

EXPECTED QUESTIONS RELATED TO MARKETING

- 1) **Brand Image was put forward by-----Ogilvy**
- 2) -----operates in the middle end of the market-----**Two way stretch**
- 3) -----operates in the higher end of the market-----**Downward stretch**
- 4) -----operates presently in the lower end of the market-----**Upward stretch**
- 5) ----- is an example of Marketing channel-----**Agency system in KSFE**
- 6) -----refers to a company-----**Trade name**
- 7) -----refers to a product-----**Brand**
- 8) -----is a way to identify its offerings and distinguish them from those of competitors----
Branding
- 9) **The main purpose of group discussion is to measure---Group communication skills**
- 10) -----is not suitable for problem solving---**Teleconferencing**
- 11) **The purpose of public relations is -----To project a favorable image of the company among various publics**
- 12) ----- are not the external stake holders of an organization---**Share holders**
- 13) -----concept of marketing is based on customer satisfaction as key point----**Modern**
- 14) **The communication model provides a very useful frame work for understanding--- Promotion**
- 15) **Channels of distribution is also known as----Trade channel**
- 16) **Developing and marketing products and packages that are less harmful to the environment is called----- Green marketing**
- 17) **Modern marketing stress on ----Consumer needs**
- 18) **Marketing strategies under conditions of scarcity is called----De marketing**

- 19) The set of all the products made available to customers by a firm is called---**Product Mix**
- 20) JIT means----**Just In Time**
- 21) ---- is a person's feeling of pleasure resulting from comparing products perceived performance in relation to his or her expectations----- **Satisfaction**
- 22) TCS means-----**Total Cultural Satisfaction**
- 23) The market in large town catering to the needs of villages and towns is known as----
Regional Market
- 24) Objective of ----is profit through customer satisfaction-----**Marketing concept**
- 25) Valuable competencies, physical assets and human assets represent company's
-----**Strengths**
- 26) The example of macro environment is---- **Natural resources**
- 27) ----process starts with defining the problem-----**Marketing research**
- 28) ---- is the combination of customers belief and values of customers in a particular nation-----
Culture
- 29) Which social class category is considered as below poverty line---**Deprived**
- 30) ---- is the starting step in applying the marketing strategy----**Segmentation**
- 31) Consumers who show no loyalty to any brand is called---- **Switchers**
- 32) -----is not a type of behavioral segmentation----**Life style**
- 33) ----is the fundamental goods or services offered to the customer----**Core product**
- 34) -----is an example of business goods---**Materials and parts**
- 35) Removing of unprofitable products from the product line is called---- **Product line pruning**
- 36) The number of customers exposed to brand name is called-----**Brand awareness**

- 37) The strategy of coming out with new brand for a new category products is called---- **Brand extension**
- 38) Reliability, responsiveness, assurance and empathy explains----**Service quality**
- 39) -----is the first step in personal selling process-----**Lead evaluation**
- 40) The promotion technique “Join BSC 2014 and win Maruthi swift desire car” is ----- **Context Promotion**
- 41) Product differentiation leads to -----**Competitive advantage**
- 42) Most important responsibility of the manager is towards---- **Customers**
- 43) ---- is not a management process-----**Motivating**
- 44) Customer satisfaction or dissatisfaction is determined in ----- stage of consumer decision process----**Post purchase**
- 45) Marketing mix strategy of the company is decided in----stage of product development---**Maturity stage**
- 46) ---- is not a component of Brand equity---- **Brand sponsorship**
- 47) Practice of using established brand name of two different companies on same product is-----**Co-branding**
- 48) Intangible character of service means-----**cannot be tasted**
- 49) The legal authorization by the trademarked brand owner to allow another company to hire its brand for a fee-----**Brand Licensing**
- 50) Pricing strategy in which company sells its several products at reduced price----**Bundle prizing**
- 51) The marketing technique in which organization create opinion leaders----**Buzz marketing**
- 52) Marketing using inflatable object is called---**Kiosk marketing**
- 53) -----J C Penny is famous for ---- format of direct selling-----**Online Marketing**

- 54) Organization which sells their products on the internet directly to customer is called---**B2C**
- 55) Who commented “The Market is everything” ----- **Peter Drucker**
- 56) A word, letter or a group of words or letters representing a product or service of the company is called---- **Brand name**
- 57) In the skimming price policy, initial price is ----- **very low**
- 58) Getting immediate feedback and having knowledge of customer needs are advantages of which promotion mix ingredient----**personal selling**
- 59) Door to door canvassing and sale of products is known as ----**Cold canvassing**
- 60) Touch and feel experience of shopping is not possible in ---**Cyber marketing**
- 61) Theory X of motivation was proposed by---**Mc Gregor**
- 62) When A Ltd merge with B Ltd to form AB Ltd is a case of ---- **Amalgamation**
- 63) The oldest stock exchange in India is----**Bombay Stock Exchange**
- 64) The budget that functionally integrates the component budgets is called---- **Master Budget**
- 65) TQM stands for-----**Total Quality Management**
- 66) A qualified statutory auditor for a company should be-----**Chartered accountant**
- 67) The term Performance Budget was coined by----**First Hoover Commission of USA**
- 68) Comptroller and Auditor General of India does not audit the receipt and expenditure of-----
Municipal undertakings
- 69) The chairman of Public Accounts Committee of the Parliament is appointed by---**Speaker of Lok Sabha**
- 70) A written record of informations, instructions and regulations regarding policies, functions, systems, proceedings and methods to guide and control the activities of the employees in the organization is---**Office manual**
- 71) Durable goods are----**Goods last for some time**

