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Dua Waqar

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MGT301 Finalterm Papers...22 Papers Solved...

By Dua Waqar

Paper#1

FINALTERM EXAMINATION

Spring 2010

MGT301- Principles of Marketing (Session - 4)

Ref No: 1436357

Time: 90 min

Marks: 69

Question No: 1 (Marks: 1) - Please choose one

Advertising agencies are an example of which of the following marketing intermediaries?

- ▶ Insurance company
- ▶ Financial intermediary
- ▶ **marketing services agency**
- ▶ Physical distribution firm

Marketing service agencies (such as marketing research firms, advertising agencies, media firms, etc.) help the company target and promote its products. Page#43

Question No: 2 (Marks: 1) - Please choose one

Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following EXCEPT:

- ▶ Physiological needs
- ▶ Safety needs
- ▶ **Need recognition**
- ▶ Self-actualization

Question No: 3 (Marks: 1) - Please choose one

Mr. Salman works for an organization in which his purchases must be accountable to the public. His buying procedures are extremely complex. Based on this description, he works for an organization in which market type?

- ▶ Reseller
- ▶ **Producer**
- ▶ Supplier
- ▶ Government

Question No: 4 (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attributes or benefit positioning. On which of the following basis the products are positioned?

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- ▶ Desirable benefit
- ▶ Good packaging
- ▶ **Strong beliefs and values**
- ▶ Customer image

Question No: 5 (Marks: 1) - Please choose one

Which one of the following statements **BEST** describes the concept of Price?

- ▶ **The value that is exchanged for products in a marketing transaction**
- ▶ Always money paid in a marketing transaction
- ▶ More important to buyers than sellers
- ▶ Usually the most inflexible marketing mix decision variable

Question No: 6 (Marks: 1) - Please choose one

Sellers that emphasize distinctive product features to encourage brand preferences among customers are practicing:

- ▶ Product competition
- ▶ Non-price competition
- ▶ **Brand differentiation**
- ▶ Product differentiation

Question No: 7 (Marks: 1) - Please choose one

Which one of the following advantages reflects the advantage of product bundle pricing?

- ▶ **It can promote the sales of products consumers might not otherwise buy**
- ▶ It offers consumers more value for the money
- ▶ It combines the benefits of the other pricing strategies
- ▶ It provides a more complete product experience for consumers

Question No: 8 (Marks: 1) - Please choose one

When there is intense price competition, many companies adopt _____ rather than cutting prices to match competitors.

- ▶ Pricing power
- ▶ **Value-added strategies**
- ▶ Fixed costs
- ▶ Price elasticity

Rather than cutting prices to match competitors, they attach value-added services to differentiate their offers and thus support higher margins. Page#112

Question No: 9 (Marks: 1) - Please choose one

If Pepsi sets the price of its six packs to match exactly the price of Coca-Cola's, Pepsi is using which of the following pricing method?

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- ▶ Demand-oriented
- ▶ Cost-oriented
- ▶ Experience curve
- ▶ **Competition-oriented**

Question No: 10 (Marks: 1) - Please choose one

The success of each channel member depends on the performance of which of the following?

- ▶ Key channel members
- ▶ **The entire supply chain**
- ▶ The manufacturer
- ▶ The wholesaler

The success of each channel member depends on the performance of the entire supply chain. Page#145

Question No: 11 (Marks: 1) - Please choose one

An organization is issuing a circular regarding the new credit term to all the employees. In this statement, organization is representing what?

- ▶ Media
- ▶ Source
- ▶ Decoder
- ▶ **Sender**

Question No: 12 (Marks: 1) - Please choose one

What does it reflect “The receiver’s response to a message”?

- ▶ **Feedback**
- ▶ Media
- ▶ Noise
- ▶ Decoding

Question No: 13 (Marks: 1) - Please choose one

Marketing managers at General Motors are determining what proportion of the budget would be spent on magazine, television and radio advertisements based on the cost and effectiveness of each. What is the name of the plan prepared by the marketers at GM?

- ▶ An advertising-allocation plan
- ▶ **A media plan**
- ▶ An arbitrary allocation plan
- ▶ An objective-task plan

Question No: 14 (Marks: 1) - Please choose one

Mr. Rahil is shopping at a departmental store. He completes an entry form at the

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checkout for a prize draw which gives him a chance to win a new car. He is participating in which of the following?

- ▶ Consumer contest
- ▶ Sales contest
- ▶ Sales competition
- ▶ **Consumer sweepstake**

A sweepstakes calls for consumers to submit their names for a drawing. A game presents consumers with something—bingo numbers, missing letters—every time they buy, which may or may not help them win a prize. Page#117

Question No: 15 (Marks: 1) - Please choose one

Giving a free sample of a new product by attaching it to the pack of an existing product refers to which one of the following promotion?

- ▶ **On-pack promotion**
- ▶ New-product promotion
- ▶ Extra-fill promotion
- ▶ Co-operative discounting

Question No: 16 (Marks: 1) - Please choose one

Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?

- ▶ **Personal selling and direct marketing**
- ▶ Public relation and publicity
- ▶ E-commerce and e-business
- ▶ Advertising and sales promotion

Question No: 17 (Marks: 1) - Please choose one

Management at Happy Motors must decide what mix of compensation elements to offer their sales force. Which of the following is **NOT** one of the four basic types of compensation plans?

- ▶ Straight commission
- ▶ Straight salary
- ▶ Salary and commission
- ▶ **Commission and bonuses**

Basic methods include:

- 1) **Straight salary**
- 2) **Straight commission**
- 3) **Salary plus bonus**
- 4) **Salary plus commission. Page#188**

Question No: 18 (Marks: 1) - Please choose one

Which one of the following are low-growth, low-share businesses and products (they may generate enough cash to maintain them, but do not have much future)?

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► **Dogs Page#224**

- Cash Cows
- Stars
- Question Marks

Question No: 19 (Marks: 1) - Please choose one

Which one of the following is **NOT** part of the micro environment?

► **Cultural forces**

- financial intermediaries
- Customer markets
- Marketing channel firms

a. The company itself (including departments).

b. Suppliers.

c. Marketing channel firms (intermediaries).

d. Customer markets.

e. Competitors.

f. Publics. Page#42

Question No: 20 (Marks: 1) - Please choose one

Which one of the following is the component of an information system that involves collecting information relevant to a specific marketing problem facing the company?

► **Marketing research**

- Marketing management
- Relationship marketing
- Marketing process

Marketing research involves collecting information relevant to a specific marketing problem facing the company.

Question No: 21 (Marks: 1) - Please choose one

Which of the following statements about the promotional mix is **TRUE**?

- The promotional mix only contains four promotional elements
- Of all the promotional elements only public relations is completely free
- Direct marketing is the only promotional element that provides immediate

feedback

► **The difficulty with effective sales promotions is the fact they can be easily duplicated**

Question No: 22 (Marks: 1) - Please choose one

What is the difference between advertising and publicity?

- Advertising is personalized promotion and publicity is mass promotion
- Advertising is presented through the media and publicity is not
- **Advertising is paid communication and publicity is free of cost**
- Advertising is always positive and publicity is always negative

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Question No: 23 (Marks: 1) - Please choose one

Which one of the following marketing activity stimulate consumer purchasing such as coupons, contests, free sample and trade shows?

▶ **Sales promotion**

- ▶ Publicity
- ▶ Personal selling
- ▶ Public relation

Sales promotions are special offers designed to entice people to purchase a product. These can include coupons, rebate offers, two-for-one deals, free samples, and contests. Page#09

Question No: 24 (Marks: 1) - Please choose one

Which one of the following is the cheaper source of selling?

▶ Personal selling

▶ **Non personal selling**

- ▶ Sales force
- ▶ Sales promotion

Question No: 25 (Marks: 1) - Please choose one

What we call where Seller is approached through a medium i.e. advertising?

▶ Personal selling

▶ **Non personal**

- ▶ Personification
- ▶ Personalization

Question No: 26 (Marks: 1) - Please choose one

Proctor and Gamble periodically sends out coupons and free samples of products. This illustrates P & G's use of which one of the following elements of the promotion mix?

▶ Advertising

▶ Personal selling

▶ **Sales promotion**

▶ Publicity

Question No: 27 (Marks: 1) - Please choose one

Which of the following is NOT one of the major logistics functions?

▶ Order processing

▶ **Cost reduction Page#143**

- ▶ Warehousing
- ▶ Inventory management

Question No: 28 (Marks: 1) - Please choose one

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Which one of the following is used by a renowned company with well recognized brands for competing against low priced competitors?

- ▶ Value pricing
- ▶ Fighting brand
- ▶ Special sales promotions
- ▶ **Higher quality products**

Question No: 29 (Marks: 1) - Please choose one

Which of the following is among one of the four competitive positions?

- ▶ Market controller
- ▶ Market positional
- ▶ **Market leader Page#203**
- ▶ Market observer

Competitive Positions

Firms competing in a given target market, at any point in time, differ in their objectives and resources. These firms might take four different forms:

- 1). **Market leader**—the firm with the largest market share.
- 2). **Market challenger**—the runner-up firm, fighting to overtake the leader.
- 3). **Market follower**—the firm that also has runner-up status but seeks to maintain share and not rock the boat.
- 4). **Market niche**—the firm that serves small segments that the other firms overlook or ignore.

Question No: 30 (Marks: 1) - Please choose one

Which of the following is the advantage of competitor-centered company?

- ▶ It only matches or extends what others does
- ▶ **Alertness Page#204**
- ▶ Strategy is built on what others do
- ▶ The company becomes too reactive

Question No: 31 (Marks: 1) - Please choose one

Which of the following is true?

- ▶ GATT succeeds WTO
- ▶ WTO succeeds NAFTA
- ▶ **WTO succeeds GATT**
- ▶ NAFTA succeeds GATT

Question No: 32 (Marks: 1) - Please choose one

Offering Pepsi at a lower price during the month of Ramadan is related to which of the following?

- ▶ Odd-Even Pricing
- ▶ **Special-Event Pricing**

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- ▶ Segmented Pricing
- ▶ Skimming Pricing

Question No: 33 (Marks: 1) - Please choose one

Companies can reduce their need of inventory stocks by using which of the following?

- ▶ **Inventory system**
- ▶ Internet marketing
- ▶ Virtual business
- ▶ Logistic system

Question No: 34 (Marks: 1) - Please choose one

Through which of the following internet source companies can easily provide their information to customers?

- ▶ **Websites**
- ▶ Search engines
- ▶ Email
- ▶ Chat rooms

Question No: 35 (Marks: 1) - Please choose one

Practice of which of the following concept leads the economy by an invisible hand to satisfy the many and changing needs of millions of consumers?

- ▶ **The marketing concept**
- ▶ The production concept
- ▶ The selling concept
- ▶ Societal marketing concept

Question No: 36 (Marks: 1) - Please choose one

Sony company and the Ericsson company joined together to make a new mobile Sony Ericsson. Thus the two companies joined together to follow a new marketing opportunity. This is known as:

- ▶ Conventional Distribution Channel
- ▶ Vertical Marketing System
- ▶ **Horizontal marketing System**
- ▶ None of the given option

Question No: 37 (Marks: 1) - Please choose one

Which one of the following option refers to “The art and science of choosing target markets and building profitable relationships?”

- ▶ Customer Relationship Management
- ▶ Knowledge Management
- ▶ Total Quality Management
- ▶ **Marketing Management**

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Question No: 38 (Marks: 1) - Please choose one

During the summer WAPDA runs advertisements on TV to discourage people from using excessive electricity. This Phenomenon is known as:

- ▶ Marketing
- ▶ Advertising
- ▶ Awareness
- ▶ **De marketing**

Question No: 39 (Marks: 1) - Please choose one

Mass production at low cost is an attribute of which of the following concepts?

- ▶ Production Concept
- ▶ Product Concept
- ▶ Selling Concept
- ▶ **Marketing Concept**

Question No: 40 (Marks: 1) - Please choose one

In Boston Consulting Group approach, which one of the following options provides a measure of market attractiveness?

- ▶ Business portfolio
- ▶ Market share
- ▶ **Market growth rate**
- ▶ Relative market share

Question No: 41 (Marks: 1) - Please choose one

ABC has been building theme parks for many years. ABC company is identifying and developing new markets for its theme parks. ABC company is implementing which of the following strategies?

- ▶ Market penetration
- ▶ **Market development**
- ▶ Diversification
- ▶ Product development

Question No: 42 (Marks: 1) - Please choose one

A marketing department organization where different marketing activities are headed by a functional specialist (such as a sales manager, advertising manager, etc.) is called:

- ▶ **Functional Organization**
- ▶ Geographic Organization
- ▶ Product Management Organization
- ▶ Customer Management Organization

Question No: 43 (Marks: 1) - Please choose one

An American fast food started its business in Pakistan but failed to make a profit. After

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performing a marketing research the managers found out that there food was not spicy enough. The managers failed to consider which of the following factor?

