

Pool of Questions for MS Marketing

MCQ's	
MBA stands for	
A. Master in activity	B. Master of business administration
C. Master of academia	D. None of these
Following activities involved in logistics	
A. Store keeping	B. Transportation
C. warehousing	D. All options mentioned
Salespersons meeting doctor in clinic to promote new medicine is called	
A. Direct selling	B. Economic analysis
C. Financial Audit	D. HR agenda
Retailing on internet is called	
A. Cineplex	B. Bus shop
C. Truck shop	D. Online retailing
KFC Civil lines is the example of	
A. Grocery shop	B. Franchising
C. Meat Shop	D. Transportation
Meeting customer needs is called	
A. statistics	B. HR
C. marketing	D. IT
Offering free products to customers by the marketer is called	
A. Costing	B. Sampling
C. Store location	D. Store atmosphere
Sampling is the example of following strategy	
A. Promotional	B. Pricing
C. Distribution	D. None of above
Dividing total consumer market into small homogeneous groups is called	
A. School units	B. Grocery buying
C. Segmentation	D. Buying clothes
The fastest growing segment of retailing during Covid 19 is	
A. College education	B. Airplane travel
C. Wedding halls	D. Online retailing
Billboards are the example of	
A. Financial statements	B. Advertising
C. Both A and B	D. None of these
A message appeal can include	
A. Humor	B. Drama
C. Fear	D. All options given
Now a days social media is an effective tool of	
A. Marketing	B. Providing raw material
C. Mining	D. None of above
A pharmaceutical sale representative meeting a doctor to sell his medicine is which of following communication channel	
A. Acting in drama	B. Personal selling
C. Economic disaster	D. Firing of employees
Kisan mela is the example of following promotional tool	
A. Event	B. Repair shop
C. Song competition	D. Cricket game
Communicating product messages to target audience is called	
A. Product	B. Price
C. Place	D. Promotion
Following is the example of channel through which messages are delivered to target audience	
A. Borchers	B. Electronic media
C. Print media	D. All of option mentioned
Following is the example of services	
A. Banking	B. Laptop
C. Mobile manufacturing factory	D. Car
Branding is the process of applying	
A. Buying clothes	B. Brand name to the product
C. Both A and B	D. None of above
To measure consumer response, following is important	
A. Family income	B. Feedback
C. Name	D. Location
Showing ads keeping in view social norms and culture of the audience is called	

	A. Going to theatre	B. Services
	C. Ethical marketing	D. None of above
	The cycle showing performance of a product in its lifetime is called	
	A. HR life cycle	B. Employee job cycle
	C. Product life cycle	D. None of above
	New product development starts with _____.	
	A. idea generation	B. Selection of staff
	C. Home décor	D. Family business
	Executives, manufacturing employees, and salespeople are all examples of _____.	
	A. Customers	B. internal sources for new-product ideas
	C. Suppliers	D. Consultants
	IMF stands for _____.	
	A. International monetary fund	B. Domestic monetary fund
	C. Sales management team	D. None of above
	Which of the following is the most important external source of new-product ideas?	
	A. Bus drivers	B. customers
	C. Gate keeper	D. Cafeteria
	Following is the example of wholesaling	
	A. House maids	B. Distributors
	C. Farmers.	D. Consumer marketing
	Your firm asks you to consult external sources for new product ideas. All of the following are common external sources EXCEPT _____.	
	A. Customers	B. suppliers
	C. Competitors	D. the firm's executives
	In order to develop effective marketing communication first step is	
	A. Going for dinner	B. Buying Coffee
	C. Target audience identification	D. Taking meal
	RAM stands for: _____	
	A. Real Access	B. Random Access Memory
	C. Read Access	D. All of these
	Which of the following must be included in an executive's presentation of a new-product idea to a new-product committee?	
	A. the proposed customer value proposition	B. the firing of manager
	C. the resignation of CEO	D. The elimination of employees plan
	_____ is the amount of money charged for a product or service.	
	A. Experience curve	B. Demand curve
	C. Price	D. break- even
	Price is the only element in the marketing mix that produces _____.	
	A. Revenue	B. variable costs
	C. Expenses	D. fixed costs
	_____ is an important element in the marketing mix. It is the only element that does not represent costs.	
	A. Target marketing	B. Market share leadership
	C. Price	D. Current profit maximization
	Consumer perceptions of the product's value set the _____ for prices.	
	A. Fan	B. chair
	C. ceiling	D. table
	Product costs set a _____ to a product's price.	
	A. carpet	B. floor
	C. furniture	D. electronics
	Newspapers, magazines, and direct mail are all examples of which of the following types of media?	
	A. computer	B. printer
	C. Print Media	D. B and C
	_____ uses buyers' perceptions of what is the worth of a product in setting its price?	
	A. Value-based pricing	B. Game plan
	C. National strategy	D. Farmers agricultural plan
	Which of the following is not a component of a computer?	
	A. Hand blender	B. printer
	C. Key board	D. All of these
	Value-based pricing is the reverse process of _____.	
	A. Mining	B. Cooking
	C. cost-based pricing	D. Value-based pricing
	The marketing mix does not include	
	A. product	B. Price
	C. Place	D. Economics
	If a seller charges _____ than the buyer's perceived value, the company's sales will _____.	
	A. faster; beautiful	B. more; suffer
	C. All of above	D. None of above

