

201 - Marketing Management

1. What is the role of a product as a market offering?

- a. To confuse consumers
- b. To create market competition
- c. To satisfy customer needs
- d. To increase production costs

Answer: c. To satisfy customer needs

2. Which type of product is often purchased with minimal effort, such as daily necessities?

- a. Convenience goods
- b. Shopping goods
- c. Specialty goods
- d. Unsought goods

Answer: a. Convenience goods

3. What is the Booz Allen & Hamilton Classification Scheme used for?

- a. Pricing decisions
- b. Market segmentation
- c. New product development
- d. Branding

Answer: c. New product development

4. How is the Product Hierarchy structured?

- a. Brand, product line, product type
- b. Product type, brand, product line
- c. Brand, product type, product line
- d. Product line, product type, brand

Answer: c. Brand, product type, product line

5. What does the Customer Value Hierarchy focus on?

- a. Cost reduction
- b. Customer satisfaction
- c. Market competition
- d. Product innovation

Answer: b. Customer satisfaction

6. What factors influence pricing decisions?

- a. Only internal factors
- b. Only external factors
- c. Both internal and external factors
- d. Market trends only

Answer: c. Both internal and external factors

7. What is the first step in the price-setting process?

- a. Analyzing competitors' pricing
- b. Setting pricing objectives
- c. Determining demand
- d. Estimating costs

Answer: b. Setting pricing objectives

8. What does "Dynamic pricing" in online marketing involve?

- a. Fixed pricing strategy
- b. Surge pricing
- c. Discount pricing
- d. Bundle pricing

Answer: b. Surge pricing

9. Which type of pricing involves charging different prices to different customers for the same product or service?

- a. Geographical pricing
- b. Price discounts & allowances
- c. Promotional pricing
- d. Differentiated pricing

Answer: d. Differentiated pricing

10. What is the concept of "Transfer Pricing" related to?

- a. Employee salaries
- b. International trade
- c. Selling products between different departments of the same company
- d. Price changes

Answer: c. Selling products between different departments of the same company

11. What are the major functions of marketing channels?

- a. Only distribution
- b. Only advertising
- c. Only production
- d. Distribution, promotion, and selling

Answer: d. Distribution, promotion, and selling

12. What is the term for the levels of intermediaries between the producer and the final consumer?

- a. Channel functions
- b. Channel levels
- c. Channel design
- d. Channel options

Answer: b. Channel levels

13. Which channel option involves selling directly to consumers through the internet?

- a. Wholesaling
- b. Retailing
- c. Franchising
- d. Direct marketing

Answer: d. Direct marketing

14. What are the components of market logistics decisions?

- a. Product, place, promotion
- b. Order processing, warehousing, inventory, logistics
- c. Pricing, distribution, advertising
- d. Product line analysis, customer value hierarchy, pricing objectives

Answer: b. Order processing, warehousing, inventory, logistics

15. What is an essential aspect of channel design decisions?

- a. Analyzing competitors' channels
- b. Identifying and evaluating major channel alternatives
- c. Selecting promotional channels only
- d. Restricting options for customers

Answer: b. Identifying and evaluating major channel alternatives

16. What is the role of marketing communications in marketing effort?

- a. Only advertising
- b. Only public relations
- c. Only sales promotion
- d. Communication through various channels

Answer: d. Communication through various channels

17. Which element of the communication mix involves non-personal mass communication?

- a. Personal selling
- b. Advertising
- c. Direct marketing
- d. Public relations

Answer: b. Advertising

18. What does Integrated Marketing Communications (IMC) emphasize?

- a. Isolation of communication elements
- b. Coordination of all promotional activities
- c. Using a single promotional tool
- d. Ignoring customer feedback

Answer: b. Coordination of all promotional activities

19. What are the steps in developing effective marketing communication?

- a. Choosing media, selecting message source, collecting feedback
- b. Identifying target audience, determining communication objectives, designing a message
- c. Analyzing competitors' communication, setting communication goals, implementing strategies
- d. Creating advertisements, selecting advertising agencies, monitoring sales

Answer: b. Identifying target audience, determining communication objectives, designing a message

20. What is the concept of "Push-Pull strategies" related to in promotion mix strategy?

- a. Channel options

- b. Dynamic pricing
- c. Pricing objectives
- d. Promotional mix

Answer: d. Promotional mix

21. What is the nature of an Executive Summary in marketing plans?

- a. Detailed analysis of the market
- b. Brief overview of the entire marketing plan
- c. Financial statements
- d. Customer testimonials

Answer: b. Brief overview of the entire marketing plan

22. What is the purpose of Marketing Evaluation & Control?

- a. Creating financial statements
- b. Assessing product quality
- c. Monitoring and adjusting marketing strategies
- d. Increasing production costs

Answer: c. Monitoring and adjusting marketing strategies

23. What is an example of Marketing Control type?

- a. Customer feedback
- b. Profitability Control
- c. Product quality analysis
- d. Employee satisfaction

Answer: b. Profitability Control

24. What is the primary focus of a Marketing Audit?

- a. Evaluating customer feedback
- b. Analyzing market competition

- c. Assessing the effectiveness of marketing strategies and programs
- d. Creating financial statements

Answer: c. assessing the effectiveness of marketing strategies and programs

25. What is the concept of "Situation Analysis" in marketing plans?

- a. Monitoring sales trends
- b. Evaluating external factors that may impact marketing strategies
- c. Setting pricing objectives
- d. Creating advertisements

Answer: b. evaluating external factors that may impact marketing strategies

26. What is expected to be analyzed in the class and included in the examination?

- a. Theoretical concepts only
- b. Real-world examples/cases
- c. Market competition
- d. Production costs

Answer: b. Real-world examples/cases

27. What is the emphasis in the suggested note regarding the course?

- a. Theoretical concepts
- b. Application of real-world examples
- c. Memorization of principles
- d. Examination techniques

Answer: b. Application of real-world examples

28. Who are the authors of the book "Marketing Management" listed as a suggested text?

- a. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha
- b. Rajan Saxena

- c. Lamb Hair Sharma, Mc Daniel
- d. All of the above

Answer: a. Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha

29. What is the focus of the book "Marketing Management" by Rajan Saxena?

- a. Product management
- b. Marketing communication
- c. Pricing strategies
- d. Market logistics

Answer: d. Market logistics

30. Which book is authored by Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque?

- a. Marketing Management
- b. Principles of Marketing
- c. Marketing Management- Text and Cases
- d. Marketing Whitebook

Answer: b. Principles of Marketing

31. What is the focus of the book "Marketing Management- Text and Cases" by Tapan K Panda?

- a. Product management
- b. Pricing strategies
- c. Market logistics
- d. Marketing evaluation and control

Answer: d. Marketing evaluation and control

32. Who are the authors of the book "Marketing Management" listed as a suggested reference?

- a. Ramaswamy & Namakumari
- b. Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque
- c. Tapan K Panda
- d. All of the above

Answer: a. Ramaswamy & Namakumari

33. Which book is not mentioned in the Suggested Text Books?

- a. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha
- b. Marketing Management- Text and Cases, Tapan K Panda
- c. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque
- d. Marketing Whitebook

Answer: d. Marketing Whitebook