- ▶ Cultural differences
- ▶ **Lifestyle differences**
- ▶ Beliefs and attitudes
- ▶ Social class

Question No: 44 (Marks: 1) - Please choose one

Goods which are bought routinely and regularly without giving much thought are called:

- ▶ **Convenience goods**
- ▶ Shopping goods
- ▶ Specialty goods
- ▶ All of the given options

Question No: 45 (Marks: 1) - Please choose one

Dell Computers formed an alliance with Intel Processors creating marketing synergy. Thus two companies form an alliance to work together, creating a new marketing opportunity. This is an example of:

- ▶ National Brand
- ▶ Private Brand
- ▶ License brand
- ▶ **Co-branding**

Question No: 46 (Marks: 1) - Please choose one

The alternatives to increasing the price could be:

- ▶ Increasing product size
- ▶ changing the product packaging
- ▶ **None of the above**
- ▶ reducing product size

Question No: 47 (Marks: 1) - Please choose one

There are _____ types of Sales Force Personnel.

- ▶ 2
- ▶ 3
- ▶ **4**
- ▶ 5

Question No: 48 (Marks: 1) - Please choose one

Which of the following is a market competition strategy?

- ▶ Market Leader Strategy
- ▶ Market Challenger Strategy
- ▶ Market Follower Strategy
- ▶ **All of the given options**

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FINAL TERM EXAMINATION
Spring 2010

MGT301- Principles of Marketing (Session - 3)

Paper#2

Time: 90 min

Marks: 69

Question No: 1 (Marks: 1) - Please choose one

Which one of the following option is **NOT** a benefit for buyer with E-commerce?

- ▶ Convenience
- ▶ Easy and private
- ▶ **Reliability**
- ▶ Greater product access

Question No: 2 (Marks: 1) - Please choose one

Which one of the following options refers to “The art and science of choosing target markets and building profitable relationships”?

- ▶ Customer relationship management
- ▶ Knowledge management
- ▶ Total quality management
- ▶ **Marketing management** Page#14

Question No: 3 (Marks: 1) - Please choose one

Which one of the following options enables consumers and companies to access and share huge amounts of information with just a few mouse clicks?

- ▶ Digital age
- ▶ **Internet**
- ▶ Extranet
- ▶ WWW

Question No: 4 (Marks: 1) - Please choose one

Which one of the following is **NOT** a part of the macro-environment?

- ▶ Demographic forces
- ▶ Natural forces
- ▶ **Competitors' forces** Page#45
- ▶ Political forces

There are six major forces (outlined below) in the company's macro environment.

- a. Demographic.**
- b. Economic.**
- c. Natural.**

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d. Technological.

e. Political.

f. Cultural.

Question No: 5 (Marks: 1) - Please choose one

Your firm has just developed its first successful MIS. It interacts with information users to assess information needs, develop needed information, _____ the marketing information and help managers use it in their decision making.

▶ **Distribute**

▶ Collect

▶ Retrieve

▶ Store

Question No: 6 (Marks: 1) - Please choose one

Most organizational purchase decisions are made by which of the following categories?

▶ The sales force

▶ A team of purchasing agents

▶ **A firm's buying centre**

▶ Inventory control personnel

Question No: 7 (Marks: 1) - Please choose one

The purpose of idea generation is to create a _____ of ideas. The purpose of succeeding stages is to _____ that number.

▶ Small number; reduce

▶ Small number; increase

▶ Large number; increase

▶ **Large number; reduce**

Question No: 8 (Marks: 1) - Please choose one

Which of the following is **NOT** a major factor for making firms price decisions?

▶ Environmental factors

▶ Marketing objectives

▶ **Past sales**

▶ Marketing mix strategy

Question No: 9 (Marks: 1) - Please choose one

Quantity discounts are a legal form of price discrimination. A quantity discount is a price reduction to buyers who purchase _____.

▶ Frequently

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- ▶ Inferior merchandise
- ▶ Superior merchandise
- ▶ **Large volumes** Page#125

Question No: 10 (Marks: 1) - Please choose one

Discounts and allowances are price adjustments to the basic price to reward customers for which of the following activities?

- ▶ Early payment of bills
- ▶ **Off-season buying**
- ▶ Accepting early delivery
- ▶ Volume purchases

Most companies adjust their basic price to reward customers for certain responses, such as early payment of bills, volume purchases, and off-season buying. These price adjustments—called discounts and allowances—can take many forms. Page#125

Question No: 11 (Marks: 1) - Please choose one

Which one of the following takes possession of truckloads of tomatoes, arranges for storage, and transports them to auctions to be sold?

- ▶ Selling agent
- ▶ Commission broker
- ▶ **Commission merchant**
- ▶ Selling broker

Question No: 12 (Marks: 1) - Please choose one

A manufacturer-owned operation that provides services usually associated with agents, refers to which one of the following?

- ▶ Wholesaler
- ▶ **Sales office**
- ▶ Sales branch
- ▶ Public warehouse

Sales offices are manufacturer-owned operations that provide services normally associated with agents.

Question No: 13 (Marks: 1) - Please choose one

Which one of the following advertising decisions can be classified by primary purpose, whether the aim is to inform, persuade or remind?

- ▶ **Advertising objectives**
- ▶ Advertising budgets
- ▶ Advertising strategies

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- ▶ Advertising campaigns

Question No: 14 (Marks: 1) - Please choose one

When a firm sets out to analyze, plan, implement, and control sales force activities through sales force management. What does it set and design?

- ▶ Sales territories
- ▶ **Sales force strategies**
- ▶ Team selling efforts
- ▶ Promotional objectives

Question No: 15 (Marks: 1) - Please choose one

In contrast to vending machines which dispense only products, there are other systems that dispense information and take orders without direct human aid. This system refers to which one of the following options?

- ▶ **Kiosks**
- ▶ TV monitors
- ▶ The internet
- ▶ Cell phones

Question No: 16 (Marks: 1) - Please choose one

Which one of the following are low-growth, low-share businesses and products (they may generate enough cash to maintain them, but do not have much future)?

- ▶ **Dogs**
- ▶ Cash Cows
- ▶ Stars
- ▶ Question Marks

Question No: 17 (Marks: 1) - Please choose one

Lobbying, Investor relations and Development are the major functions of which one of the following?

- ▶ Sales promotion
- ▶ Personal selling
- ▶ Direct marketing
- ▶ **Public relations**

Question No: 18 (Marks: 1) - Please choose one

E-marketing refers to which one of the following?

- ▶ Email marketing
- ▶ **Electronic marketing**
- ▶ Electric marketing
- ▶ Elastic marketing

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Question No: 19 (Marks: 1) - Please choose one

Which of the following option is **NOT** related with traditional buyer's rights?

- ▶ Right not to buy a product that is offered for sale
- ▶ Right to expect the product to be safe
- ▶ Right to expect the product to perform as claimed
- ▶ **Right to ask money back even not offered by the seller**

Question No: 20 (Marks: 1) - Please choose one

If a company's customers are concentrated in a small geographic area and the company sells technical products, which promotion method will it most likely use?

- ▶ Advertising
- ▶ Publicity
- ▶ **Personal selling**
- ▶ Sales promotion

Question No: 21 (Marks: 1) - Please choose one

Finance, research and development, purchasing and manufacturing all are the activities of which element of the micro environment?

- ▶ Suppliers
- ▶ Retailers
- ▶ **Companies**
- ▶ Publics

Question No: 22 (Marks: 1) - Please choose one

Competitor's price increase is more likely to be followed due to:

- ▶ Increased advertising
- ▶ Price wars
- ▶ Falling sales
- ▶ **General rising costs**

Question No: 23 (Marks: 1) - Please choose one

Which one of the following can be defined as, "The concept of designing marketing communication programs that organize all promotional activities to provide a reliable message across all audiences"

- ▶ The promotional mix
- ▶ **Integrated marketing communication**
- ▶ Relationship marketing
- ▶ The marketing mix

Question No: 24 (Marks: 1) - Please choose one

Like many consumer products manufacturers, Haier Electronics gives its resellers

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discounts to encourage them to carry and promote its products. When doing so, Haier Electronics uses which of the following strategy?

- ▶ Intensity
- ▶ **Push**
- ▶ Flexible
- ▶ Pull

Question No: 25 (Marks: 1) - Please choose one

Which one of the following is the cheaper source of selling?

- ▶ Personal selling
- ▶ **Non personal selling**
- ▶ Sales force
- ▶ Sales promotion

Question No: 26 (Marks: 1) - Please choose one

All of the following positive effects can be achieved by adopting a proper market education strategy in advertising, **EXCEPT**:

- ▶ It helps to minimize sales resistance
- ▶ It helps to reduce the cost of advertising
- ▶ It makes advertising more effective
- ▶ **It restricts sales force to achieve adequate distribution**

Question No: 27 (Marks: 1) - Please choose one

Proctor and Gamble periodically sends out coupons and free samples of products. This illustrates P & G's use of which one of the following elements of the promotion mix?

- ▶ Advertising
- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Publicity

Question No: 28 (Marks: 1) - Please choose one

In which of the given strategies the producer promotes the product to wholesalers, the wholesalers promote to retailers and the retailers promote to consumers?

- ▶ Pull strategy
- ▶ **Push strategy**
- ▶ Operational strategy
- ▶ Production strategy

Question No: 29 (Marks: 1) - Please choose one

Which of the following is\ are the tasks for which logistics manager is responsible?

- ▶ To coordinate activities of suppliers
- ▶ To coordinate purchasing agents and marketers
- ▶ To coordinate channel members and customers

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▶ **All of the given options**

Question No: 30 (Marks: 1) - Please choose one

Which of the following is NOT one of the major logistics functions?

- ▶ Order processing
- ▶ **Cost reduction**
- ▶ Warehousing
- ▶ Inventory management

Question No: 31 (Marks: 1) - Please choose one

Which of the following is part of the four competitive positions?

- ▶ Market positional
- ▶ Market observer
- ▶ Market controller
- ▶ **Market follower**

Question No: 32 (Marks: 1) - Please choose one

Which of the following is not the disadvantage of competitor-centered company?

- ▶ The company becomes too reactive
- ▶ **A fighter orientation**
- ▶ Strategy is built on what others do
- ▶ Lessens innovation

Question No: 33 (Marks: 1) - Please choose one

Which of the following has a greater amount of risk, control and profit potential?

- ▶ Importing
- ▶ Joint Venturing
- ▶ Direct Investment
- ▶ **Exporting**

Question No: 34 (Marks: 1) - Please choose one

Which of the following discounts encourage customers to pay invoices earlier?

- ▶ Quantity discount
- ▶ Seasonal discount
- ▶ **Cash discount**
- ▶ Trade discount

Question No: 35 (Marks: 1) - Please choose one

Which of the following allowances are payments to wholesalers or retailers to stock unproven new products?

- ▶ **Stocking allowance**
- ▶ Trade-in allowance

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- ▶ Push money allowance
- ▶ Promotion allowance

Question No: 36 (Marks: 1) - Please choose one

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action. Which of the following action will your company take in this situation?

- ▶ Close your business
- ▶ Raise perceived quality
- ▶ With draw your product
- ▶ **Hold the same price**

Question No: 37 (Marks: 1) - Please choose one

Which of the following is the disadvantage of personal selling?

- ▶ It can be adapted for individual customers
- ▶ **It is costly to develop and operate a sales force**
- ▶ It can be focused on prospective customers
- ▶ It results in the actual sale

Question No: 38 (Marks: 1) - Please choose one

Which of the following is NOT a method of compensation plan?

- ▶ Straight salary
- ▶ Straight commission
- ▶ Salary plus bonus
- ▶ **Grants by government**

Question No: 39 (Marks: 1) - Please choose one

During the summer WAPDA runs advertisements on TV to discourage people from using excessive electricity. This Phenomenon is known as:

- ▶ Marketing
- ▶ Advertising
- ▶ Awareness
- ▶ **Demarketing**

Question No: 40 (Marks: 1) - Please choose one

What does this statement show "Trade of value between two parties"?

- ▶ Competition
- ▶ **Transaction**
- ▶ Agreement
- ▶ Need

Question No: 41 (Marks: 1) - Please choose one

Note: Solve these papers by yourself

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Environmental groups are included in which of the following publics?

- ▶ Citizen-action publics
- ▶ Media publics
- ▶ Government publics
- ▶ **Local publics**

Question No: 42 (Marks: 1) - Please choose one

Of the following, the most complex type of business buying situation is the:

- ▶ **Modified rebuy**
- ▶ System selling
- ▶ Straight rebuy
- ▶ New task

Question No: 43 (Marks: 1) - Please choose one

The bases of segmentation for business markets include _____.

- ▶ Demographic
- ▶ Situational factors
- ▶ Personal characteristics
- ▶ **All of the given options** Page#86

Question No: 44 (Marks: 1) - Please choose one

Shekel just moved into a new city. He is a very successful man and would like to purchase a luxurious car and designer clothes. These products are examples of:

- ▶ Convenience Products
- ▶ Shopping Products
- ▶ **Specialty Products** Page#93
- ▶ Unsought Products

Question No: 45 (Marks: 1) - Please choose one

With what groups do firms conduct concept testing of new products?

- ▶ Suppliers
- ▶ Employees
- ▶ **Target customers**
- ▶ Focus groups

Concept testing involves testing the concepts with a group of target consumers to find out if the concepts have strong consumer appeal. Page#231

Question No: 46 (Marks: 1) - Please choose one

Which of the following is a type of Geographic pricing?