Wal-Mart is famous for using what important type of value pricing?	
A. high pricing	B. everyday low pricing
C. Premium pricing	D. Sky high pricing
A company typically generates hundreds of ideas to find a few good ones through _____	
A. Hiring of employees	B. Firing of employees
C. Appraisal of employees	D. Idea generation
A purchase decision that requires thorough research such as a new product in business buying is known as	
A. swimming	B. Taking flight
C. New Task	D. None of above
Belonging and affection are	
A. Social needs	B. Running needs
C. Sports needs	D. None of the above
Food and clothing are	
A. Space needs	B. Physical needs
C. Fairy land needs	D. None of the above
SWOT stands for _____	
A. Strength, Weakness, Opportunity, Threat	B. Strength, Wisdom, Orbit, Time
C. Both A and B	D. None of the above
Main elements in a modern marketing system include	
A. Supplier	B. Marketer
C. Competitor	D. All of the above
Customer relationship management is for having relationship with	
A. customer	B. Friends
C. family	D. boss
Customer satisfaction leads to	
A. Customer loyalty	B. Decreased sales
C. Decreased business	D. Low profits
Partners inside the company is	
A. Super Store owner	B. Customer
C. Marketing team	D. None of the above
Partners outside the company is	
A. Suppliers	B. Marketing team
C. HRM department	D. Finance Department
Vision of a company is	
A. funny	B. Long term
C. Both A and B	D. None of the above
Mission statement of a company describes its	
A. Cooking plan	B. Hair style plan
C. Reason for existence	D. None of the above
Mission should be	
A. Realistic	B. drama
C. sad	D. None of the above
Vision tells the company	
A. Location of nearby grocery	B. Where they want to be
C. Prices of flea market	D. Customer complaints
In a BCG matrix, which one of the following has the lowest growth rate	
A. Cash cows	B. Stars
C. Question Marks	D. Dogs
Selling same product in the same market is called	
A. Market penetration	B. Selling car
C. Software update	D. downloading
Selling differentiated product to the same market is called	
A. Family business	B. Hotel services
C. Product development	D. Stage lightening
Selling same product to a differentiated market is called	
A. Entry Barriers	B. Market development
C. Barber shop	D. Home cleaning
B2B ventures are	
A. Buyer-to-Consumer	B. Consumer-to-Business
C. Consumer-to-Buyer	D. Business-to-Business
Internal capabilities that may help a company reach its objectives are called	
A. Strengths	B. Weaknesses
C. Opportunities	D. Threats
Internal limitations that may interfere with a company's ability to achieve its objectives are called	
A. Strengths	B. Weaknesses
C. Opportunities	D. Threats
External factors that the company may be able to exploit to its advantage are	

A.	Strengths	B.	Weaknesses
C.	Opportunities	D.	Threats
In marketing terms, we say that the number of intermediary levels indicates the _____ of a channel.			
A.	depth	B.	complexity
C.	involvement	D.	length
Intermediaries play an important role in matching _____.			
A.	dealer with customer	B.	supply and demand
C.	product to region	D.	manufacturer to product
A conventional distribution channel consists of one or more _____ producers, wholesalers, and retailers.			
A.	product-related	B.	independent
C.	contract	D.	estranged
Producers benefit from using intermediaries because they _____.			
A.	offer greater efficiency in making goods available to target markets	B.	offer less efficiency in making goods available to target markets
C.	Both A and B	D.	None of above
From the economic system's point of view, the role of marketing intermediaries is to transform the assortment of products made by producers into the assortment of products wanted by _____.			
A.	Students	B.	Doctors
C.	consumers	D.	Engineers
Joe Blanco, like other producers, has discovered that his intermediaries usually offer his firm more than it can achieve on its own. Which of the following is most likely an advantage that Joe creates by working with intermediaries			
A.	financial support	B.	fast service
C.	scale of operation	D.	working relationships with foreign distributors
A company's channel decisions directly affect every _____.			
A.	channel member	B.	marketing decision
C.	customer's choices	D.	employee in the channel
Most producers today sell their goods to _____.			
A.	final users	B.	final users and marketing members
C.	Intermediaries	D.	the government at various levels
When suppliers, distributors, and customers partner with each other to improve the performance of the entire system, they are participating in a _____.			
A.	value delivery network	B.	A game
C.	A race	D.	None of above
Another term for the supply chain that suggests a sense and respond view of the market is _____.			
A.	physical distribution	B.	demand chain
C.	channel of distribution	D.	All of above
_____ the manufacturer or service provider is the set of firms that supply the raw materials, components, parts, information, finances, and expertise needed to create a product or service.			
A.	Downstream from	B.	Upstream from
C.	Separated from	D.	Parallel with
Which of the following is NOT a typical supply chain member?			
A.	resellers	B.	customers
C.	raw materials supplier	D.	government agencies
A challenge for management in product line pricing is to decide on the price steps between the _____.			
A.	various products in a line	B.	product families
C.	product groups	D.	None of above
Companies usually develop _____ rather than single products.			
A.	product families	B.	product lines
C.	service groupings	D.	product brands
Accent Software faces the conditions below, all of which support Accent's use of a market-penetration pricing strategy EXCEPT that _____.			
A.	the market is highly price sensitive	B.	production and distribution costs will fall as sales volume increases
C.	the product's quality and image support a high price	D.	a low price would help keep out the competition
_____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share			
A.	Market-skimming	B.	Market-penetration
C.	Both A and B	D.	None of above
A firm is using _____ when it charges a high, premium price for a new product with the intention of reducing the price in the future.			
A.	price skimming	B.	trial pricing
C.	value pricing	D.	market-penetration pricing
Of the following, which statement would NOT support a market-skimming policy for a new product?			
A.	The product's quality and image support its higher price.	B.	Enough buyers want the products at that price.
C.	Both A and B	D.	Competitors can enter the market easily

