No: 22 (Marks: 1) - Please choose one
Which of the following is the part of implementation section of marketing plan?

* Critical path analysis
* Physical distribution
* Competitor indexing
* Brand equity

Question No: 23 (Marks: 1) - Please choose one
Which of the following is NOT an aggressiveness strategy with regards of marketing strategies?

* Harvesting
* Building
* Intensification
* Holding

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Question No: 24 (Marks: 1) - Please choose one
A Company wants to create awareness about the features and befits of their products in the market. Which of the following decisions are important to achieve this goal?

* Price decisions
* Place decisions
* Promotion decisions
* Product decisions

Question No: 25 (Marks: 1) - Please choose one
Profits begin to decline during which of the following stage?

* Introduction
* Growth
* Maturity
* Decline

Question No: 26 (Marks: 1) - Please choose one
Which of the following step involves determining the compatibility of product with company's objectives and resources on a general level?

* Idea generation
* Idea screening
* Product development
* Business analysis

Question No: 27 (Marks: 1) - Please choose one
The degree to which innovation is consistent with the values and experiences of potential adopters is the characteristics of innovation referred to as:

* Communicability
* Complexity
* Divisibility
* Compatibility

Question No: 28 (Marks: 1) - Please choose one
The most commonly used method of setting prices today is:

* Marginal analysis pricing
* Cost plus pricing
* Full cost pricing
* Break even pricing

Regards:
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