



Marketing.m

- 1 What is the definition of marketing?
- 2 How old are the principles and practices of marketing? Which of the following represent the oldest instances of individuals and organizations practicing the principles of marketing?
- 3 Peter Drucker noted the relationship between selling and marketing in the following terms:
- 4 Which of the following statements is not true about the concept of a customer?
- 5 Which of the following holds that the key to achieving organizational goals consists of the company being more effective than competitors in creating, delivering, and communicating customer value to its target markets?
- 6 What are the four P's in marketing?
- 7 Which of the following is at least likely to be associated with a firm's macro-environment?
- 8 Which of the following represents the most directly important reason why firms monitor their demographic environment?
- 9 Which of the following is not part of an organization's microenvironment?
- 10 Which of the following is an element of an organization's internal environment?
- 11 Which of the following is the process of designing, gathering, analyzing, and reporting information that may be used to solve a specific marketing problem?
- 12 How does the marketing research system differ from the marketing information system?
- 13 When the research objective of a study is to gain background information and to clarify the research problems to create hypotheses, it is generally referred to as:
- 14 What is a cross-sectional design?
- 15 What does the term "longitudinal" design mean?





- 16) A quantitative research study aims to achieve all of the following, except:
- 17) Qualitative research techniques perform better for which of the following issue in comparison to quantitative research techniques?
- 18) What is the purpose of using direct personal observation when conducting a marketing research?
- 19) Interviewing all members of a given population is called:
- 20) Which one of these sampling methods is a probability method?
- 21) Why is market segmentation carried out?
- 22) The ... method is one of the main approached to segmenting markets by adopting the view that the market consists of customers that are essentially the same, so the task is to identify groups which share particular differences.
- 23) Which of the following are the three broad groups of consumer segmentations criteria?
- 24) Which of the following is not an example of behavioral variable?
- 25) Psychographic segmentation is based on:
- 26) Which of the following are the three broad groups of organizational characteristics segmentation criteria?
- 27) The purpose of evaluating the attractiveness of differing market segments identified in the second stage of the market segmentation process is to:
- 28) A key benefit of the STP process is:
- 29) ... are used in the positioning process to illustrate differing attributes of a selection of brands.
- 30) Market positioning does not involve:
- 31) A ... involves analysis of marketing strategy, value to the customer, price quality relationship, competition, effect on distribution/retailers, political factors, and cost, among others.
- 32) Pricing decisions are influenced by external factors such as:





- 33) ... occurs when companies temporarily reduce their prices below the standard price for a period of time to raise awareness of the offering to encourage trial, and raise short-term brand awareness.
- 34) ... is influenced by perceptions of the fairness of prices set, latitude of price acceptance and frequency of purchase, price presentation and advertising.
- 35) Strategies that are used for new product pricing are called:
- 36) These are chains of organizations that are concerned with the management of the processes and activities involved in creating and moving products from producers and manufacturers to end-user customers. The organizations involved with any one journey, are collectively termed as a:
- 37) Supply chain management embraces four main activities. Which of the following is not one of the activities?
- 38) The practice of cutting inventories to absolute minimum levels and requiring vendors to deliver the items as they are needed in the production process is known as:
- 39) Which of the following means placing your product or service in as many outlets or locations as possible, in order to maximize the opportunity for customers to find the good or service?
- 40) McDonald's and KFC are good examples of:
- 41) The components of a product or service offer include:
- 42) A ... consists of all the product lines and items that a particular seller offers for sale.
- 43) Which stage of the product life cycle is marked by falling costs and rising revenues?
- 44) Which group of consumers likes to be seen to own something new and are therefore prepared to purchase a product while it is still expensive?
- 45) A ... is a group of products that are closely related because they function in a similar manner, are sold to the same customer groups, are marketed through the same type of outlets, or fall within given price ranges.
- 46) A ... is a name, term, sign, symbol, design, or a combination of these, that identifies the maker or seller of a product or service.