Companies facing the challenge of setting prices for the first time can choose between two broad strategies: market-penetration pricing and _____.	
A. market-level pricing	B. market-competitive pricing
C. market-skimming pricing	D. market-price lining
A company sets not a single price, but rather a _____ that covers different items in its line that change over time as products move through their life cycles.	
A. pricing by-product	B. pricing structure
C. pricing loop	D. pricing cycle
As production workers become better organized and more familiar with equipment, the average cost per unit decreases. This is called the _____.	
A. Fitness curve	B. experience curve
C. Food curve	D. All options mentioned
With a higher volume of product, most companies can expect to _____.	
A. gain economies of scale	B. become less efficient
C. see average costs increase	D. None of above
Rent, electricity and executive salaries are examples of _____.	
A. fixed costs	B. variable costs
C. total costs	D. marketing costs
A company building its pricing strategy around the experience curve would be likely to	
A. price its products low	B. price its products high
C. Both A and B	D. None of above
Price competition is minimized when all firms in an industry use which pricing method?	
A. variable pricing	B. Markup Pricing
C. Both A and B	D. None of above
International Drilling Company segments its foreign markets by their overall level of economic development. This firm segments on what basis	
A. political factors	B. legal factors
C. geographic factors	D. economic factors
Demographic variables are so frequently used in market segmentation because they _____.	
A. Create smaller segments than other methods do	B. Create more easily reached segments than other methods do
C. Do not involve stereotypes	D. Are easy to measure in comparison to many other methods
You have discovered that the segments you are targeting are conceptually distinguishable and respond differently to different marketing mix elements and programs. These segments are _____.	
A. Accessible	B. measurable
C. Reachable	D. differentiable
Mass marketers, such as Target and Venture Stores, often ignore market segment differences and target the whole market with one offer. What is their approach to segmenting?	
A. undifferentiated marketing	B. differentiated marketing
C. target marketing	D. concentrated marketing
Today, the low cost of setting up shop _____ makes it even more profitable to serve very small niches.	
A. in malls in major cities	B. in mail-order catalogs
C. on the Internet	D. near major competitors
We define a _____ as anything that can be offered to a market for attention, acquisition, use, or consumption and that might satisfy a want or need	
A. private brand	B. service variability
C. service	D. product
_____ are a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything	
A. Line extensions	B. Services
C. Brands	D. Consumer products
The third level of a product that product planners must consider is a(n) _____ around the core benefit and actual product that offers additional consumer services and benefits	
A. brand equity	B. augmented product
C. brand extension	D. industrial product
_____ are products and services bought by final consumers for personal consumption. These include convenience products, shopping products, specialty products, and unsought products.	
A. Services	B. Consumer products
C. Line extensions	D. Industrial products
_____ are consumer products and services with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort.	
A. Shopping products	B. Unsought products
C. Specialty products	D. Industrial products