- ▶ **FOB-Origin Pricing**
- ▶ Cost based Pricing
- ▶ Value based Pricing

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- ▶ None of the given option

Zone pricing falls between FOB-origin pricing and uniform-delivered pricing

Page#128

Question No: 47 (Marks: 1) - Please choose one

_____ is a measure of how many times the average person in the target market is exposed to the message.

▶ **Frequency** Page#175

- ▶ Reach
- ▶ Impact
- ▶ Rate

Question No: 48 (Marks: 1) - Please choose one

Rapid penetration of narrow market segments by selective targeting of country markets and small share of overall market is known as:

▶ **Global Niche Strategy** Page#211

- ▶ Global Challenger Strategy
- ▶ Global Leader Strategy
- ▶ Global Follower Strategy

FINAL TERM EXAMINATION

Spring 2010

MGT301- Principles of Marketing (Session - 3)

Paper#3

Question No: 1 (Marks: 1) - Please choose one

Which one the following option is related with this statement "Rapid imitation of leader or challenger with moderate country market coverage and emphasis on price sensitive markets. The result is overall moderate share with high shares in selected country markets."

- ▶ Global leader strategy
- ▶ Global challenger strategy
- ▶ **Global follower strategy**
- ▶ Global niche strategy

Question No: 2 (Marks: 1) - Please choose one

If a local company wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies?

- ▶ Focusing on today is important for us
- ▶ Making money is our business
- ▶ **The customer is always right**
- ▶ Keeping prices low is our objective

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Question No: 3 (Marks: 1) - Please choose one

Which one of the following factor influences the consumer buying decision process?

- ▶ Person-specific
- ▶ **Social**
- ▶ Demographic
- ▶ Situational

A consumer, making a purchase decision will be affected by the following three factors:

1. **Personal**
2. **Psychological**
3. **Social**

Question No: 4 (Marks: 1) - Please choose one

ABC Company divides the pet market according to the owners' race, occupation, income and family life cycle. Which of the following types of segmentation is being used by the Company?

- ▶ Occasion
- ▶ Age and life cycle
- ▶ **Demographic**
- ▶ Psychographic

Question No: 5 (Marks: 1) - Please choose one

If BATA Company Ltd. has slow sales growth, profits are nonexistence and there are heavy expenses incurred. Which of the following stage is being faced by the BATA?

- ▶ **Introduction**
- ▶ Growth
- ▶ Maturity
- ▶ Decline

Question No: 6 (Marks: 1) - Please choose one

A penetration-pricing policy is particularly appropriate when demand is:

- ▶ Increasing
- ▶ **Highly elastic**
- ▶ Highly inelastic
- ▶ Decreasing

Question No: 7 (Marks: 1) - Please choose one

If Pepsi sets the price of its six packs to match exactly the price of Coca-Cola's, Pepsi is using which of the following pricing method?

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- ▶ Demand-oriented
- ▶ Cost-oriented
- ▶ Experience curve
- ▶ **Competition-oriented**

Question No: 8 (Marks: 1) - Please choose one

Which might be the effect of a successful price increase on profits?

- ▶ Profit can decrease
- ▶ No change observed in profits
- ▶ Infinite change in profits
- ▶ **Profit can increase**

Question No: 9 (Marks: 1) - Please choose one

The channel that includes both a manufacturers' agent and an industrial distributor may be appropriate under which of the following circumstances?

- ▶ When the firm wants specialized personnel to follow up the work of the sales force
- ▶ **When the marketer wishes to enter a new geographic market but does not wish to expand the existing sales force**
- ▶ When only one or two channels of distribution are available for products
- ▶ When the sales force is large and the marketer is thinking of cutting it down

http://books.google.com.pk/books?id=R1zRakeLJgC&pg=PA396&lpg=PA396&dq=The+channel+that+includes+both+a+manufacturers'+agent+and+an+industrial+distributor+may+be+appropriate+under&source=bl&ots=de57e5MpWz&sig=Hl9b6azYcf2LyrTWsMSng_L57H4&hl=en&ei=s7k-TZD7G4HI4Abj1sWYCG&sa=X&oi=book_result&ct=result&resnum=2&ved=0CB4Q6AEwAQ#v=onepage&q&f=false

Question No: 10 (Marks: 1) - Please choose one

If a retailer needed help with store design and training sales personnel, it would most likely use the services of which of the following wholesalers?

- ▶ **Full-service wholesaler**
- ▶ Full-price wholesaler
- ▶ Rack jobber
- ▶ Cash-and-carry wholesaler

Question No: 11 (Marks: 1) - Please choose one

An organization is issuing a circular regarding the new credit term to all the employees. In this statement, organization is representing what?

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- ▶ Media
- ▶ Source
- ▶ Decoder
- ▶ **Sender**

Question No: 12 (Marks: 1) - Please choose one

The process of putting one's thoughts (meaning) into signs (symbols) reflects which one of the following concepts?

- ▶ Decoding
- ▶ Noise
- ▶ Interference
- ▶ **Encoding**

Question No: 13 (Marks: 1) - Please choose one

Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market?

- ▶ Persuasive advertising
- ▶ **Informative advertising**
- ▶ Comparative advertising
- ▶ Institutional advertising

Question No: 14 (Marks: 1) - Please choose one

Mr. Nabeel works for a cosmetics manufacturer and is responsible for ensuring that resellers have adequate quantities of products when and where they need them. Mr. Nabeel is also devoting much of his time towards helping retailers promote these products. Mr. Nabeel is performing the role of which one of the following salesperson?

- ▶ A technical salesperson
- ▶ An advisory salesperson
- ▶ **A promotional salesperson**
- ▶ A trade salesperson

Question No: 15 (Marks: 1) - Please choose one

Personal selling can be defined as which of the following communication?

- ▶ People communication
- ▶ **Direct communication**
- ▶ Interpersonal communication
- ▶ Local communication

Question No: 16 (Marks: 1) - Please choose one

In contrast to vending machines which dispense only products, there are other systems that dispense information and take orders without direct human aid. This system refers to which one of the following options?

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▶ **Kiosks**

- ▶ TV monitors
- ▶ The internet
- ▶ Cell phones

Question No: 17 (Marks: 1) - Please choose one

The retailer is usually in an excellent position to:

- ▶ Make the most profits in the channel
- ▶ Become the channel leader
- ▶ **Gain feedback from consumers**
- ▶ Co-ordinate the production strategy

Question No: 18 (Marks: 1) - Please choose one

E-marketing refers to which one of the following?

- ▶ Email marketing
- ▶ **Electronic marketing**
- ▶ Electric marketing
- ▶ Elastic marketing

Question No: 19 (Marks: 1) - Please choose one

All of the following are the questions that arise when a competitor changes the price EXCEPT:

- ▶ **What are the competitor's products?**
- ▶ Why did the competitor change the price?
- ▶ Is the price change temporary or permanent?
- ▶ Are other companies going to respond?

Why did the competitor change the price? Was it to take more market share, to use excess capacity, to meet changing cost conditions, or to lead an industry wide price change? **Is the price change temporary or permanent?** What will happen to the company's market share and profits, if it does not respond? **Are other companies going to respond?** What are the competitor's and other firms' responses to each possible reaction likely to be?

Question No: 20 (Marks: 1) - Please choose one

When a company cannot supply all its customers' needs; what would be an effect on price?

- ▶ **Price will increase**
- ▶ Price will remain same
- ▶ Price will decrease
- ▶ Price will decrease up to a certain limit

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Question No: 21 (Marks: 1) - Please choose one

Through sales management supervision, what does the company do for sales force to do a better job?

- ▶ Coaches
- ▶ **Motivates**
- ▶ Influences
- ▶ Forces

Through supervision, the company directs and motivates the sales force to do a better job. Page#189

Question No: 22 (Marks: 1) - Please choose one

Which one of the following steps is **NOT** a part of marketing process?

- ▶ Analyzing marketing opportunities
- ▶ Selecting target market
- ▶ **Designing the business portfolio**
- ▶ Develop marketing mix

Question No: 23 (Marks: 1) - Please choose one

The type of salesperson that usually requires training in physical science or engineering refers to which one of the following:

- ▶ Trade salesperson
- ▶ Missionary salesperson
- ▶ **Technical salesperson**
- ▶ Sales assistant

Question No: 24 (Marks: 1) - Please choose one

Which of the following is **NOT** a public relations tool?

- ▶ Image management
- ▶ Annual reports
- ▶ Publicity
- ▶ **Personal selling**

http://highered.mcgrawhill.com/sites/0072828803/student_view0/chapter18/multiple_choice_quiz_a.html

Question No: 25 (Marks: 1) - Please choose one

Product → cost → price → value → customer

This is related to which of the following pricing?

- ▶ Value based pricing
- ▶ **Cost based pricing**
- ▶ Competition-based Pricing
- ▶ Going-rate pricing

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Question No: 26 (Marks: 1) - Please choose one

To increase the market share a company organizes Point of Purchase (POP) Displays. It is an example of:

- ▶ Trade promotion
- ▶ Consumer promotion
- ▶ **Sales promotion**
- ▶ Brand promotion

Question No: 27 (Marks: 1) - Please choose one

Which one of the following is used during the post purchase stage of the consumer's purchase decision to reduce post purchase anxiety?

- ▶ Sales promotion and advertising
- ▶ **Personal selling and advertising**
- ▶ Publicity and advertising
- ▶ Public relation and sales promotion

http://highered.mcgrawhill.com/sites/0070898332/student_view0/chapter18/multiple_choice_quiz.html

Question No: 28 (Marks: 1) - Please choose one

HSY gives only a limited number of dealers the right to distribute its products in their territories. Which of the following distribution it is using?

- ▶ **Exclusive distribution**
- ▶ Intensive distribution
- ▶ Selective distribution
- ▶ None of the given options

Question No: 29 (Marks: 1) - Please choose one

Moving products and materials from suppliers to the factory is related to which of the following?

- ▶ **Inbound distribution**
- ▶ Inventory distribution
- ▶ Outbound distribution
- ▶ All of the given options

Question No: 30 (Marks: 1) - Please choose one

Which of the following is NOT one of the levels of service offered by retailers?

- ▶ Self-service
- ▶ **Operating service**
- ▶ Full service
- ▶ Limited service

Question No: 31 (Marks: 1) - Please choose one

Which of the following is not the disadvantage of competitor-centered company?

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- ▶ The company becomes too reactive
- ▶ **A fighter orientation**
- ▶ Strategy is built on what others do
- ▶ Lessens innovation

Question No: 32 (Marks: 1) - Please choose one

“The controversial trade practice of selling a product in a foreign market at a price lower than its domestic market” is related to which of the following?

- ▶ Import quota
- ▶ Tariff
- ▶ Exchange rate
- ▶ **Dumping**

Question No: 33 (Marks: 1) - Please choose one

Which of the following is true?

- ▶ GATT succeeds WTO
- ▶ WTO succeeds NAFTA
- ▶ **WTO succeeds GATT**
- ▶ NAFTA succeeds GATT

Question No: 34 (Marks: 1) - Please choose one

Offering Pepsi at a lower price during the month of Ramadan is related to which of the following?

- ▶ Odd-Even Pricing
- ▶ **Special-Event Pricing**
- ▶ Segmented Pricing
- ▶ Skimming Pricing

Question No: 35 (Marks: 1) - Please choose one

Internet was used for the first time in which of the following year?

- ▶ **1982**
- ▶ 1984
- ▶ 1988
- ▶ 1987

Question No: 36 (Marks: 1) - Please choose one

Which of the following claim that certain marketing practices hurt individual consumers, society as a whole, and other business firms?

- ▶ **Social critics**
- ▶ Marketing ethics
- ▶ Environmentalism
- ▶ Public policy

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Question No: 37 (Marks: 1) - Please choose one

Greedy intermediaries who mark up prices beyond the value of their services, comes under which of the following factors of harming consumers through high prices?

- ▶ **High cost of distribution**
- ▶ High advertising and promotion cost
- ▶ Excessive markup
- ▶ High pressure selling

Question No: 38 (Marks: 1) - Please choose one

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action. Which of the following action will your company take in this situation?

- ▶ Hold the same price
- ▶ Close your business
- ▶ **Launch low-price "Fighting Brand"**
- ▶ With draw your product

Question No: 39 (Marks: 1) - Please choose one

Companies are refraining to use poisonous gases in the manufacturing of their products to prevent damage to the environment. The companies are trying to follow:

- ▶ Production Concept
- ▶ Product Concept
- ▶ Marketing Concept
- ▶ **Societal Marketing Concept**

Question No: 40 (Marks: 1) - Please choose one

Which of the following is NOT one of the alternative concepts under which organizations design and carry out their marketing strategies?

- ▶ **Distribution Concept**
- ▶ Production Concept
- ▶ Marketing Concept
- ▶ Selling Concept

Question No: 41 (Marks: 1) - Please choose one

A(n) _____ is a segment of the population selected to represent the population as a whole.

