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

1. _____ markets include a wide variety of profit and nonprofit organizations, such as hospitals, government agencies, and schools, which provide goods and services for the benefit of society.
A) Consumer
B) Business-to-business (Industrial)
C) Reseller
D) **Institutional**

2. Which of the following is NOT considered a type of reseller?
A) wholesaler
B) retailer
C) **manufacturer**
D) distributor

3. The promotion “P” of marketing is also known as _____.
A) Product Differentiation
B) Distribution
C) Cost
D) **Marketing Communication**

4. When a company distributes its products through a channel structure that includes one or more resellers, this is known as _____.
A) **Indirect marketing**
B) direct marketing
C) multi-level marketing
D) integrated marketing

5. In marketing theory, every contribution from the supply chain adds _____ to the product.
A) **value**
B) costs
C) convenience
D) ingredients

6. Institutional markets consist of people who buy products and services for personal use.
A) True
B) **False**

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7. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?
- A) Information search
 - B) Purchase
 - C) **Evaluation of alternatives**
 - D) Post purchase
8. The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?
- A) product
 - B) **exchange**
 - C) production
 - D) customer
9. The most basic level of a product is called the:
- A) **core product.**
 - B) central product.
 - C) fundamental product.
 - D) augmented product.
10. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):
- A) idea.
 - B) demand.
 - C) **product.**
 - D) service.
11. In _____ consumers may share a strong need that cannot be satisfied by an existing product.
- A) negative demand
 - B) **latent demand**
 - C) declining demand
 - D) irregular demand
12. Marketing is both an "art" and a "science" there is constant tension between the formulated side of marketing and the _____ side.
- A) **creative**
 - B) selling
 - C) management
 - D) behavior
13. Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in _____.
- A) consumer buying behavior
 - B) post-purchase dissonance
 - C) retail buyer behavior
 - D) **business buyer behavior**

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14. The four unique elements to services include:
- A) Independence, intangibility, inventory, and inception
 - B) Independence, increase, inventory, and intangibility
 - C) **Intangibility, inconsistency, inseparability, and inventory**
 - D) Intangibility, independence, inseparability, and inventory
15. Convenience products usually have intensive distribution because sales of these products tend to have a direct relationship to availability.
- A) **True**
 - B) False
16. The _____ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being.
- A) customer-centered business
 - B) focused business model
 - C) **societal marketing concept**
 - D) ethically responsible marketing
17. A change in an individual's behavior prompted by information and experience refers to which one of the following concepts?
- A) **Learning**
 - B) Role selection
 - C) Perception
 - D) Motivation
18. Holistic marketers achieve profitable growth by expanding customer share, _____, and capturing customer lifetime value.
- A) undermining competitive competencies
 - B) **building customer loyalty**
 - C) milking the market for product desires
 - D) renewing a customer base
19. _____ 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) Value-based
 - C) **Market-penetration**
 - D) Leader
20. While buying milk which kind of behavior is displayed by a person?
- A) Extensive problem-solving behavior
 - B) **Routinized buying behavior**
 - C) Variety seeking behavior
 - D) None of the above