	Concept in which consumer buy product based on its characteristics is	
A.	Financial concept	B. Product Concept
C.	HRM concept	D. None of the above
	Strategic marketing planning involves	
A.	Customer	B. Long term planning
C.	Supplier	D. All of above
	Process involving relationship with customers is called	
A.	Banking and Finance	B. Total quality management
C.	Customer Relationship management	D. None of above
	In marketing terms, the distributor is a/an	
A.	Financer	B. Intermediary
C.	Manufacturer	D. Supplier
	Which statement is wrong for core competence	
A.	Useful in a wide variety of markets	B. Contributes to perceived customer benefits
C.	Difficult to imitate	D. Available to everyone
	Currency of Pakistan is	
A.	Rupee	B. Indian Rupee
C.	Pound	D. All of above
	Tactical planning is	
A.	High	B. Low
C.	Short term planning	D. Middle
	Which of the following is true regarding a Mission	
A.	One page long	B. Two page long
C.	Short, memorable, meaningful	D. None of the above
	Marketing mix classically has how many Ps	
A.	1	B. 4
C.	1000	D. 10000
	Personnel who attends the customers on retailing shop is called	
A.	Salesperson	B. Chef
C.	Peon	D. Barber
	Superstore sells	
A.	One product	B. Two shops
C.	Multiple products	D. No product
	Following is the example of convenience goods	
A.	Airplane	B. Ship
C.	Space rocket	D. Soft Drink
	Marketing mix includes	
A.	Product, Price, Promotion and Placement	B. Customer
C.	Presentation	D. Quality
	Marketing manager is responsible for	
A.	Accounting	B. Meeting customer needs
C.	Computer networking	D. None of the above
	Who is the current prime minister of Pakistan	
A.	Shahbaz Sharif	B. Imran Khan
C.	Asif Zardari	D. None of the above
	Marketing channels are used to	
A.	Help poor people	B. Guide people
C.	Complete	D. Sell, promote and display products
	Selling is	
A.	HR function	B. Marketing function
C.	IT function	D. Finance related function
	Exclusive distribution involves	
A.	One lac sellers	B. One million sellers
C.	One exclusive seller	D. None of above
	Distribution represents following P of the marketing mix	
A.	Precise	B. Placement
C.	Polishing	D. Posting
	Wholesaler sells in	
A.	Small quantity	B. Few numbers
C.	One unit	D. Large quantity
	Retailor	
A.	Sells large quantity	B. Sells small quantity
C.	Both A and B	D. None of above
	Which of following is a service	
A.	Pencil	B. Rubber
C.	Ruler	D. Consultancy service
	Which one of the following fads away earlier	
A.	Trend	B. Super Trend
C.	Megatrend	D. Fad
	The amount of goods/services one unit of currency will purchase in Marketing terms is called which power	

	A. Amount	B. Purchasing Power
	C. Goods	D. Money
	Scientific way of researching marketing issues is called	
	A. Marketing Research	B. Data
	C. Issue	D. None of the above
	Already collected data in research is called	
	A. Secondary Data	B. No data
	C. Both A and B	D. None of the above
	The main characteristic of marketing research is	
	A. Characteristic	B. Scientific method
	C. Both A and B	D. None of the above
	Holistic marketing is all of the following except	
	A. Inform, engage and energize	B. Having double standards and cheating
	C. Both A and B	D. None of the above
	Perception of value by a customer by differentiating set of benefits over all the cost is called	
	A. Customer Perceived value	B. Customer
	C. Value	D. Base
	The perceived monetary value of including benefits of product, service, people, and image is called	
	A. Total Cost	B. Total Customer Benefit
	C. Valued customer	D. None of the above
	A deeply held commitment to rebuy a preferred product is called	
	A. Customer	B. Supplier
	C. Patron in chief	D. Customer Loyalty
	A person's feelings of pleasure is called	
	A. Satisfaction	B. Disappointment
	C. Both A and B	D. None of the above
	Customer satisfaction for successful businesses is both a	
	A. Goal and a Tool	B. Problem
	C. Issue	D. None of the above
	The totality of features and characteristics of a product to satisfy needs is	
	A. Quality	B. Decisions
	C. Needs	D. None of the above
	A customer who buys more products and company has to invest less to attract the customer is	
	A. Wanderer	B. Profitable customer
	C. Shopkeeper	D. None of the above
	The process of carefully managing detailed information about individual customers to maximize loyalty is	
	A. Processing machine	B. Customer Relationship management
	C. Fulfilling needs only	D. Touching the lowest level
	Brand Evangelists empower the customers and the process is called	
	A. Customer Empowerment	B. Brand
	C. Customer	D. Belief
	The study of behavior of consumer about their dispose of goods, services, ideas, or experiences is called	
	A. Consumer Behavior	B. Financial Management
	C. Human Resource Management	D. Product failure
	Cultural Factors of consumers can be divided into following	
	A. Culture, subculture and social class	B. International Relations
	C. Maritime affairs	D. None of the above
	Social factors of consumers can be bifurcated into following	
	A. Reference Groups, Family, Role and Status	B. General manager
	C. Managing Director	D. CEO
	Personal Factors of consumers can be explained in the following headings	
	A. Age, Personality and Self-concept	B. Manpower
	C. Labor	D. Selling concept
	Psychological factors of consumer include	
	A. Learning, motivation and perception	B. Decline
	C. Consumer	D. Cosmetics
	Buying Decision Process generally starts with	
	A. Decide	B. Buy
	C. Problem recognition	D. Search
	In which process of perception, people tend to retain selective information is called	
	A. Select	B. Selective Retention
	C. Distort	D. Sublime
	Offerings sold in market that are intangible are called	
	A. Soda	B. Snacks
	C. Jeans	D. Services
	A product is a key element in any	
	A. Market offering	B. News
	C. Both A and B	D. None of the above