- ▶ Survey
- ▶ **Sample**
- ▶ Experiment

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- ▶ Market

Question No: 42 (Marks: 1) - Please choose one

Identify the contact methods used to collect data.

▶ **Mail, personal interviews and telephone**

- ▶ Focus groups and online questioners
- ▶ Mail, catalogues and personal interviews
- ▶ Telephone and video conferencing

Question No: 43 (Marks: 1) - Please choose one

Reference group, family and status all play a major role in shaping the buying behavior of individuals. All these factors are grouped into which of the following?

- ▶ Cultural
- ▶ **Social**
- ▶ Personal
- ▶ Business

Question No: 44 (Marks: 1) - Please choose one

There has been a decline in sales of ABC company. The decline in sales was caused due of financial crisis and the loss of purchasing power of the consumers. The factor which is affecting consumer purchase in this case is:

- ▶ **Economic**
- ▶ Social
- ▶ Occupational
- ▶ Lifestyle

Question No: 45 (Marks: 1) - Please choose one

Identify the term used when buyers buy without modifications.

- ▶ New task
- ▶ Same order
- ▶ **Straight rebuy**
- ▶ Reorder

Question No: 46 (Marks: 1) - Please choose one

The positive differential effect that knowing the brand name has on customer response to the product or service is known as _____

- ▶ **Brand Equity**
- ▶ Brand Positioning
- ▶ Brand Loyalty

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- ▶ None of the given

Question No: 47 (Marks: 1) - Please choose one

How long does the product maturity stage last?

- ▶ **Longer than previous stages**
- ▶ 2 months
- ▶ 1 month
- ▶ 3 months

Question No: 48 (Marks: 1) - Please choose one

Sales Force Personnel must be _____.

- ▶ Calculating
- ▶ **Enthusiastic**
- ▶ Angry Youngman
- ▶ None of the above

FINAL TERM EXAMINATION

Spring 2010

MGT301- Principles of Marketing (Session)

Paper#4

Question No: 1 (Marks: 1) - Please choose one

Which one the following option is related with this statement “Rapid imitation of leader or challenger with moderate country market coverage and emphasis on price sensitive markets. The result is overall moderate share with high shares in selected country markets.”

- ▶ Global leader strategy
- ▶ Global challenger strategy
- ▶ **Global follower strategy** Page#211
- ▶ Global niche strategy

Question No: 2 (Marks: 1) - Please choose one

If a local company wants to adopt the marketing concept. To be consistent with this move, it should adopt which of the following philosophies?

- ▶ Focusing on today is important for us
- ▶ Making money is our business
- ▶ **The customer is always right**
- ▶ Keeping prices low is our objective

Question No: 3 (Marks: 1) - Please choose one

Which form of data can usually be obtained more quickly and at a lower cost?

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- ▶ Primary
- ▶ Census
- ▶ **Secondary**
- ▶ Tertiary

Question No: 4 (Marks: 1) - Please choose one

If ABC Ltd knows that its market share in Pakistan has dropped 13 percent in the first quarter of the year but does not know what might have contributed to this decline, it is in which stage of the marketing research process?

- ▶ Hypothesis development
- ▶ Symptom identification
- ▶ **Problem identification**
- ▶ Data interpretation

Question No: 5 (Marks: 1) - Please choose one

Mr. Salman works for an organization in which his purchases must be accountable to the public. His buying procedures are extremely complex. Based on this description, he works for an organization in which market type?

- ▶ Reseller
- ▶ Producer
- ▶ Supplier
- ▶ **Government**

Question No: 6 (Marks: 1) - Please choose one

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?

- ▶ Straight rebuy purchase
- ▶ Delayed purchase
- ▶ **New-task purchase**
- ▶ Modified rebuy purchase

Question No: 7 (Marks: 1) - Please choose one

Customer service is another element of product strategy. The first step is to survey customers periodically to assess the value of current services and to obtain ideas for new ones. From this careful monitoring, marketer has learned that buyers are very upset by repairs that are not done correctly the first time. What is the name of these types of services?

- ▶ Brand equity services
- ▶ **Product support services**
- ▶ Social marketing services
- ▶ Unsought product services

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Question No: 8 (Marks: 1) - Please choose one

A review of the sales, costs and profit projections for a new product to find out whether they satisfy the company's objectives refers to which one of the following concepts?

- ▶ Business feasibility
- ▶ Feasibility study
- ▶ **Business analysis**
- ▶ Product acceptance

Question No: 9 (Marks: 1) - Please choose one

If ABC Company develops a new air conditioning compressor that lasts twice as long as existing compressors but only uses half the electricity, it will probably establish its pricing based on:

- ▶ Cash flow
- ▶ **Product quality**
- ▶ Return on investment.
- ▶ Market share

Question No: 10 (Marks: 1) - Please choose one

Which one of the following is the requirement for setting pricing objectives?

- ▶ The objectives should be short-term oriented
- ▶ There should be only one pricing objective
- ▶ The cost structure should be identified
- ▶ **The objectives should be explicitly stated**

Question No: 11 (Marks: 1) - Please choose one

Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the buyer-based approach, which means:

- ▶ **Value-based pricing**
- ▶ Sealed-bid pricing
- ▶ Cost-plus pricing
- ▶ Low-price image

Question No: 12 (Marks: 1) - Please choose one

When management at Yamaha Motorcycles makes decisions on saddlebags, handle bars, and seats for its bikes, they become engaged in which one of the following pricing?

- ▶ Product line pricing
- ▶ **Optional-product pricing**
- ▶ Captive-product pricing
- ▶ Value-based pricing

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http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/32608/8347893.cw/content/index.html

Question No: 13 (Marks: 1) - Please choose one

The Shirt Company utilizes a push strategy to sell the shirt line. Its basic promotional tool is discount. These discounts offered to middlemen are referred to as which one of the following discounts?

▶ **Trade**

- ▶ Cumulative
- ▶ Non cumulative
- ▶ Cash

Question No: 14 (Marks: 1) - Please choose one

Most, but not all, marketing channels have marketing intermediaries. A marketing intermediary sometimes called a middleman, who perform which of the following function?

- ▶ Always sells products to wholesalers
- ▶ **Links producers to the ultimate users of the products**
- ▶ Always sells products to retailers
- ▶ Does not take title to products

Question No: 15 (Marks: 1) - Please choose one

Which one of the following takes possession of truckloads of tomatoes, arranges for storage, and transports them to auctions to be sold?

- ▶ Selling agent
- ▶ Commission broker
- ▶ **Commission merchant**
- ▶ Selling broker

Question No: 16 (Marks: 1) - Please choose one

“Sharing of meaning” reflects which one of the following concepts?

- ▶ Noise
- ▶ Interference
- ▶ **Communication**
- ▶ Information

Question No: 17 (Marks: 1) - Please choose one

Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market?

- ▶ Persuasive advertising

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▶ **Informative advertising**

- ▶ Comparative advertising
- ▶ Institutional advertising

Question No: 18 (Marks: 1) - Please choose one

Which one of the following authorities might use several tools like news, speeches and special events for the marketing purpose?

- ▶ Advertising agencies
- ▶ Advertising specialists
- ▶ **Public relation professionals**
- ▶ Computer programmers

Question No: 19 (Marks: 1) - Please choose one

Which one of the following faces three challenges: expanding the total market, protecting market share and expanding market share?

- ▶ **Market leader**
- ▶ Market challenger
- ▶ Market follower
- ▶ Market niche

Question No: 20 (Marks: 1) - Please choose one

If the competitor's price cut harm the company's sales and profit then what should your company do:

- ▶ **Hold the current price**
- ▶ Increase the price
- ▶ Decrease the price
- ▶ Either increase or decrease the price

Question No: 21 (Marks: 1) - Please choose one

If a retailer from Islamabad orders a quantity of merchandise to be delivered to his store in Lahore and is quoted a price that does not include transport costs, the retailer is paying a price called:

- ▶ FOB destination
- ▶ **FOB price**
- ▶ Geographic price
- ▶ Base-point price

Question No: 22 (Marks: 1) - Please choose one

All of the following are disadvantages of magazine advertising EXCEPT:

- ▶ May be inappropriate mix with magazine content
- ▶ Lesser reach compared with television

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- ▶ Static images only
- ▶ **Allows for better targeting of audience**

<http://www.powerhomebiz.com/vol118/admediums.htm>

Question No: 23 (Marks: 1) - Please choose one

Which of the following direct marketing medium leads in terms of expenditures, sales and employment?

- ▶ Direct mail and catalogs
- ▶ **Telephone**
- ▶ Television
- ▶ Advertising

Question No: 24 (Marks: 1) - Please choose one

Which of the following is role of a sales person?

- ▶ Prospecting
- ▶ Identifying customer need & wants
- ▶ closing the sales
- ▶ **All of the given options**

Question No: 25 (Marks: 1) - Please choose one

Which of the following option is correct when a manufacturer can not hold on message that he wants to convey to audience?

- ▶ Personal selling
- ▶ Sales promotion
- ▶ Advertising
- ▶ **Publicity**

Question No: 26 (Marks: 1) - Please choose one

Which of the following is the basic purpose of personal selling?

- ▶ Indirect written communication between buyers and sellers
- ▶ It is an inexpensive mode to convey message to buyers
- ▶ Not usually combined with other aspects of promotion in the total marketing mix
- ▶ **Gets immediate feedback from consumers**

Question No: 27 (Marks: 1) - Please choose one

The four major promotional tools (advertising, personal selling, sales promotion, and public relations) are known as the:

- ▶ Communication model
- ▶ Advertising campaign
- ▶ **Promotional mix**
- ▶ Marketing mix

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Question No: 28 (Marks: 1) - Please choose one

Sales promotion is *best* defined as a(n):

- ▶ **Activity and/or material used as a direct inducement to resellers, salespersons or consumers**
- ▶ Advertising and publicity campaign
- ▶ Give some incentive to consumer
- ▶ Activity and/or material used in personal selling

Question No: 29 (Marks: 1) - Please choose one

A direct payment of cash and goods given to the retailer agreeing to setup the point of sale display is known as:

- ▶ Event marketing
- ▶ **Trade promotion**
- ▶ Brand reminder
- ▶ Sponsorships

Question No: 30 (Marks: 1) - Please choose one

Where sellers & buyers have to be together is known as:

- ▶ **Personal selling**
- ▶ Non Personal
- ▶ Personification
- ▶ Personalization

Question No: 31 (Marks: 1) - Please choose one

An activity and/or material that offer added value or incentive to resellers, salespersons or consumers is also known as:

- ▶ Advertising
- ▶ Personal selling
- ▶ Publicity
- ▶ **Sales promotion**

Question No: 32 (Marks: 1) - Please choose one

Which of the following is TRUE for direct marketing channel?

- ▶ It consists of wholesaler
- ▶ It consists of wholesaler, agent and retailer
- ▶ It consists of wholesaler and retailer
- ▶ **It consists of no intermediary**

Question No: 33 (Marks: 1) - Please choose one

Which of the following is **NOT** true for warehousing?

- ▶ **A company can open warehouse any where, no planning is required**
- ▶ Every company must store its goods while they wait to be sold

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- ▶ A storage function is needed because production and consumption cycles rarely match
- ▶ A company must decide on *how many* and *what types* of warehouses it needs

Question No: 34 (Marks: 1) - Please choose one

Which of the following is one of the challenges faced by market leader?

- ▶ Indirect attack
- ▶ Dividing the total market
- ▶ Increasing sales force
- ▶ **Protecting market share**

The first is that of the market leader which faces three challenges: expanding the total market, protecting market share, and expanding market share.

Question No: 35 (Marks: 1) - Please choose one

Which of the following is an administrative trade restriction that imposes a complete ban on imports of a specified product?

- ▶ **Import quota**
- ▶ Tariff
- ▶ Embargo
- ▶ Dumping

Question No: 36 (Marks: 1) - Please choose one

Which of the following allowances are payments to wholesalers or retailers to stock unproven new products?

- ▶ **Stocking allowance**
- ▶ Trade-in allowance
- ▶ Push money allowance
- ▶ Promotion allowance

Question No: 37 (Marks: 1) - Please choose one

With reference to E-Marketing, which of the following can be used to increase efficiency of marketing?

- ▶ Market positioning
- ▶ Brand awareness
- ▶ **Technology**
- ▶ Virtual business

Technology can be used to increase efficiency of marketing and increases company profitability and adds customer value

Question No: 38 (Marks: 1) - Please choose one

Which of the following source of internet can be used to coordinate the consumers and producers?

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- ▶ Websites
- ▶ **Search engines**
- ▶ Email
- ▶ Chat rooms

Question No: 39 (Marks: 1) - Please choose one

All of the following are the primary criticisms leveled at the marketing function by consumers, consumer advocates and government agencies **EXCEPT**:

- ▶ High-pressure selling
- ▶ **Cultural pollution**
- ▶ Harming consumers through high prices
- ▶ Deceptive practices

Question No: 40 (Marks: 1) - Please choose one

Which one of the following is **NOT** the primary criticism leveled at the marketing function by consumers, consumer advocates, and government agencies?

- ▶ Deceptive practices
- ▶ High-pressure selling
- ▶ Shoddy or unsafe products
- ▶ **Too much political power**

There are six primary criticisms leveled at the marketing function by consumers, consumer advocates, and government agencies.

- i. Harming consumers through high prices.
- ii. Deceptive practices.
- iii. High-pressure selling.
- iv. Shoddy or unsafe products.
- v. Planned obsolescence.
- vi. **Poor service to disadvantaged consumers.**

Question No: 41 (Marks: 1) - Please choose one

Which of the following principle of enlightened marketing requires that a company seek real product and marketing improvements?

- ▶ **Innovative marketing**
- ▶ Consumer-oriented marketing
- ▶ Societal marketing
- ▶ Value marketing

Question No: 42 (Marks: 1) - Please choose one

To persuade people to purchase non essential goods and services which of the following concepts would prove more fruitful?

- ▶ Production Concept
- ▶ Product Concept
- ▶ **Selling Concept**

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- ▶ Marketing Concept

Question No: 43 (Marks: 1) - Please choose one

Identify three considerations companies should balance when setting their marketing strategies.

- ▶ **Company profits, society's interests, and consumer wants**

- ▶ Existing products, customer needs, and market trends
- ▶ Customer wants, integrated marketing techniques, and profit margins
- ▶ Selling concepts, product integrity, and customer base

The societal concept calls upon marketers to balance three considerations in setting their marketing policies:

- a). **Company profits.**
- b). **Customer wants.**
- c). **Society's interests.**

Question No: 44 (Marks: 1) - Please choose one

The steps comprising the marketing control process in ascending order are:

- ▶ Measure performance – evaluate performance – corrective action – set goals
- ▶ Corrective action – set goals - measure performance – evaluate performance
- ▶ **Set goals - Measure performance – evaluate performance - corrective action**
- ▶ Set goals - Measure performance – corrective action – evaluate performance

Question No: 45 (Marks: 1) - Please choose one

Each culture contains smaller subcultures, which can be defined as:

- ▶ Personality characteristics of a consumer
- ▶ The motives that people have for their behavior
- ▶ **Shared value systems based on common life experiences**
- ▶ Geographic regions and income levels

Each culture contains smaller subcultures or groups of people with shared value systems based on common life experiences and situations.

Question No: 46 (Marks: 1) - Please choose one

Mr. X is interested in buying a carpet. Although the carpet is costly but there is very little perceived difference between the brands. This is an example of:

- ▶ Complex Buying Behavior
- ▶ Variety Seeking Buying Behavior
- ▶ **Dissonance Reducing Buying Behavior**
- ▶ Habitual Buying Behavior

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Dissonance reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase, but see little difference among brands.

Question No: 47 (Marks: 1) - Please choose one

All of the following are characteristics of business markets EXCEPT:

- ▶ Derived demand
- ▶ Inelastic demand
- ▶ Fluctuating demand
- ▶ **Elastic demand**

Question No: 48 (Marks: 1) - Please choose one

Of the following, the most complex type of business buying situation is the:

- ▶ **Modified rebuy**
- ▶ System selling
- ▶ Straight rebuy
- ▶ New task

FINAL TERM EXAMINATION

Spring 2010

MGT301- Principles of Marketing (Session - 2)

Paper#5

Question No: 1 (Marks: 1) - Please choose one

Which one of the following option is NOT a benefit of internet marketing?

- ▶ Cost effective
- ▶ Time saving
- ▶ **Reliability**
- ▶ Open new venue

Question No: 2 (Marks: 1) - Please choose one

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

- ▶ Group
- ▶ **Sample**
- ▶ Target group
- ▶ Audience

Question No: 3 (Marks: 1) - Please choose one

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Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following **EXCEPT**:

- ▶ Physiological needs
- ▶ Safety needs
- ▶ **Need recognition**
- ▶ Self-actualization

Question No: 4 (Marks: 1) - Please choose one

Identify the process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment?

- ▶ Personality
- ▶ **Perception**
- ▶ Selective group
- ▶ Habitual behavior

Question No: 5 (Marks: 1) - Please choose one

Demographic segmentation divides the market into groups based on which of the following variables?

- ▶ Size, location, industry, customer
- ▶ Size, company, industry, technology
- ▶ **Location, size, occupation, race**
- ▶ Customer, technology, company, industry

Question No: 6 (Marks: 1) - Please choose one

Which one of the following categories refers to 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?

- ▶ **Product line**
- ▶ Line extension
- ▶ Private brand
- ▶ Product bandwidth

Question No: 7 (Marks: 1) - Please choose one

Which one of the following is the requirement for setting pricing objectives?

- ▶ The objectives should be short-term oriented
- ▶ There should be only one pricing objective
- ▶ The cost structure should be identified
- ▶ **The objectives should be explicitly stated**

Question No: 8 (Marks: 1) - Please choose one

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Which one of the following statements reflects pricing policies and methods?

▶ **Help direct and structure the selection of a final price**

- ▶ Are the last decisions made for a new product
- ▶ Are the same for all of a company's products
- ▶ Are the most important decisions made for a product

Question No: 9 (Marks: 1) - Please choose one

Which one of the following advantages reflects the advantage of product bundle pricing?

▶ **It can promote the sales of products consumers might not otherwise buy**

- ▶ It offers consumers more value for the money
- ▶ It combines the benefits of the other pricing strategies
- ▶ It provides a more complete product experience for consumers

Question No: 10 (Marks: 1) - Please choose one

In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

▶ **Base-point pricing**

- ▶ Freight absorption pricing
- ▶ Transfer pricing
- ▶ Zone pricing

Question No: 11 (Marks: 1) - Please choose one

When a firm or store offers a price reduction to customers who buy during off-peak periods throughout the year, the firm is giving which of the following discount?

- ▶ Annual
- ▶ Credit
- ▶ Functional
- ▶ **Seasonal**

Question No: 12 (Marks: 1) - Please choose one

Which one of the following pricing policy may result in losing money on the product?

- ▶ Psychological discounting
- ▶ Penetration pricing
- ▶ **Special-event pricing**
- ▶ Price leader

Question No: 13 (Marks: 1) - Please choose one

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When major producers or suppliers work directly with a major retailer in ordering and shipping products, they often use _____ to save time and money.

- ▶ Dual distribution modes
- ▶ **Continuous inventory replenishment systems**
- ▶ Their own trucking and distribution systems
- ▶ Integrated distribution

Question No: 14 (Marks: 1) - Please choose one

Which of the following is considered as huge superstores, perhaps as large as six football fields?

- ▶ **Hypermarket**
- ▶ Department store
- ▶ General merchandise retailer
- ▶ Discount store

Question No: 15 (Marks: 1) - Please choose one

The process of putting one's thoughts (meaning) into signs (symbols) reflects which one of the following concepts?

- ▶ Decoding
- ▶ Noise
- ▶ Interference
- ▶ **Encoding**

Question No: 16 (Marks: 1) - Please choose one

Through vehicle the coded message is transmitted from the source to the receiver. Which one of the following vehicle is used for this purpose?

- ▶ Decoder
- ▶ Encoder
- ▶ Relay channel
- ▶ **Media**

Question No: 17 (Marks: 1) - Please choose one

A measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time refers to which one of the following step of media selection?

- ▶ Frequency
- ▶ Impact
- ▶ Media
- ▶ **Reach**

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Question No: 18 (Marks: 1) - Please choose one

Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?

- ▶ **Personal selling and direct marketing**
- ▶ Public relation and publicity
- ▶ E-commerce and e-business
- ▶ Advertising and sales promotion

Question No: 19 (Marks: 1) - Please choose one

Two-way personal communication between salespeople and individual customers, whether face-to-face, by telephone, through video or web conferences or by other means, refers to which one of the following?

- ▶ Advertising
- ▶ Persuasive selling
- ▶ **Personal selling**
- ▶ Publicity

Question No: 20 (Marks: 1) - Please choose one

Which one of the following is the major benefit of using event sponsorship?

- ▶ **Provides large amounts of free media coverage**
- ▶ Enhances personal selling efforts
- ▶ Neutralizes the effects of unfavorable public relations
- ▶ Provides an excellent back-drop for advertisements

Question No: 21 (Marks: 1) - Please choose one

Which one of the following promotion tools includes press releases and special events?

- ▶ Sales promotion
- ▶ Personal selling
- ▶ Direct marketing
- ▶ **Public relations**

Question No: 22 (Marks: 1) - Please choose one

Which one of the following authorities might use several tools like news, speeches and special events for the marketing purpose?

- ▶ Advertising agencies
- ▶ Advertising specialists
- ▶ **Public relation professionals**
- ▶ Computer programmers

Question No: 23 (Marks: 1) - Please choose one

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Which one of the following faces three challenges: expanding the total market, protecting market share and expanding market share?

▶ **Market leader**

- ▶ Market challenger
- ▶ Market follower
- ▶ Market niche

Question No: 24 (Marks: 1) - Please choose one

Which one of the following is **NOT** a part of competitive analysis?

- ▶ Identifying competitors
- ▶ Assessing competitors
- ▶ Selecting competitors to attack and avoid

▶ **Situation analysis**

Question No: 25 (Marks: 1) - Please choose one

E-marketing refers to which one of the following?

- ▶ Email marketing
- ▶ **Electronic marketing**
- ▶ Electric marketing
- ▶ Elastic marketing

Question No: 26 (Marks: 1) - Please choose one

Identify the name of a vast public web of computer networks that connect users of all types all around the world to each other?

- ▶ Extranet
- ▶ **Internet**
- ▶ LAN
- ▶ Intranet

Question No: 27 (Marks: 1) - Please choose one

Like many consumer products manufacturers, Haier Electronics gives its resellers discounts to encourage them to carry and promote its products. When doing so, Haier Electronics uses which of the following strategy?

- ▶ Intensity
- ▶ **Push**
- ▶ Flexible
- ▶ Pull

Question No: 28 (Marks: 1) - Please choose one

Which of the following is the most significant disadvantage of publicity as a promotional tool?

- ▶ Publicity is expensive
- ▶ Publicity is viewed as being biased

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- ▶ Publicity isn't believable to many people

▶ **Publicity isn't controllable by the company**

<http://www.slideshare.net/waseembhatti/the-marketing-concept>

Question No: 29 (Marks: 1) - Please choose one

Which of the following is **true** about North American Free-Trade Agreement (NAFTA)?

▶ **An accord to remove trade barriers among Canada, Mexico and the United States**

▶ An accord to remove transport barriers among Canada, Mexico and the United States

▶ An accord to remove transport barriers among Canada, Morocco, Chile and the United States

▶ An accord to remove trade barriers among Canada, Mexico, Brazil and the United States

Question No: 30 (Marks: 1) - Please choose one

Which of the following has a greater amount of risk, control and profit potential?

▶ Importing

▶ Joint Venturing

▶ **Direct Investment**

▶ Exporting

Question No: 31 (Marks: 1) - Please choose one

Rs.3.00 is rounded to Rs.3.00 while Rs.2.99 is rounded to Rs.2.00 "plus change" relates to which of the following?

▶ **Odd-Even Pricing**

▶ Special-Event Pricing

▶ Cash Rebate

▶ Segmented Pricing

Question No: 32 (Marks: 1) - Please choose one

With reference to E-Marketing, which one of the following can be used to increase company profitability?

▶ **Technology**

▶ Virtual business

▶ Market positioning

▶ Brand awareness

Question No: 33 (Marks: 1) - Please choose one

Companies can reduce their need of inventory stocks by using which of the following?

▶ **Inventory system**

▶ Internet marketing

▶ Virtual business

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- ▶ Logistic system

Question No: 34 (Marks: 1) - Please choose one

Practice of which of the following concept leads the economy by an invisible hand to satisfy the many and changing needs of millions of consumers?

- ▶ **The marketing concept**
- ▶ The production concept
- ▶ The selling concept
- ▶ Societal marketing concept

Question No: 35 (Marks: 1) - Please choose one

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action. Which of the following action will your company take in this situation?

- ▶ **Hold the same price**
- ▶ Close your business
- ▶ Launch low-price "Fighting Brand"
- ▶ With draw your product

Question No: 36 (Marks: 1) - Please choose one

Which of the following is the disadvantage of personal selling?

- ▶ It can be adapted for individual customers
- ▶ **It is costly to develop and operate a sales force**
- ▶ It can be focused on prospective customers
- ▶ It results in the actual sale

Question No: 37 (Marks: 1) - Please choose one

A manufacturer of ceiling fans has no contact, coordination and agreement with the retailers and wholesalers that are selling its products. This phenomenon is called:

- ▶ Horizontal Marketing System
- ▶ Conventional Distribution Channel
- ▶ Vertical Marketing System
- ▶ **Contractual VMS**

Question No: 38 (Marks: 1) - Please choose one

The 4 P's of marketing are product, price, place and promotion. Occasionally marketers consider two more P's. These are:

- ▶ People and Processes
- ▶ Profits and Processes
- ▶ **People and Profits**
- ▶ Profits and Procedure

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Question No: 39 (Marks: 1) - Please choose one

The car manufacturers in order to compete with its rival brands are inserting Air bags, Disc players, Cushions and Seat belts. This is done to:

- ▶ Reduce the possibility of accidents
- ▶ Increase short run customer satisfaction
- ▶ **Increase long run customer satisfaction**
- ▶ Add style to its cars

Question No: 40 (Marks: 1) - Please choose one

All of the following are examples of online marketing research EXCEPT:

- ▶ **Personal interviewing**
- ▶ Internet surveys
- ▶ Online focus groups
- ▶ Online panels

Question No: 41 (Marks: 1) - Please choose one

In a business market the buyer has to make the most amounts of decisions while making a:

- ▶ Straight rebuy
- ▶ New task
- ▶ **Modified rebuy**
- ▶ None of the given options

Question No: 42 (Marks: 1) - Please choose one

Manufacturers of surf excel are successful in making their product occupy a desirable place in the hearts of its customers. Now surf excel is considered as a powerful all purpose family detergent. The marketers have successfully _____ its product.

- ▶ Differentiated
- ▶ Targeted
- ▶ **Positioned**
- ▶ Segmented

Question No: 43 (Marks: 1) - Please choose one

Undifferentiated marketing may also be called:

- ▶ **Mass marketing**
- ▶ Niche marketing
- ▶ Target marketing
- ▶ Segmented marketing

Question No: 44 (Marks: 1) - Please choose one

A good package may:

- ▶ Protect the product

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- ▶ Help to sell the product
- ▶ Raise total distribution cost
- ▶ **All of the given options**

Question No: 45 (Marks: 1) - Please choose one

Which of the following is NOT one of the causes of product decline?

- ▶ **Increasing costs**
- ▶ Increasing competition
- ▶ Technological advances
- ▶ changing consumer tastes

Question No: 46 (Marks: 1) - Please choose one

The improved form of conventional distribution channel is:

- ▶ **Vertical Marketing System (VMS)**
- ▶ Horizontal Marketing System (HMS)
- ▶ Vertical Management System (VMS)
- ▶ Horizontal Management System (HMS)

Question No: 47 (Marks: 1) - Please choose one

Advertising has _____ Ms.

- ▶ Three
- ▶ Four
- ▶ **Five**
- ▶ Six

Question No: 48 (Marks: 1) - Please choose one

There are _____ types of Sales Force Personnel.

- ▶ 2
- ▶ 3
- ▶ **4**
- ▶ 5

FINAL TERM EXAMINATION

Spring 2010

MGT301- Principles of Marketing (Session - 2)

Paper#6

Question No: 1 (Marks: 1) - Please choose one

Inelastic demand in industrial markets refers to which of the following situation?

- ▶ Demand for a given product fluctuates very little over time.
- ▶ **Price increases or decreases will not significantly alter demand for a given product.**
- ▶ The demand for one product depends heavily on the demand for another product.

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- ▶ Supply for a given product cannot keep up with the demand for it.

Question No: 2 (Marks: 1) - Please choose one

Most organizational purchase decisions are made by which of the following categories?

- ▶ The sales force
- ▶ A team of purchasing agents
- ▶ **A firm's buying centre**
- ▶ Inventory control personnel

Question No: 3 (Marks: 1) - Please choose one

This type of segmentation centers on the use of the word “**when**” such as when consumers get the idea to buy, when they actually make their purchase, or when they use the purchased item. What do marketers call this?

- ▶ Behavioral
- ▶ **Occasion** Page#85
- ▶ Impulse
- ▶ Emergency

Question No: 4 (Marks: 1) - Please choose one

If a product has an inelastic demand and the manufacturer raises its price then what will happen?

- ▶ **Total revenue will increase**
- ▶ Quantity demanded will increase
- ▶ The demand schedule will shift
- ▶ Total revenue will decrease

If demand is inelastic, price and total revenue are directly related; that is, if price is increased, then total revenue increases as well.

Question No: 5 (Marks: 1) - Please choose one

Which one of the following is the requirement for setting pricing objectives?

- ▶ The objectives should be short-term oriented
- ▶ There should be only one pricing objective
- ▶ The cost structure should be identified
- ▶ **The objectives should be explicitly stated**

Question No: 6 (Marks: 1) - Please choose one

ABC Company uses captive-product pricing for its phone call charges. Because this is a service, the price is broken into a fixed rate plus a _____.

- ▶ Fixed rate usage
- ▶ **Variable usage rate**

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- ▶ Flexible usage rate
- ▶ Volume usage rate

The price of the service is broken into a fixed fee plus a variable usage rate.

Page#123

Question No: 7 (Marks: 1) - Please choose one

If producer offered a 25 percent discount to retailers that ordered ski boots in February for delivery in May, the retailer would have the option of taking advantage of which type of discount?

- ▶ Trade
- ▶ Cash
- ▶ Quantity
- ▶ **Seasonal**

Question No: 8 (Marks: 1) - Please choose one

Quantity discounts are a legal form of price discrimination. A quantity discount is a price reduction to buyers who purchase _____.

- ▶ Frequently
- ▶ Inferior merchandise
- ▶ Superior merchandise
- ▶ **Large volumes**

Question No: 9 (Marks: 1) - Please choose one

Eliminating a wholesaler from a marketing channel results in which of the following?

- ▶ Will cut costs and lead to lower prices in the market
- ▶ May or may not lower prices and will not eliminate the functions performed by the wholesaler
- ▶ Will eliminate the functions performed by the wholesaler and will lower costs
- ▶ **Will reduce channel conflict among the channel members**

Question No: 10 (Marks: 1) - Please choose one

When encoding the message, the source should use signs (words and symbols). What must be in these signs?

- ▶ New and exciting meanings
- ▶ Different meanings to different people
- ▶ **Meanings understandable by the target market**
- ▶ Broad interpretations of signs

Question No: 11 (Marks: 1) - Please choose one

What does it reflect "The receiver's response to a message"?

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▶ **Feedback**

- ▶ Media
- ▶ Noise
- ▶ Decoding

Question No: 12 (Marks: 1) - Please choose one

Short-term incentives to encourage the purchase or sale of a product or service refer to which one of the following promotional tool?

- ▶ Direct marketing
- ▶ **Sales promotions**
- ▶ Personal selling
- ▶ Public relations

Question No: 13 (Marks: 1) - Please choose one

The principles of personal selling described as which one of the following orientation?

- ▶ Service orientation
- ▶ **Customer orientation**
- ▶ Transaction orientation
- ▶ Relationship orientation

Question No: 14 (Marks: 1) - Please choose one

Management at Happy Motors must decide what mix of compensation elements to offer their sales force. Which of the following is **NOT** one of the four basic types of compensation plans?

- ▶ Straight commission
- ▶ Straight salary
- ▶ Salary and commission
- ▶ **Commission and bonuses**

Question No: 15 (Marks: 1) - Please choose one

Companies are always looking for ways to increase selling time. All of the following are ways to save time to accomplish this goal **EXCEPT**:

- ▶ **Reduce the number of customers**
- ▶ Use phones instead of traveling
- ▶ Simplify record keeping
- ▶ Find better call and routing plans

Question No: 16 (Marks: 1) - Please choose one

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Which one of the following faces three challenges: expanding the total market, protecting market share and expanding market share?

▶ **Market leader**

- ▶ Market challenger
- ▶ Market follower
- ▶ Market niche

Question No: 17 (Marks: 1) - Please choose one

Which one the following option is related with this statement “Innovator in technologies, products and markets with high global share and wide country market coverage”

▶ **Global leader strategy**

- ▶ Global challenger strategy
- ▶ Global follower strategy
- ▶ Global niche strategy

Question No: 18 (Marks: 1) - Please choose one

Which of the following option is **NOT** related with “Key Principles for Public policy towards Marketing”?

- ▶ Consumer and producer freedom
- ▶ Curbing potential harm

▶ **Economic recession**

- ▶ Consumer education

Question No: 19 (Marks: 1) - Please choose one

When a company cannot supply all its customers’ needs; what would be an effect on price?

▶ **Price will increase**

- ▶ Price will remain same
- ▶ Price will decrease
- ▶ Price will decrease up to a certain limit

Question No: 20 (Marks: 1) - Please choose one

The difference between values that the customer gain from owning and using a product and the costs of obtaining the product refers to which of the following options?

▶ **Customer value**

- ▶ Customer satisfaction
- ▶ Customer quality
- ▶ Total quality management

Question No: 21 (Marks: 1) - Please choose one

Which one of the following forces is **NOT** the part of company’s macro environment?

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- ▶ Demographic
- ▶ Economic
- ▶ Political
- ▶ **Public**

Question No: 22 (Marks: 1) - Please choose one

Nestle Foods, ran an ad promoting its new Nestle fruit juice in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. The advertising agency that created the Nestlé's ad for the magazine:

- ▶ Was engaged in feedback barrier removal
- ▶ **Was engaged in encoding the ad**
- ▶ Was responsible for decoding the ad
- ▶ Acted as the communication channel

Question No: 23 (Marks: 1) - Please choose one

Which of the following statements about sales promotion is **TRUE**?

- ▶ It is the only promotional element that is not regulated by a federal agency
- ▶ It is more effective than all the elements of marketing mix
- ▶ **Sales promotions are offered to both intermediaries and ultimate consumers**
- ▶ To be most effective, sales promotions should be conducted continuously

Question No: 24 (Marks: 1) - Please choose one

A direct payment of cash and goods given to the retailer agreeing to setup the point of sale display is known as:

- ▶ Event marketing
- ▶ **Trade promotion**
- ▶ Brand reminder
- ▶ Sponsorships

Question No: 25 (Marks: 1) - Please choose one

Communication through a news story regarding an organization and/or its products that is transmitted through a mass medium at no charge is known as:

- ▶ Advertising
- ▶ Sales promotion
- ▶ Personal selling
- ▶ **Publicity**

Question No: 26 (Marks: 1) - Please choose one

Which promotional strategy is designed to build customer demand based on spending a lot on advertising and consumer promotion?

- ▶ Production strategy
- ▶ **Pull strategy**

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- ▶ Operational strategy
- ▶ Push strategy

Question No: 27 (Marks: 1) - Please choose one

Which of the following is NOT of the levels of service offered by retailers?

- ▶ Self-service
- ▶ **Operating service**
- ▶ Full service
- ▶ Limited service

Question No: 28 (Marks: 1) - Please choose one

Which of the following is NOT one of the functions of wholesalers?

- ▶ Financing
- ▶ **Production**
- ▶ Risk bearing
- ▶ Transportation

Question No: 29 (Marks: 1) - Please choose one

Which of the following is one of the challenges faced by market leader?

- ▶ **Expanding the total market**
- ▶ Indirect attack
- ▶ Dividing the total market
- ▶ Increasing sales force

Question No: 30 (Marks: 1) - Please choose one

Which of the following is an accord to remove trade barriers among Canada, Mexico, and the United States?

- ▶ **North American Free-Trade Agreement (NAFTA)**
- ▶ General Agreement on Tariffs and Trade (GATT)
- ▶ Regional Free Trade Zone
- ▶ World Trade Organization (WTO)

Question No: 31 (Marks: 1) - Please choose one

Which of the following is **true** about North American Free-Trade Agreement (NAFTA)?

- ▶ **An accord to remove trade barriers among Canada, Mexico and the United States**
- ▶ An accord to remove transport barriers among Canada, Mexico and the United States
- ▶ An accord to remove transport barriers among Canada, Morocco, Chile and the United States

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▶ An accord to remove trade barriers among Canada, Mexico, Brazil and the United States

Question No: 32 (Marks: 1) - Please choose one

Which of the following discounts encourage purchases earlier than demand?

- ▶ Quantity discount
- ▶ Cash discount
- ▶ **Seasonal discount**
- ▶ Trade discount

Question No: 33 (Marks: 1) - Please choose one

Which of the following provide connection and interaction between the consumer and company?

- ▶ **Virtual communities**
- ▶ Business to consumer
- ▶ Business to business
- ▶ E-Marketing

What ever is the type of commerce it requires connection between the two parties which are buyer and the seller. This connection and the interaction are provided by the virtual communities.

Question No: 34 (Marks: 1) - Please choose one

All of the following are the primary criticisms leveled at the marketing function by consumers, consumer advocates and government agencies **EXCEPT**:

- ▶ Shoddy or unsafe products
- ▶ Planned obsolescence
- ▶ Poor service to disadvantaged consumers
- ▶ **False wants and too much materialism**

Question No: 35 (Marks: 1) - Please choose one

Greedy intermediaries who mark up prices beyond the value of their services, comes under which of the following factors of harming consumers through high prices?

- ▶ **High cost of distribution**
- ▶ High advertising and promotion cost
- ▶ Excessive markup
- ▶ High pressure selling

Question No: 36 (Marks: 1) - Please choose one

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When a company cannot supply all its customers' needs, it can raise its prices; ration products to customers, or both. Here which of the following factors is contributing in price increase?

- ▶ Cost inflation
- ▶ **Excess demand**
- ▶ Low product quality
- ▶ None of the given options

Question No: 37 (Marks: 1) - Please choose one

A bar of chocolate costs Rs.50. If all the other factors are kept constant approximately what is the marketing cost that has incurred in marketing this product.