- 72) Diversification means-----**offer of more than one product**
- 73) ---- means that the company is able to produce individually differentiated goods whether ordered in person or through phone or online---**Customization**
- 74) Introducing the product in a sample market is----**Test marketing**
- 75) ----means in additions to providing informations to the visitors it offers to transact or facilitates the selling of products and services online---**e-commerce**
- 76) C2C stands for----**Consumer to Consumer**
- 77) ----means companies decide to purchase goods and services from various online suppliers---**e-purchasing**
- 78) -----describes the company's efforts to inform, communicate, promote and sell its products and services over the internet----**e-marketing**
- 79) -----describes the use of electronic means and platforms to conduct a company's business----**e-business**
- 80) ---- is the person who first suggest the idea of buying the product or service----**Initiator**
- 81) The person who makes the actual purchase---**Buyer**
- 82) The person who consume or use the product---**User**
- 83) Marketing creates ---- for goods and services-----**Demand**
- 84) The movement of image building activities of the organization whether done through salesmanship or otherwise is termed as -----**Public relation**
- 85) -----means spreading of ideas, doctrines or messages-----**Propaganda**
- 86) Advertising started in ---- **Egypt**
- 87) ----- is an investment----**Advertising**
- 88) Blood donation advertising is----- **Public service**
- 89) Advertising budget is approved by-----**Top management**

- 90) ----are given to customers to introduce a new product---**Free samples**
- 91) **Reduction in external valuation of currency----Devaluation**
- 92) **The Chief Finance Officer is a member of---- Top management**
- 93) ----refers to services in procurement of loan from financial institutions----**Loan syndication**
- 94) **The custodian of cash and other liquid assets of the company are vest with---Treasurer**
- 95) **Advertising is ----Non-personal**
- 96) **When new brand name introduce in the same product category, it is known as ---Multi brand**
- 97) ---- is a set of procedures and sources used by managers to obtain everyday information about developments in the marketing environment----**Marketing Information System**
- 98) ----is comparably less than acquiring a new customer---**Customer Retention Cost**
- 99) **Channels of distribution is also known as ----Trade channel**
- 100) -----is the profit, everything else is overhead-----**Customer**

QUESTIONS FROM PREVIOUS AM/MANAGER PROMOTION TESTS

- 1) The following sets of terms best describes a service---**Deeds, efforts and performances**
- 2) Marketing efforts and sociological influences on the consumer are aspects of which stage in the consumer decision making model----**The input stage**
- 3) Which stage in the decision making process considers both purchase and post purchase evaluation---**Output stage**
- 4) A psychographic profile reveals a consumer segment-----**AIOs(activities, interests and opinions)**
- 5) ---- is the environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitate performance or communication of the service----**Physical evidence**
- 6) Niche marketing offers smaller companies the opportunity to compete by focusing their limited resources on serving niches that may be ----- or---- larger companies---**Unimportant to, overlooked by**

- 7) ---- is not a level of brand loyalty----**Brand equity**
- 8) The unique service characteristic that reflects the interconnection between the service firm and its customer is called-----**Inseparability**
- 9) Smaller companies tying up with leading companies to distribute through its network is known as---- distribution-----**Syndicated**
- 10) -----refers to the tendency for customers to try to reduce risk in their decision making----
Perceived risk
- 11) The intensity of post purchase dissonance will be greatest when-----**There are number of available alternatives each with many of the desired features**
- 12) An effective CRM primarily helps the firms to-----**Have an insight on customers**
- 13) ---- is the individuals perception of the performance of the product or service in relation to his or her expectations-----**Customer satisfaction**
- 14) The major functions of marketing channels are-----**Communicating with potential clients and service delivery**
- 15) The objectives of CRM (Customer Relationship Management) are----**Customer acquisition, retention and profitability**
- 16) The steps people go through on their way to reaching a decision about a new idea is called the ----**Adoption process**
- 17) The whole set of beliefs, attitudes and ways of doing things of a reasonably homogeneous set of people is a-----**Culture**
- 18) A ---- is a strong stimulus that encourages action to reduce or satisfy a need-----**Drive**
- 19) One of the benefits that come from long-term customers is the free word of mouth advertising. This is Known as a -----**Customer behavior benefit**
- 20) The primary goal of relationship marketing is to build and maintain a base of committed customers who are ---- for the organization----**Profitable**
- 21) The cost of finding a new service provider and ----- are the two primary barriers to switching----
Customer inertia
- 22) Firms that provide marketing functions other than buying or selling include advertising agencies, marketing research firms, independent product testing laboratories and internet service providers. These firms are known as ---- **Facilitators**