Amusement rides in parks allows customer an	A. Payment	B. experience
	C. Both A and B	D. None of the above
What is the capital of Pakistan	A. Islamabad	B. Karachi
	C. Lahore	D. Peshawar
Products with lesser prices are seen at	A. brand equity	B. augmented product
	C. brand extension	D. sales
TV ads are used to _____ products	A. Promote	B. package
	C. Present	D. augment
Products and services used and bought by industries are called	A. industrial products	B. specialty products
	C. supplies and services	D. materials and parts
Products and services bought by final consumers for personal consumption are called	A. Services	B. Consumer products
	C. Line extensions	D. Industrial products
Special characteristics for which buyer is willing to make a special purchase effort.	A. Normal product	B. General product
	C. Specialty products	D. None of above
Products that the consumer does not know about or does not sought their purchase generally are called	A. Specialty products	B. Line extensions
	C. Unsought products	D. Shopping products
Products purchased by industries for further processing or for use in conducting a business are called	A. Gift hampers	B. Dairy products
	C. Junk food	D. Industrial products
Most manufactured materials and parts are sold directly to	A. Customers	B. Industrial users
	C. Both A and B	D. None of the above
Salesperson is usually	A. Front-end employees	B. Back-end employee
	C. Accountant	D. None of the above
New product development is essential because of	A. Changing customer demands and new technology	B. It is useless activity
	C. Both A and B	D. None of the above
Hurdles in new product development are	A. Anyone can make new product easily	B. High cost of development and shortage of new ideas
	C. Both A and B	D. None of the above
Business Analysis involves	A. Estimating total sales, costs, profits and breakeven	B. Talking about businesses
	C. Both A and B	D. All the above
Rapid skimming strategy means	A. Charging high price and large scale promotion	B. Normal business
	C. Both A and B	D. All the above
Rapid penetration strategy means	A. Normal business	B. Charging low price and spending high on promotion
	C. Both A and B	D. Low promotion
What are the two ways that a company can obtain new products?	A. Line extension	B. product extension
	C. new-product development and acquisition	D. service development
Product improvements, product modifications, and original products can all be classified as	A. Assembly	B. New products
	C. Cardboard	D. Pilot
Which of the following is a potential reason for a new product to fail?	A. Fine quality of a product	B. a poorly designed product
	C. Effective advertising	D. None of the above
Which of the following is the idea that consumers will favor products that are available or highly affordable.	A. Production Concept	B. Product Concept
	C. Selling concept	D. Marketing concept
Set of benefits or values a company promises to deliver to customers to satisfy their needs is called	A. Marketing research	B. Marketing analysis
	C. Value proposition	D. Market offering

	Comprehensive plan that communicates and delivers the intended value to chosen customers.	
A.	Marketing plan	B. Integrated marketing program
C.	Marketing integration	D. Marketing buzz
	Which one of the following is a secondary activity in a Value Chain	
A.	Marketing	B. Human resource management
C.	Operations	D. Service
	Which of the following is not true regarding a Mission	
A.	Focus on a limited goals	B. Short, memorable, meaningful
C. Take a short term view		D. Defines major competitive spheres
	Product-Matrix expansion grid highlights following strategies except	
A.	Market Development	B. Resource Allocation
C.	Market Penetration	D. Diversification
	Which one of the following is not included in Porter's generic strategies	
A. Formative		B. Cost leadership
C. Focus		D. Differentiation
	The foremost characteristic of marketing research is	
A.	Research creativity	B. Scientific method
C.	Interdependence of model and data	D. Healthy skepticism
	Holistic marketing is all of the following except	
A.	Inform	B. Engage
C. Exaggerate		D. Energize
	A person's feelings of pleasure or disappointment that result from comparing a product's perceived performance to expectations is called	
A. Satisfaction		B. Expectation
C. Pleasure		D. Disappointment
	The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs is	
A. Quality		B. Standard
C. Need		D. Performance
	Customer satisfaction for successful businesses is a	
A.	Goal	B. Tool
C. Both A & B		D. None of the above
	Cultural Factors of consumers can be divided into following except	
A.	Culture	B. Subculture
C.	Social Class	D. Role and Status
	Social factors can be bifurcated into following except	
A.	Reference Groups	B. Family
C. Personality		D. Role and status
	Personal Factors can be explained in the following headings except	
A.	Age	B. Role
C.	Personality	D. Self-concept
	Psychological factors are as follows except	
A.	Learning	B. Motivation
C.	Perception	D. Dedication
	A purchase decision that requires thorough research such as a new product in business buying is known as	
A.	Straight Rebuy	B. Modified rebuy
C. New Task		D. New buy
	Belonging and affection are	
A. Social needs		B. Physical needs
C. Individual needs		D. None of the above
	Food and clothing are	
A.	Social needs	B. Physical needs
C.	Individual needs	D. None of the above
	Learning and knowledge are	
A.	Social needs	B. Physical needs
C. Individual needs		D. None of the above
	Main elements in a modern marketing system include	
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C.	Competitor	D. All of the above
	Customer relationship management is for having relationship with	
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C. family		D. boss
	Customer satisfaction leads to	
A. Customer loyalty		B. Decreased sales
C. Customer animosity		D. Low profits
	Partners inside the company is	
A.	Competitor	B. Distributor
C. Marketing team		D. None of the above
	Vision of a company is	
A.	Short term	B. Long term
C.	Both A and B	D. None of the above
	Mission statement of a company describes its	
A.	HR details of a company	B. No of employees in a company
C. Reason for existence		D. None of the above