- 47) A brand is a shorthand method which a manufacturer can use to identify its product as being distinctive. However, to be of value to a customer, this depends on which of the following brand characteristics being present?
- 48) One approach to branding is to use the same brand name for everything a company produces. However, there are several drawbacks to this approach. Which of the following is not an identified drawback to this approach.
- 49) ... occurs when two established brand names of different companies are used on the same product.
- 50) Choosing a suitable international brand name is an important, but often difficult, part of the process that creates a strong and distinctive brand. Which of the following statements about choosing a name for a new soft drink not true?
- 51) What is the strategy: the manufacturer supplies dealers all marketing materials and dealers then promote it to customer?
- 52) What is the strategy: the manufacturer treats communications directly to the buyer, and the buyer requires the product from the dealer?
- 53) What is the pull strategy?
- 54) Which of the methods for the determination of money on advertising is the best?
- 55) Which method enables you to decide how much money you can spend on advertising?
- 56) Choose ways of putting the advertising message across (point out all the right cases).
- 57) What kind of media channels can be used for advertising (point out all the right cases)?
- 58) Which of these models are the models of advertising effect?
- 59) Services are characterized by five distinct characteristics. These are:
- 60) The most widely accepted services marketing model is based on the following presumed service differences, except:
- 61) Service marketers consider which of the following?
- 62) Three types of customer expectations can be identified:





- 63 Perceived service quality concept includes which of the following?
- 64 Quality Gaps include:
- 65 ... is based on the idea that customer expectations of the service they will receive shape their perception of the actual service encounter.
- 66 The first activity in developing a service blueprint is:
- 67 The purchase of goods and services for use by an organization in producing other goods and services, to support the daily operations of the organization or for resale is called:
- 68 B2B marketing is fundamentally different from consumer goods or services marketing because:
- 69 Organizational buying behavior is about:
- 70 The Howard and Sheth model of consumer buying behavior provides a useful description of:
- 71 The function performed by the gatekeeper in the company decision-making unit is to:
- 72 What do the A, R, A stand for in the A-R-A model?
- 73 Desintermediation in the online world refers to:
- 74 The central limit theorem states that as the sample size increases the distribution of the sample ... approach the normal distribution.
- 75 The tool of network analysis used to identify existing business opportunities and growth perspectives is called:
- 76 We use .., ... and ... to analyze business networks.
- 77 Building mutually satisfying long-term relationships with key constituents in order to earn and retain their business is the aim of:
- 78 The customer CRM strategy does not include:
- 79 The advantages of customer retention for an organizations are:
- 80 It has been claimed that the three major outcomes from the development of relationship trust are satisfaction, ..., and continuity.
- 81 The relationship marketing ladder of loyalty does not include:





- 82) This is a true form of loyalty and is driven by personal identification with real or perceived values and benefits. This is referred to as:
- 83) A firm's reaction to a customer complaint that results in customer satisfaction and goodwill is called a:
- 84) The perceived justice consists of three components:
- 85) The component of perceived justice that refers to the outcomes associated with the service recovery process is referred to as ... justice.
- 86) A service ... is a promise that if service delivery fails to meet pre-defined standards, the customer is entitled to compensation.
- 87) The ... process commences at corporate level. Here the organization sets out its overall mission, purpose, and values.
- 88) A statement that sets out what the organization wishes to achieve in the long term is referred to as:
- 89) Large organizations create ..., which assumes the role of a separate company and create their own strategies and plans in order to achieve their corporate goals and contribution to the overall organization.
- 90) The key five forces examine competition among firms, potential entrants, buyers and:
- 91) What does the Porter's five forces aim to achieve?
- 92) What is the term used in Ansoff's matrix for increasing market share with existing products in existing markets?
- 93) SWOT is an acronym for:
- 94) An organization can offer standard products at acceptable levels of quality, yet still generate above-average profit margin by adopting ...
- 95) What term is used to describe the competitive space where products are not yet well defined, competitors are not structured and the market is relatively unknown?
- 96) Secondary activity of Porter's value chain that deals with pertaining equipment is named:

