

I attempt my MKT501 Paper today
Paper is not tuff and maximum from past papers
I share questions which I remember for others help
BEST OF LUCK AND REMEMBER ME IN PRAYERS

MKT501 CURRENT 2011 PAPER
ATTEMPT AND SOLVED BY
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Question No: 1 (Marks: 1) - Please choose one

Which of the following is not included in retailing?

- ▶ Presentation
- ▶ Product information
- ▶ **Buying and assortment**
- ▶ Pricing

Question No: 2 (Marks: 1) - Please choose one

In which of the following group activities, compromise appears?

- ▶ Influencing
- ▶ Decision making
- ▶ **Negotiation**
- ▶ None of the given options

Question No: 3 (Marks: 1) - Please choose one

Which function is not done by market logistics?

- ▶ Purchasing
- ▶ Distribution
- ▶ Storage
- ▶ **Market information**

Question No: 4 (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: 5 (Marks: 1) - Please choose one

What is the other term used for negotiation?

- ▶ Loss-win
- ▶ Win-win
- ▶ **Win-loss**
- ▶ Loss-loss

Question No: 6 (Marks: 1) - Please choose one

Companies are using public relation to support the sales:

- ▶ In short run only
- ▶ In long run only
- ▶ In short and long run
- ▶ **None of the given options**

Question No: 7 (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

Question No: 8 (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: 9 (Marks: 1) - Please choose one

Identify the dealing in which seller requires that a dealer may not handle competitors' products.

- ▶ **Exclusive dealing**
- ▶ Intensive dealing
- ▶ Corporate dealing
- ▶ Selective dealing

Question No: 10 (Marks: 1) - Please choose one

Fixed costs _____ as the number of units produced increases.

- ▶ Decrease
- ▶ Increase
- ▶ Divide in half
- ▶ **Remain the same**

Question No: 11 (Marks: 1) - Please choose one

Which of the following is the basic role of promotion?

- ▶ Interpretation
- ▶ **Communication**
- ▶ Manipulation
- ▶ Information

Question No: 12 (Marks: 1) - Please choose one

Which of the following is TRUE for influencing?

- ▶ It has shared objective and resolve conflicts
- ▶ It has conflict between parties and no compromise
- ▶ It seeks compromise through influencer
- ▶ **It has common objective proven by influencer**

Question No: 13 (Marks: 1) - Please choose one

Which of the following is a type of vertical marketing system?

- ▶ Franchise
- ▶ Direct selling
- ▶ Mail order
- ▶ **Retailing**

Question No: 14 (Marks: 1) - Please choose one

Identify the dealing in which seller requires that a dealer may not handle competitors' products.

- ▶ **Exclusive dealing**
- ▶ Intensive dealing
- ▶ Corporate dealing
- ▶ Selective dealing

Question No: 15 (Marks: 1) - Please choose one

Market price is also known as:

- ▶ **Effective price**
- ▶ List price
- ▶ Retail price
- ▶ Wholesaler price

Question No: 16 (Marks: 1) - Please choose one

When two or more well known brands are combined in an offer it is called:

- ▶ Private brand
- ▶ Multibrands
- ▶ **Co-brand**
- ▶ New brand

Question No: 17 (Marks: 1) - Please choose one

Identify the other name for global market.

- ▶ Consumer market
- ▶ Import market
- ▶ **Export market**
- ▶ Government market

Question No: 18 (Marks: 1) - Please choose one

Only specially selected resellers (typically only one per geographical area) are allowed to sell the `product'. Which of following is true?

- ▶ **Exclusive distribution**
- ▶ Intensive distribution

- ▶ Selective distribution
- ▶ None of given options

Question No: 19 (Marks: 1) - Please choose one

Which of the following is a brand created and owned by a large retailer of a product after purchasing in large quantity from manufacturer?

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

Question No: 20 (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: 21 (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: 22 (Marks: 1) - Please choose one

What is the intention of vertical marketing for retailers and wholesalers?

- ▶ Increase cost
- ▶ Reduce channels
- ▶ **Reduce control**
- ▶ Increase control

Question No: 23 (Marks: 1) - Please choose one

A company wants to maximize market share, assuming that market is price sensitive. What pricing strategy you would suggest for the company to achieve this objective?

- Cost- oriented pricing
- Skimming pricing
- **Premium pricing**

- Penetration pricing

Question No: 24 (Marks: 1) - Please choose one

How an increased productivity create competitive advantage?

- It reduces cost
- It increases retailers
- It increases competitors
- It reduces growth

Question No: 25 (Marks: 1) - Please choose one

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

- Price Decisions
- Place Decisions
- Product Decisions
- Promotion Decisions

Question No: 26 (Marks: 1) - Please choose one

Which of the following is known as a set of marketing tools used by the firms to pursue its marketing objectives in the target market?

Select correct option:

- Marketing mix
- Promotion mix
- Offering mix
- Product mix

Question No: 27 (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
- All of given options

Question No: 28 (Marks: 1) - Please choose one

When a company sells a product or service at two or more prices that do not reflect the promotional difference in cost, what is this referring to?

- ▶ Promotional pricing
- ▶ Differentiation price
- ▶ Price discrimination

- ▶ Variation pricing

Question No: 29 (Marks: 1) - Please choose one

All activities of selling, transferring and marketing the products through agents and middleman is called:

- ▶ Persuasive marketing
- ▶ Indirect marketing
- ▶ Direct marketing
- ▶ Direct mail

Question No: 30 (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: 31 (Marks: 1) - Please choose one

Whenever bread comes in your mind; you usually think of a limited number of brand names. It reflects which one of the following concepts?

- ▶ Mind Share
- ▶ Dominant mind share
- ▶ Market share
- ▶ Relative market share

Question No: 32 (Marks: 1) - Please choose one

In which of the following group activities, compromise appears?

- ▶ Influencing
- ▶ Decision making
- ▶ Negotiation
- ▶ None of the given options

Question No: 33 (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

Due to my short memory, I remember only these questions:

FOLLOWING ARE LONG QUESTIONS IN MY PAPER:

Question No: 63: How you evaluate that Billboard placement can be possible? 3 marks

Question No: 64: Supply chain management addresses how many problems. Discuss 3 of them? 3 marks

Question No: 65: Explain situations where a company may NOT need to have a distribution channel. 3marks

Question No: 66: Buyer decision process consists of many steps. Discuss each of them briefly.

Question No: 67: How you consider the Retail pricing and describe any two strategies which retailer used when he is setting the price policies? 5 marks

Question No: 68: Can Loss Aversion ever be Rational, Discuss?

Question No: 69: What are three distinct types of stimuli in consumer environment acting as input variable for the customer to provide information about specific product? 5 MARKS