- ▶ Rs.40
- ▶ **Rs.30**
- ▶ Rs.25
- ▶ Rs.15

Question No: 38 (Marks: 1) - Please choose one

“Save the world” is an environment group that tries to decrease pollution emitted from factories. “Save the world” is considered as:

- ▶ **Publics**
- ▶ Customers
- ▶ Competitors
- ▶ Company

Question No: 39 (Marks: 1) - Please choose one

Relationship marketing came into existence in which of the following era?

- ▶ Production Era
- ▶ Product Era
- ▶ Selling Era
- ▶ **Marketing Era**

Question No: 40 (Marks: 1) - Please choose one

Planning which is used to supervise the operations of the organization is called:

- ▶ Strategic Planning
- ▶ Tactical Planning
- ▶ **Operational Planning**
- ▶ Mission Planning

Question No: 41 (Marks: 1) - Please choose one

Which of the following entities of a company has a separate mission and objectives which can be planned independently from other company businesses?

- ▶ Business Portfolio

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▶ **Strategic Business Unit**

- ▶ Product Line
- ▶ None of the given

Question No: 42 (Marks: 1) - Please choose one

A marketing department organization where different marketing activities are headed by a functional specialist (such as a sales manager, advertising manager, etc.) is called:

▶ **Functional Organization**

- ▶ Geographic Organization
- ▶ Product Management Organization
- ▶ Customer Management Organization

Question No: 43 (Marks: 1) - Please choose one

The consumer can obtain information from various different sources. Which is **NOT** one of these sources?

- ▶ Personal
- ▶ Commercial
- ▶ **Attitude**
- ▶ Public

Question No: 44 (Marks: 1) - Please choose one

Products which require a considerable amount of search behavior are called:

- ▶ Specialty Products
- ▶ **Shopping Products**
- ▶ Convenience Products
- ▶ Unsought Products

Question No: 45 (Marks: 1) - Please choose one

The company develops the physical product in the _____ stage.

- ▶ Idea generation
- ▶ **Product development**
- ▶ Test marketing
- ▶ Commercialization

Question No: 46 (Marks: 1) - Please choose one

Which of the following is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time?

- ▶ **Reach**
- ▶ Frequency
- ▶ Impact

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▶ Rate

Question No: 47 (Marks: 1) - Please choose one

Sales Force Personnel must be _____.

- ▶ Calculating
- ▶ **Enthusiastic**
- ▶ Angry Youngman
- ▶ None of the above

Question No: 48 (Marks: 1) - Please choose one

There are _____ types of Sales Force Personnel.

- ▶ 2
- ▶ 3
- ▶ **4**
- ▶ 5

FINAL TERM EXAMINATION

Fall 2008

MGT301- Principles of Marketing (Session - 2)

Paper#07

Question No: 1 (Marks: 1) - Please choose one

Which of the following is NOT a benefit of direct marketing?

- ▶ immediate response
- ▶ Customer relationship building
- ▶ **Assists client prospecting**
- ▶ Greater product access and selection

Question No: 2 (Marks: 1) - Please choose one

Which one of the following is NOT a part of competitive positions?

- ▶ Market leader
- ▶ Market challenger
- ▶ Market follower
- ▶ **Market controller**

Question No: 3 (Marks: 1) - Please choose one

Which one of the following is a position option open to smaller firms that serves some part of the market that is not likely to attract the attention of the larger firms?

- ▶ Market leader
- ▶ Market challenger
- ▶ Market follower
- ▶ **Market niche**

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Question No: 4 (Marks: 1) - Please choose one

The retailer is usually in an excellent position to:

- ▶ Make the most profits in the channel
- ▶ Become the channel leader
- ▶ **Gain feedback from consumers**
- ▶ Co-ordinate the production strategy

Question No: 5 (Marks: 1) - Please choose one

A departmental store firm wants to increase sales and reach new markets with direct marketing. To accomplish this, the sales or marketing manager would choose which of the following tool?

- ▶ Sales promotions
- ▶ Advertising
- ▶ **Kiosk marketing**
- ▶ Public relations

Question No: 6 (Marks: 1) - Please choose one

In contrast to vending machines which dispense only products, there are other systems that dispense information and take orders without direct human aid. This system refers to which one of the following options?

- ▶ **Kiosks**
- ▶ TV monitors
- ▶ The internet
- ▶ Cell phones

Question No: 7 (Marks: 1) - Please choose one

Which one of the following is the fastest growing form of marketing that reach more customers and save money?

- ▶ Advertising
- ▶ **Direct marketing**
- ▶ Public relations
- ▶ Personal selling

Question No: 8 (Marks: 1) - Please choose one

Management at Happy Motors must decide what mix of compensation elements to offer their sales force. Which of the following is NOT one of the four basic types of compensation plans?

- ▶ Straight commission
- ▶ Straight salary

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- ▶ Salary and commission

▶ **Commission and bonuses**

Question No: 9 (Marks: 1) - Please choose one

There are three typical types of sales force structures. Which one is often supported by many levels of sales management positions in specific geographical areas?

▶ **Territorial**

- ▶ Customer
- ▶ Complex systems
- ▶ Matrix

Question No: 10 (Marks: 1) - Please choose one

Mr. Tatbeeq sales person from Philips, develops a list of potential customers and evaluates them on the basis of their ability, willingness, and authority to purchase copy machines. What is the name of this process?

- ▶ Customer search
- ▶ Sales preparation
- ▶ Audience identification

▶ **Prospecting**

Question No: 11 (Marks: 1) - Please choose one

Giving a free sample of a new product by attaching it to the pack of an existing product refers to which one of the following promotion?

▶ **On-pack promotion**

- ▶ New-product promotion
- ▶ Extra-fill promotion
- ▶ Co-operative discounting

<http://wps.pearsoned.co.uk/wps/grader>

Question No: 12 (Marks: 1) - Please choose one

Sales promotion includes a wide assortment of tools. Which one of the following is NOT one of these tools?

- ▶ Contests
- ▶ Premiums

▶ **Telephone surveys**

- ▶ Coupons

Question No: 13 (Marks: 1) - Please choose one

Communication process has different elements that are helpful for communicating message to audience. One of the communication tools is the decoding. Which one of the following statements refers to the “Decoding”?

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- ▶ Intensity of the transmission becomes stronger
- ▶ **Receiver attempts to convert signs into concepts and ideas**
- ▶ Source attempts to convert signs into concepts and ideas
- ▶ Receiver filters noise from the feedback

Question No: 14 (Marks: 1) - Please choose one

Which one of the following concepts is considered as the basic role of promotion?

- ▶ Information
- ▶ Manipulation
- ▶ **Communication**
- ▶ Interpretation

Question No: 15 (Marks: 1) - Please choose one

Location is extremely important to a retailer due to which one of the following reasons?

- ▶ Suppliers charge more to service stores in certain trading areas.
- ▶ A desirable location appeals to consumers' emotions and encourages them to buy.
- ▶ Location is the major determinant of store image.
- ▶ **Location determines the trading area from which the store must draw its customers.**

Question No: 16 (Marks: 1) - Please choose one

Which of the following is considered as huge superstores, perhaps as large as six football fields?

- ▶ **Hypermarket**
- ▶ Department store
- ▶ General merchandise retailer
- ▶ Discount store

Question No: 17 (Marks: 1) - Please choose one

A cash-and-carry wholesaler would be expected to:

- ▶ Provide transportation
- ▶ **Handle high turnover products**
- ▶ Carry a wide variety of products
- ▶ Provide a wide range of services

Question No: 18 (Marks: 1) - Please choose one

Which type of wholesaler not only provides transportation and delivers products to retailers, but also provides the service of placing products on retailers' shelves?

- ▶ Truck wholesaler

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▶ Cash-and-carry wholesaler

▶ **Rack jobber**

▶ Mail-order wholesaler

Rack jobbers or service merchandisers are similar to truck wholesalers but they provide the extra service of placing products on retailers' shelves.

Question No: 19 (Marks: 1) - Please choose one

Which one of the following statement BEST describes a merchant wholesaler?

▶ Takes title and possession of goods and sells only to retailers.

▶ **Takes title and assumes risk and is generally involved in buying and reselling products.**

▶ Does not take title and possession of goods but may facilitate exchange between any two parties.

▶ Carry a limited line of fast-moving goods and sell to small retailers for cash

Question No: 20 (Marks: 1) - Please choose one

Which one of the following concept reflects the term "Order processing"?

▶ Is the same as order handling

▶ Is characterized by electronic processing

▶ **Is the receipt and transmission of sales order information**

▶ Is the second stage in a physical distribution system

http://books.google.com.pk/books?id=IFLiOllsxWwC&pg=PA349&lpg=PA349&dq=Is+the+receipt+and+transmission+of+sales+order+information&source=bl&ots=w61J5aC2VB&sig=RllfserMPHZYodW_6OnTcMrAH08&hl=en&ei=5_I6Tdz0E8Xr4ga2rMTcCg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBQQ6AEwAA#v=onepage&q=Is%20the%20receipt%20and%20transmission%20of%20sales%20order%20information&f=false

Question No: 21 (Marks: 1) - Please choose one

The success of each channel member depends on the performance of which of the following?

▶ Key channel members

▶ **The entire supply chain**

▶ The manufacturer

▶ The wholesaler

The success of each channel member depends on the performance of the entire supply chain.Page#145

Question No: 22 (Marks: 1) - Please choose one

When Mr. A is using a channel with only one intermediary, that intermediary is

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classified as which of the following?

▶ **Retailer**

- ▶ Wholesaler
- ▶ Broker
- ▶ Producer

Question No: 23 (Marks: 1) - Please choose one
Relationships among channel members, i.e. producers, wholesalers and retailers, are usually:

- ▶ Short-term commitments
- ▶ **Long-term commitments**
- ▶ Expensive resource commitments
- ▶ Only minor commitments

Question No: 24 (Marks: 1) - Please choose one
Which one of the following is the function of a direct channel of distribution?

▶ **The flow of products from producers to customers**

- ▶ Links producers to other marketing intermediaries
- ▶ Takes title to products and resells them
- ▶ Manages transportation and warehousing functions

Question No: 25 (Marks: 1) - Please choose one
Three key issues associated with initiating price changes are, the circumstances, the tactics and:

- ▶ Sales targets
- ▶ Bad publicity
- ▶ Stock levels
- ▶ **Competitor reactions**

Question No: 26 (Marks: 1) - Please choose one
When a firm or store offers a price reduction to customers who buy during off-peak periods throughout the year, the firm is giving which of the following discount?

- ▶ Functional
- ▶ **Seasonal**
- ▶ Annual
- ▶ Credit

Question No: 27 (Marks: 1) - Please choose one
If a retailer from Islamabad orders a quantity of merchandise to be delivered to his store

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in Lahore and is quoted a price that does not include transport costs, the retailer is paying a price called:

- ▶ F.O.B. destination
- ▶ **FOB price**
- ▶ Geographic price
- ▶ Base-point price

Question No: 28 (Marks: 1) - Please choose one

The Shirt Company utilizes a push strategy to sell the shirt line. Its basic promotional tool is discount. These discounts offered to middlemen are referred to as which one of the following discounts?

- ▶ **Trade**
- ▶ Cumulative
- ▶ Non cumulative
- ▶ Cash

Question No: 29 (Marks: 1) - Please choose one

If Pepsi sets the price of its six packs to match exactly the price of Coca-Cola's, Pepsi is using which of the following pricing method?

- ▶ Demand-oriented
- ▶ Cost-oriented
- ▶ Experience curve
- ▶ **Competition-oriented**

Question No: 30 (Marks: 1) - Please choose one

Which one of the following pricing method is the simplest pricing method?

- ▶ Value-based
- ▶ Fixed cost
- ▶ **Cost-based**
- ▶ Skimming

Question No: 31 (Marks: 1) - Please choose one

Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the cost-based approach, which means:

- ▶ Value-based pricing and market-skimming pricing
- ▶ Going-rate and sealed-bid pricing
- ▶ **Cost-plus pricing, break-even analysis, and target profit pricing**
- ▶ Competition-based pricing and market-penetration pricing

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Question No: 32 (Marks: 1) - Please choose one

Which one of the following pricing objectives is rarely operational because its achievement is difficult to measure?

- ▶ Return on investment
- ▶ **Profit maximization**
- ▶ Market share
- ▶ Survival

http://books.google.com.pk/books?id=R1zRakeLJgC&pg=PA581&lpg=PA581&dq=pricing+objectives+is+rarely+operational&source=bl&ots=de57c1Jl3x&sig=0aCc1akWPgFNeVLzt3B39nKj_o&hl=en&ei=QgM7TbLvNuig4Qbf29SmCg&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBcQ6AEwAA#v=onepage&q=pricing+objectives%20is%20rarely%20operational&f=false

Question No: 33 (Marks: 1) - Please choose one

Price is a key element in the marketing mix because it relates directly to:

- ▶ The size of the sales force
- ▶ The speed of an exchange
- ▶ The control of quality
- ▶ **The generation of total revenue**

Question No: 34 (Marks: 1) - Please choose one

Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?

- ▶ Specialty products
- ▶ **Shopping products**
- ▶ Unsought products
- ▶ Industrial products

Question No: 35 (Marks: 1) - Please choose one

Which of the following factors are often used for segmenting customer groups?