- 23) Exchanges between individuals or organizations and activities that facilitate those exchanges based on applications of information technology are called---- **e-Commerce**
- 24) A social process that directs an economy's flow of goods and services from producers to consumers in a way that effectively matches supply and demand and accomplished the objectives of society is called----**Macro marketing**
- 25) The universal functions of marketing include----**Buying, selling, risk taking, transporting, standardization & grading, storing, financing and market information**
- 26) The performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need satisfying goods and services to a customer or client is ---- **Micro marketing**
- 27) Potential utility is provided when-----**A good or service is obtained and there is a right to use or consume it**
- 28) -----is the extent to which a firm fulfils a customer's needs, desires and expectations----
Customer satisfaction
- 29) The controllable variables a company puts together to satisfy a target group is called the ----**Marketing mix**
- 30) When a manager focuses on making whatever products are easy to produce, and then trying to sell them, that manager has a ---- orientation----**Production**
- 31) In a ---- orientation, the role of marketing research is to determine customer needs and how well the company is satisfying them-----**Marketing**
- 32) ---- is defined as communication with large numbers of customers at same time---**Mass selling**
- 33) ---- is defined as the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits----**Customer value**
- 34) ---- is a benefit that a customer receives for entering a partnership relationship with a firm---
Confidence benefits
- 35) In ----- firms generally focus on providing value comparable to the competitors----**Customer acquaintance relationship**
- 36) ----may require changing the product, the image of the product and consumer perception of the product---**Brand repositioning**
- 37) Product mix--- refers to how many different product lines the company carries--- **Depth**
- 38) The basic asset underlying brand equity is---- **Customer equity**

- 39) Interactive marketing is the marketing process between----- **Employees and customers**
- 40) Well conceived, well designed, high value and high prestige are considered product-----
Attributes
- 41) A consumer's view of a brand is very important to the future success of a company. Everything is considered part of the brand except---- **An idea**
- 42) Products include more than just tangible goods. Broadly defined, products include everything except---- **Thoughts**
- 43) Marketing Myopia means manufacturing products according to -----**Company's requirements**
- 44) Selling concept focuses on----**Selling products with affordable price**
- 45) Integrated Marketing focuses on treating each department as ----**Internal customer**
- 46) Loyalty v/s Selling cost quadrant deals with identification of---**Different type of customers**
- 47) Marketing, sales and service become----**Touch point of customers**
- 48) Attaining customer loyalty leads to----**Enhancing customer life time value**
- 49) Holistic Marketing concept deals with---**producing products to enhance customer relationship**
- 50) ---- deals with developing new customer base, developing and managing relationship with customers, Ensuring the contribution of existing customers---- **Customer Relationship Management**
- 51) Understand social need deals with---**Delivering products/services to satisfy future value of consumers**
- 52) Potential value offering deals with---**Creating price sensitive consumers**
- 53) Relationship marketing focuses on----**Developing, managing and making consumers contribute to business**
- 54) Touch point focuses on----**Ensuring interaction with consumers**
- 55) Listening point deals with----**Listening to customer complaints**
- 56) ----- deals with emotional connection between a company and consumers, a long term relationship and building a fruitful relationship----**Strategic relationship**
- 57) Customer retention deals with---**Retaining existing customers through superior value offering**
- 58) Customerization deals with ---**Develop and offer products/service to individual consumers**
- 59) Customer Evangelist means----**Ardent consumer**

- 60) -----deals with years spent by a consumer, amount spent by a consumer and amount of contribution by a consumer in a company---**Customer life time value**
- 61) CRM hierarchy pyramid deals with---**Process of converting customer information into profitable business**
- 62) ----- deals with name of a product, value creation of a product and reliability of a product----**Brand concept**
- 63) Brand value is measured by----**Ability of a brand to generate revenue**
- 64) Brand equity deals with----**Premium value of a brand**
- 65) Brand communication deals with---- **Communicating perceived value of a brand**
- 66) Brand extension deals with---**Selling products under same brand**
- 67) Power Brand deals with----**Generate large revenue to a company**
- 68) Fighter brand deals with----**Fighting with competitive brands through offering low price points**
- 69) De-marketing deals with----**Removal of a powerful brand**
- 70) Post purchase behavior focuses on----**Future course of action by consumers**
- 71) Trade segment primarily deals with---- **Distribution channel**
- 72) Multilevel marketing deals with---- **Selling product through consumers**
- 73) Caveat emptor means----**Let the purchasers beware**
- 74) CRM means-----**Customer Relationship Management**
- 75) The broad objective of business promotion is----**To stimulate demand, to provide information on product and service and to build image**
- 76) ---- component is not a part of CRM---**Capital**
- 77) The total time that the customer engaged with your company from the customer experience and view point is called ----**Customer life cycle**
- 78) In marketing brand means----**Name, term and symbol**
- 79) Short term incentives to encourage the purchase of services are called---**Sales promotion**
- 80) Internet website, E-mail and SMS services are the best tools for----**Customer retention**