Mission should be	A. Realistic	B. A lengthy document
	C. Talk about financial matters	D. None of the above
Vision tells the company	A. Where they are	B. Where they want to be
	C. What are they doing good	D. Which is the best policy of the company
In a BCG matrix, which one of the following has the lowest growth rate	A. Cash cows	B. Stars
	C. Question Marks	D. Dogs
Selling same product in the same market is called	A. Market penetration	B. Market development
	C. Product development	D. Diversification
Selling differentiated product to the same market is called	A. Market penetration	B. Market development
	C. Product development	D. Diversification
Selling same product to a differentiated market is called	A. Market penetration	B. Market development
	C. Product development	D. Diversification
Internal capabilities that may help a company reach its objectives are called	A. Strengths	B. Weaknesses
	C. Opportunities	D. Threats
External factors that the company may be able to exploit to its advantage are	A. Strengths	B. Weaknesses
	C. Opportunities	D. Threats
Concept in which consumer buy product based on its characteristics is	A. Financial concept	B. Product Concept
	C. HRM concept	D. None of the above
Strategic marketing planning involves	A. Customer	B. Long term planning
	C. Supplier	D. All of above
Process involving relationship with customers is called	A. Banking and Finance	B. Total quality management
	C. Customer Relationship management	D. None of above
In marketing terms, the distributor is a/an	A. Financer	B. Intermediary
	C. Manufacturer	D. Supplier
Which statement is wrong for core competence	A. Useful in a wide variety of markets	B. Contributes to perceived customer benefits
	C. Difficult to imitate	D. Available to everyone
Currency of Pakistan is	A. Rupee	B. Indian Rupee
	C. Pound	D. All of above
Tactical planning is	A. High	B. Low
	C. Short term planning	D. Middle
Which of the following is true regarding a Mission	A. One page long	B. Two page long
	C. Short, memorable, meaningful	D. None of the above
Marketing mix classically has how many Ps	A. 1	B. 4
	C. 1000	D. 10000
Personnel who attends the customers on retailing shop is called	A. Salesperson	B. Chef
	C. Peon	D. Barber
Superstore sells	A. One product	B. Two shops
	C. Multiple products	D. No product
Following is the example of convenience goods	A. Airplane	B. Ship
	C. Space rocket	D. Soft Drink
Marketing mix includes	A. Product, Price, Promotion and Placement	B. Customer
	C. Presentation	D. Quality
Marketing manager is responsible for	A. Accounting	B. Meeting customer needs
	C. Computer networking	D. None of the above
Who is the current prime minister of Pakistan	A. Shahbaz Sharif	B. Imran Khan
	C. Asif Zardari	D. None of the above
Marketing channels are used to	A. Help poor people	B. Guide people
	C. Complete	D. Sell, promote and display products
Selling is		

	A. HR function	B. Marketing function
	C. IT function	D. Finance related function
	Exclusive distribution involves	
	A. One lac sellers	B. One million sellers
	C. One exclusive seller	D. None of above
	Distribution represents following P of the marketing mix	
	A. Precise	B. Placement
	C. Polishing	D. Posting
	Wholesaler sells in	
	A. Small quantity	B. Few numbers
	C. One unit	D. Large quantity
	Retailor	
	A. Sells large quantity	B. Sells small quantity
	C. Both A and B	D. None of above
	Which of following is a service	
	A. Pencil	B. Rubber
	C. Ruler	D. Consultancy service
	Which one of the following fads away earlier	
	A. Trend	B. Super Trend
	C. Megatrend	D. Fad
	The amount of goods/services one unit of currency will purchase in Marketing terms is called which power	
	A. Amount	B. Purchasing Power
	C. Goods	D. Money
	Scientific way of researching marketing issues is called	
	A. Marketing Research	B. Data
	C. Issue	D. None of the above
	Already collected data in research is called	
	A. Secondary Data	B. No data
	C. Both A and B	D. None of the above
	The main characteristic of marketing research is	
	A. Characteristic	B. Scientific method
	C. Both A and B	D. None of the above
	Holistic marketing is all of the following except	
	A. Inform, engage and energize	B. Having double standards and cheating
	C. Both A and B	D. None of the above
	Perception of value by a customer by differentiating set of benefits over all the cost is called	
	A. Customer Perceived value	B. Customer
	C. Value	D. Base
	The perceived monetary value of including benefits of product, service, people, and image is called	
	A. Total Cost	B. Total Customer Benefit
	C. Valued customer	D. None of the above
	A deeply held commitment to rebuy a preferred product is called	
	A. Customer	B. Supplier
	C. Patron in chief	D. Customer Loyalty
	A person's feelings of pleasure is called	
	A. Satisfaction	B. Disappointment
	C. Both A and B	D. None of the above
	Customer satisfaction for successful businesses is both a	
	A. Goal and a Tool	B. Problem
	C. Issue	D. None of the above
	The totality of features and characteristics of a product to satisfy needs is	
	A. Quality	B. Decisions
	C. Needs	D. None of the above
	A customer who buys more products and company has to invest less to attract the customer is	
	A. Wanderer	B. Profitable customer
	C. Shopkeeper	D. None of the above
	The process of carefully managing detailed information about individual customers to maximize loyalty is	
	A. Processing machine	B. Customer Relationship management
	C. Fulfilling needs only	D. Touching the lowest level
	Brand Evangelists empower the customers and the process is called	
	A. Customer Empowerment	B. Brand
	C. Customer	D. Belief
	The study of behavior of consumer about their dispose of goods, services, ideas, or experiences is called	
	A. Consumer Behavior	B. Financial Management
	C. Human Resource Management	D. Product failure
	Cultural Factors of consumers can be divided into following	
	A. Culture, subculture and social class	B. International Relations
	C. Maritime affairs	D. None of the above

