

Master of Business Administration
M.B.A. Part-I Semester-II
Choice Based Credit System – (CBCS)
PaperIX
Marketing Management
MULTIPLE CHOICE QUESTIONS

1. Good marketing is no accident, but a result of careful planning and _____.
A) **execution**
B) selling
C) strategies
D) research
2. Marketing management is _____.
A) managing the marketing process
B) monitoring the profitability of the company's products and services
C) **the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value**
D) developing marketing strategies to move the company forward
3. Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of which one of the following?
A) An image
B) **A service**
C) A good
D) An idea
4. Marketers often use the term _____ to cover various groupings of customers.
A) people
B) buying power
C) demographic segment
D) **market**
5. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.
A) production
B) **selling**
C) marketing
D) holistic marketing
6. Which of the following would be the best illustration of a subculture?
A) **A religion.**
B) A group of close friends.
C) Your university.
D) Your occupation.

7. The buying process starts when the buyer recognizes _____.
A) Product
B) an advertisement for the product
C) a salesperson from a previous visit
D) problem or need
8. If actual performance exceeds the expected performance of the product, then customer _____.
A) Satisfied
B) Dissatisfied
C) Delighted
D) Neutral
9. Bread and milk are which kind of products?
A) Specialty Products
B) Convenience products
C) Shopping products
D) Unsought products
10. Parents buy toys for their children act as _____ in the buying process.
A) Decider
B) Buyer
C) Maintainer
D) All of the above
11. If a firm is practicing _____, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.
A) double-up marketing
B) interactive marketing
C) service marketing
D) internal marketing
12. A cluster of complementary goods and services across diverse set of industries is called as _____.
A) Market place
B) Meta market
C) Market space
D) Resource Market
13. Adding new features to a product is advocated by which of the approaches?
A) Product Approach
B) Production Approach
C) Marketing Approach
D) Selling Approach

14. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.
A) To make products easily visible and available
B) To promote sales of products
C) To differentiate their products from those of competitors
D) To do marketing surveys
15. What is the last stage of the consumer decision process?
A) problem recognition
B) post purchase behavior
C) alternative evaluation
D) purchase
16. _____ markets are made up of members of the distribution chain.
A) Consumer
B) Business-to-business (industrial)
C) Channel
D) Institutional
17. Which of the following is considered a “key player” in the marketing industry?
A) marketer
B) suppliers or vendors
C) distributors or retailers
D) all of the above
18. Marketing Mix is the most visible part of the marketing strategy of an organization.
A) True
B) False
19. Businesses spend most of their advertising rupees on business-to-business markets.
A) True
B) False
20. A transaction in which the organization is making an initial purchase of an item to be used to perform a new job refers to which of the following purchases?
A) Straight rebuy purchase
B) Delayed purchase
C) New-task purchase
D) Modified rebuy purchase