Social factors of consumers can be bifurcated into following	
A. Reference Groups, Family, Role and Status	B. General manager
C. Managing Director	D. CEO
Personal Factors of consumers can be explained in the following headings	
A. Age, Personality and Self-concept	B. Manpower
C. Labor	D. Selling concept
Psychological factors of consumer include	
A. Learning, motivation and perception	B. Decline
C. Consumer	D. Cosmetics
Buying Decision Process generally starts with	
A. Decide	B. Buy
C. Problem recognition	D. Search
In which process of perception, people tend to retain selective information is called	
A. Select	B. Selective Retention
C. Distort	D. Sublime
Offerings sold in market that are intangible are called	
A. Soda	B. Snacks
C. Jeans	D. Services
A product is a key element in any	
A. Market offering	B. News
C. Both A and B	D. None of the above
Amusement rides in parks allows customer an	
A. Payment	B. experience
C. Both A and B	D. None of the above
What is the capital of Pakistan	
A. Islamabad	B. Karachi
C. Lahore	D. Peshawar
Products with lesser prices are seen at	
A. brand equity	B. augmented product
C. brand extension	D. sales
TV ads are used to _____ products	
A. promote	B. package
C. present	D. augment
Technological factors can be categorized in which of the following environment of a company	
A. Micro-environment	B. Macro-environment
C. Meso-environment	D. None of the above

A process by which companies create value for customers and build strong customer relationships to capture value from customers in return is called	
A. Marketing	B. Finance
C. HR	D. IT
State of felt deprivation in marketing is called	
A. Need	B. Waiting
C. Giving	D. Preference
Need backed by buying power of customer is called	
A. Giving	B. Responding
C. Demand	D. Preference
Searching for customer preferences is done through	
A. Marketing research	B. Finance
C. Appraisal	D. Human resource development
Customer satisfaction is the goal of	
A. Marketing	B. Marketing analysis
C. HR	D. IT
Which of the following is the concept that consumers will favor products that are available or highly affordable?	
A. Production Concept	B. Psychological Concept
C. Attitudinal Concept	D. Learning
The set of actual and potential buyers of a product	
A. Market	B. Product
C. Promotion	D. Price
The set of tools (four Ps) the firm uses to implement its marketing strategy. It includes product, price, promotion, and place.	
A. Marketing Buzz	B. Marketing mix
C. Marketing event	D. Marketing program
The act of obtaining a desired object from someone by offering something in return is	
A. Exchange	B. Care label
C. Labelling	D. Branding
Which of the following refers to dividing the markets into segments of customers	
A. Psychology	B. Physiology
C. IT	D. Segmentation
Which of the following refers to which segments to go after	

	A. Target marketing	B. Value proposition
	C. CRM	D. Customer satisfaction
	Term product is used for	
	A. Physical product	B. Services
	C. Place	D. All of above
	Comprehensive plan that communicates and delivers the intended value to chosen customers.	
	A. Marketing offer	B. Integrated marketing plan
	C. Brand offer	D. Pricing
	Which is the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction	
	A. Customer offer	B. Customer research
	C. Customer relationship management	D. Customer promise
	The process of hiring and firing of employees involves	
	A. Marketing	B. Human resource management
	C. Operations	D. Service
	CRM in marketing stands for	
	A. Close reliance management	B. Creative restaurant management
	C. None of above	D. Customer relationship management
	How the firm identifies new value opportunities is called	
	A. Value Exploration	B. Branding
	C. Market division	D. Products
	Following is used to direct and coordinate the marketing plans and is created at the strategic and tactical level	
	A. Exchange	B. Pricing
	C. Marketing Planning	D. Wants
	Company mission statement involves which kind of planning	
	A. Short term	B. Day to day term
	C. Long term planning	D. None of above
	Product life cycle depicts	
	A. Offers	B. Age and performance of product in market in lifetime
	C. Product features	D. None of above
	Selling is the part of	
	A. Marketing	B. HR
	C. IT	D. Management
	Computer networking is involved in	
	A. IT	B. Marketing
	C. Management	D. Finance
	The channels involved in making a product available for consumers is called	
	A. Marketing channels	B. Suspect
	C. Buyer	D. Purchaser
	Which of the following is true for marketing channels?	
	A. Establishes over time	B. Cannot be altered easily
	C. All given options	D. Bridge between buyer and seller
	Zero-level marketing channel depicts	
	A. Involved one reseller	B. Manufacturer sells directly to buyer
	C. Involved two resellers	D. Involved three resellers
	The channel that deals with product return is called	
	A. Forwarding channel	B. Storing
	C. Reverse-flow channel	D. None of above
	Only one distributor of the product is represented by	
	A. Selective distribution	B. Mass distribution
	C. Intensive distribution	D. Exclusive distribution
	The distribution strategy uses few the number of intermediaries?	
	A. Exclusive distribution	B. Intensive distribution
	C. Selective distribution	D. Direct distribution
	The conflict between wholesalers and retailer is called in marketing terms	
	A. Horizontal conflict	B. Vertical conflict
	C. All of above	D. None of above
	The channel conflict between two retailer is called	
	A. Horizontal conflict	B. Vertical conflict
	C. All of above	D. None of above
	Following is not Marketing mix	
	A. Product	B. Innovation
	C. Price	D. Place
	The retailing is an act of	
	A. Reselling	B. Computer networking
	C. Waiting	D. Recruiting
	Marketing management is the act of	
	A. Planning and managing marketing activities	B. Transportation
	C. Hiring	D. None of above
	Online selling involves	
	A. Hiring	B. Firing

	C. Selling the product online	D. None of above
	The fastest growing segment of retailing is	
	A. Personal selling	B. Warehouse stores
	C. Corner shop	D. Online retailing
	Buying the rights from an established organization to sell the product is called	
	A. Wholesaling	B. Franchising
	C. None of given options	D. Retailing
	A set of business activities to produce, price, promote and distribute products is called	
	A. Agency	B. Recruiting
	C. Marketing	D. Banking
	Al-fateh store is the example of	
	A. Retailors	B. Wholesalers
	C. Agent	D. Manufacturer
	Product pricing mainly depends upon	
	A. Environment	B. Guessing
	C. Product manufacturing and related costs	D. Intuition
	Competition between Daewoo and Niazi bus services is known as	
	A. Monopoly	B. Direct competition
	C. Conspiracy	D. None of given statements
	Advertising is the part of	
	A. Product Innovation	B. Pricing
	C. Distribution	D. Marketing communication
	Billboard advertising is the part of	
	A. Integrated marketing communications	B. Pricing
	C. Distribution	D. Manufacturing
	In order to develop effective marketing communication first step is	
	A. Evolution of customer response	B. Evaluation of profit
	C. Target audience identification	D. None of above stated
	In every marketing activity following always exists	
	A. An exchange of value	B. Dealing
	C. Services	D. None of above stated
	Dividing markets in homogeneous groups is called	
	A. Pricing	B. Product development
	C. CRM	D. Segmentation
	Selecting a group of customers among the other groups to serve is called	
	A. Choosing	B. Selecting
	C. Market targeting	D. Ignoring
	Dividing market according to geographical area is known as	
	A. Psychologic segmentation	B. Geographic segmentation
	C. Demographic segmentation	D. Behaviourial segmentation
	Dividing market as per customers needs and consumption behaviour is known as	
	A. Behaviourial segmentation	B. Demographic segmentation
	C. Psychographic segmentation	D. Geographic segmentation
	Petrol is sold in international market in which currency	
	A. Rupee	B. Indian rupee
	C. Takka	D. Doller
	Dividing marketing according to customer age gender and occupation is called	
	A. Demographic segmentation	B. Psychographic segmentation
	C. Behavioral segmentation	D. Geographic segmentation
	4Ps and marketing mix are	
	A. Different concepts	B. Opposite concepts
	C. None of given options	D. Alternative concept
	SWOT analysis is used for	
	A. Employee analysis	B. Environmental analysis
	C. Raising salary	D. Employee appraisal
	When you divide market based on male and female. Basically, you are dividing market based on	
	A. Age	B. Gender
	C. Behaviour	D. Attitude
	Consumers showing their allegiance to brands, stores, or companies is called	
	A. Animosity	B. loyalty
	C. Revenge	D. Hatred
	The biggest problem nowadays for service providing firm is	
	A. Customer loyalty	B. Customer's family
	C. Customer income	D. Customer defection
	When a business market segment is large or profitable enough to serve, it is termed _____.	
	A. Unprofitable	B. Ignorable
	C. Substantial	D. None of above options
	Promotion is important part of	

	A. Finance	B. HR
	C. IT	D. Marketing
	To evaluate the different market segments your company serves, you would look	
	A. segment size	B. segment growth
	C. segment structural attractiveness	D. All of options mentioned
	Services in marketing terms are _____	
	A. Products	B. Cannot term as product
	C. Both A & B	D. None of mentioned
	The segment you choose for targeting must be	
	A. Measurable	B. accessible
	C. Substantial	D. All of given options
	In general, a company should enter only segments in which it can get _____	
	A. Lower profits	B. Offer superior value; gain advantages over competitors
	C. Non profitable customers	D. Face huge competition
	Following is/are the example of mass advertising	
	A. TV ads	B. Radio ads
	C. Newspaper ad	D. All mentioned above
	Strategic planning is	
	A. Pricing	B. Placement
	C. None of mentioned	D. Long term planning
	Tactical planning is	
	A. Pricing	B. Short term planning
	C. Networking	D. Placement
	Today, the low cost of setting up shop is on	
	A. Malls in major cities	B. Street corner
	C. The Internet	D. Al-Fateh store