- ▶ Geographic factors
- ▶ Psychographic factors
- ▶ Behavioral factors
- ▶ **Demographic factors**

Question No: 36 (Marks: 1) - Please choose one

What is the stage of the buyer decision process in which the consumer uses information to evaluate brands in the choice set?

- ▶ **The alternative evaluation stage**

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- ▶ The situational stage
- ▶ The experimental stage
- ▶ The informative stage

Evaluation of Alternatives: This is the stage of the buyer decision process in which the consumer uses information to evaluate alternative brands in the choice set.

<http://www.thesmartmarketing.co.cc/index.php/basics/13-consumer-buying-decision-process>

Question No: 37 (Marks: 1) - Please choose one

The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refers to which one of the following characteristic?

- ▶ **Personal characteristics**
- ▶ Psychological characteristics
- ▶ Behavioral characteristics
- ▶ Demographical characteristics

Question No: 38 (Marks: 1) - Please choose one

Marketers are interested in the roles and influence of the husband, wife and children on the purchase of different products and services. Which one of the following segment is being studied by the marketer?

- ▶ Social class
- ▶ Opinion leader
- ▶ Reference group
- ▶ **Family**

Question No: 39 (Marks: 1) - Please choose one

Marketing stimuli consist of the four Ps. Which is NOT one of these Ps?

- ▶ Product
- ▶ **Political**
- ▶ Price
- ▶ Promotion

Question No: 40 (Marks: 1) - Please choose one

Which one of the following steps in the marketing research process deals in "defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings"?

- ▶ Developing the research budget
- ▶ Choosing the research agency
- ▶ Choosing the research method

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▶ **Developing the research plan**

Question No: 41 (Marks: 1) - Please choose one

Which one of the following environment is made up of institutions and other forces affecting society's basic values, perceptions, preferences and behaviors?

▶ **Cultural environment**

- ▶ Fictitious environment
- ▶ Natural environment
- ▶ Political environment

Question No: 42 (Marks: 1) - Please choose one

Which one of the following is NOT a part of marketing channel firms (intermediaries)?

- ▶ Physical distribution firm
- ▶ Marketing service agency
- ▶ Financial intermediary

▶ **Stock exchange**

Question No: 43 (Marks: 1) - Please choose one

Advertising agencies are an example of which of the following marketing intermediaries?

- ▶ Insurance company
- ▶ Financial intermediary
- ▶ **Marketing services agency**
- ▶ Physical distribution firm

Question No: 44 (Marks: 1) - Please choose one

Which one of the following is a chief goal of the implementation function in marketing process?

- ▶ Develop marketing plans
- ▶ **Turns plans into actions**
- ▶ Take corrective actions.
- ▶ Develop strategic plans.

Question No: 45 (Marks: 1) - Please choose one

Developing and maintaining a strategic fit between the organization's goals and capabilities and its changing marketing opportunities represent which one of the following concept?

- ▶ Marketing objectives
- ▶ **Strategy planning**
- ▶ Marketing activities

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- ▶ Corporate strategies

Question No: 46 (Marks: 1) - Please choose one

Which one of the following options is best to explain the purpose of intranets?

- ▶ Buying and selling processes
- ▶ Business-to-business purchasing
- ▶ **Communication among employees**
- ▶ Maintaining customer relations

Question No: 47 (Marks: 1) - Please choose one

A network of networks that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services. Which one of the following networks represents it?

- ▶ LAN
- ▶ Intranet
- ▶ Extranet
- ▶ **Internet**

Question No: 48 (Marks: 1) - Please choose one

Which one of the following statements is an example of a problem that may arise in the implementation of the marketing concept?

- ▶ Dissatisfaction of one segment affects the satisfaction of other segments
- ▶ **Consumers do not understand what the marketing concept is**
- ▶ Dealers do not support the marketing concept
- ▶ A product may fit the needs of too many segments

Question No: 49 (Marks: 1) - Please choose one

Which one of the following option is NOT a benefit of internet marketing?

- ▶ Cost effective
- ▶ Time saving
- ▶ **Reliability**
- ▶ Open new venue

Question No: 50 (Marks: 1) - Please choose one

Which one of the following option is NOT a benefit for buyer with E-commerce?

- ▶ Convenience
- ▶ Easy and private
- ▶ **Reliability**
- ▶ Greater product access

FINAL TERM EXAMINATION

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Fall 2008

MGT301- Principles of Marketing (Session - 2)

Paper 08

Question No: 1 (Marks: 1) - Please choose one

Areas of concern in marketing ethics include:

- ▶ Distributor relations
- ▶ Advertising standards
- ▶ Customer service
- ▶ **All of the given options** Page#217

Question No: 2 (Marks: 1) - Please choose one

Through sales management supervision, what does the company do for sales force to do a better job?

- ▶ Coaches
- ▶ **Motivates**
- ▶ Influences
- ▶ Forces

Through supervision, the company directs and motivates the sales force to do a better job. Page#189

Question No: 3 (Marks: 1) - Please choose one

All of the following are the questions that arise when a competitor changes the price EXCEPT:

- ▶ **What are the competitor's products?**
- ▶ Why did the competitor change the price?
- ▶ Is the price change temporary or permanent?
- ▶ Are other companies going to respond?

Question No: 4 (Marks: 1) - Please choose one

If the competitor's price cut harm the company's sales and profit then what should your company do:

- ▶ **Hold the current price**
- ▶ Increase the price
- ▶ Decrease the price
- ▶ Either increase or decrease the price

Once the company has determined that the competitor has cut its price and that this price reduction is likely to harm company sales and profits, it might simply decide to hold its current price and profit Page#130

Question No: 5 (Marks: 1) - Please choose one

Which of the following option is NOT related with environmental sustainability strategies?

- ▶ Pollution prevention

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- ▶ Product stewardship
- ▶ **Production of non environment friendly products Page#218**
- ▶ New environmental technologies

Question No: 6 (Marks: 1) - Please choose one

GATT stands for which one of the following?

- ▶ General Agreement on Tariffs and Tax
- ▶ General Agreement on Tax and Trade
- ▶ General Agreement on Traffic and Trade
- ▶ **General Agreement on Tariffs and Trade**

Question No: 7 (Marks: 1) - Please choose one

Which one of the following is NOT a part of competitive positions?

- ▶ Market leader
- ▶ Market challenger
- ▶ Market follower
- ▶ **Market controller Page#200**

Question No: 8 (Marks: 1) - Please choose one

Which one of the following is NOT a part of basic competitive strategies?

- ▶ Overall cost-leadership
- ▶ Differentiation
- ▶ **Sales force reinforcement Page#202**
- ▶ Focus

Question No: 9 (Marks: 1) - Please choose one

Which of the following is NOT a major form of direct marketing?

- ▶ Telephone marketing
- ▶ online shopping
- ▶ Direct mail marketing
- ▶ **Billboards Page#191**

Question No: 10 (Marks: 1) - Please choose one

The standards set for salespeople, stating the quantity they should sell and how sales should be divided among the company's products refers to which one of the following options?

- ▶ Sales goals
- ▶ Company quotas
- ▶ **Sales quotas Page#189**
- ▶ Sales incentives

Question No: 11 (Marks: 1) - Please choose one

Sales applicants are typically NOT tested for which one of the following options?

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- ▶ Management skills
- ▶ Organizational skills
- ▶ **Accounting skills**
- ▶ Analytical skills

Question No: 12 (Marks: 1) - Please choose one

To reduce time demands on their outside sales forces, many companies have increased the size of their inside sales forces, which include technical support people and sales assistants. Which one of the following can also be another part of the sales force?

- ▶ Order takers
- ▶ Order getters
- ▶ **Telemarketers** Page#187
- ▶ Secretaries

Question No: 13 (Marks: 1) - Please choose one

The principles of personal selling described as which one of the following orientation?

- ▶ Service orientation
- ▶ **Customer orientation**
- ▶ Transaction orientation
- ▶ Relationship orientation

Question No: 14 (Marks: 1) - Please choose one

Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?

- ▶ **Personal selling and direct marketing**
- ▶ Public relation and publicity
- ▶ E-commerce and e-business
- ▶ Advertising and sales promotion

Question No: 15 (Marks: 1) - Please choose one

Personal selling can be defined as which of the following communication?

- ▶ People communication
- ▶ **Direct communication**
- ▶ Interpersonal communication
- ▶ Local communication

Question No: 16 (Marks: 1) - Please choose one

The advertiser has to choose the pattern of the ads. Which of the following options refer to the “scheduling ads evenly within a given period” and “scheduling ads unevenly over a given time period” respectively?

- ▶ Pulsing; Hard hitting
- ▶ Sequencing; Routing

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- ▶ Continuity; Hard hitting
- ▶ **Continuity; Pulsing**

Question No: 17 (Marks: 1) - Please choose one

Mr. Rahil is shopping at a departmental store. He completes an entry form at the checkout for a prize draw which gives him a chance to win a new car. He is participating in which of the following?

- ▶ Consumer contest
- ▶ Sales contest
- ▶ Sales competition
- ▶ **Consumer sweepstake**

Question No: 18 (Marks: 1) - Please choose one

Expensive Coca-Cola television ads primarily are a type of which of the following advertising?

- ▶ Informative advertising
- ▶ **Comparative advertising**
- ▶ Persuasive advertising
- ▶ Reminder advertising

Question No: 19 (Marks: 1) - Please choose one

Marketing managers at General Motors are determining what proportion of the budget would be spent on magazine, television and radio advertisements based on the cost and effectiveness of each. What is the name of the plan prepared by the marketers at GM?

- ▶ **An advertising-allocation plan**
- ▶ A media plan
- ▶ An arbitrary allocation plan
- ▶ An objective-task plan

Question No: 20 (Marks: 1) - Please choose one

Pull promotion is one of the promotion mix strategies. Which of the following are heavy expenditures in pull promotion?

- ▶ **Advertising and sales promotion**
- ▶ Public relations and distribution
- ▶ Personal selling and public relations
- ▶ Distribution and advertising

Question No: 21 (Marks: 1) - Please choose one

Coupon is an example of which one of the following promotional tools?

- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Advertising
- ▶ Public relations

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Question No: 22 (Marks: 1) - Please choose one

If a retailer needed help with store design and training sales personnel, it would most likely use the services of which of the following wholesalers?

- ▶ **Full-service wholesaler**
- ▶ Full-price wholesaler
- ▶ Rack jobber
- ▶ Cash-and-carry wholesaler

Question No: 23 (Marks: 1) - Please choose one

From a retailer's point of view, the MOST basic advantage of using a wholesaler is that the wholesaler:

- ▶ Extends credit to the retailer
- ▶ **Provides storage facilities to the retailer**
- ▶ Perform channel functions more efficiently than the retailer
- ▶ Takes ownership of goods for the retailer

Question No: 24 (Marks: 1) - Please choose one

The success of each channel member depends on the performance of which of the following?

- ▶ Key channel members
- ▶ **The entire supply chain**
- ▶ The manufacturer
- ▶ The wholesaler

Question No: 25 (Marks: 1) - Please choose one

Most, but not all, marketing channels have marketing intermediaries. A marketing intermediary sometimes called a middleman, who perform which of the following function?

- ▶ Always sells products to wholesalers
- ▶ **Links producers to the ultimate users of the products**
- ▶ Always sells products to retailers
- ▶ Does not take title to products

Question No: 26 (Marks: 1) - Please choose one

When Mr. A is using a channel with only one intermediary, that intermediary is classified as which of the following?

- ▶ **Retailer**

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- ▶ Wholesaler
- ▶ Broker
- ▶ Producer

Question No: 27 (Marks: 1) - Please choose one

Which one of the following advantages reflects the advantage of product bundle pricing?

▶ **It can promote the sales of products consumers might not otherwise buy**

- ▶ It offers consumers more value for the money
- ▶ It combines the benefits of the other pricing strategies
- ▶ It provides a more complete product experience for consumers

Question No: 28 (Marks: 1) - Please choose one

Lawyers, accountants, and other professionals typically price by adding a standard markup for profit that reflects which one of the following concepts?

▶ **Cost-plus pricing**

- ▶ Value-based pricing
- ▶ Break-even price
- ▶ Penetration pricing

Question No: 29 (Marks: 1) - Please choose one

When Kodak sets the general price range, low for its cameras and set high for its related film , it is practicing which one of the following pricing?

- ▶ Market-penetration pricing
- ▶ Market-skimming pricing
- ▶ Product line pricing

▶ **Captive-product pricing**

Question No: 30 (Marks: 1) - Please choose one

Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the buyer-based approach, which means:

▶ **Value-based pricing**

- ▶ Sealed-bid pricing
- ▶ Cost-plus pricing
- ▶ Low-price image

Question No: 31 (Marks: 1) - Please choose one

Which one of the following statement reflects the market share pricing objective?

- ▶ Is not recommended when sales for the total industry are declining
- ▶ Is not especially useful when sales for the total industry are increasing

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- ▶ Is not especially useful when sales for the total industry are flat
- ▶ **Can be used effectively whether total industry sales are rising or falling**

Question No: 32 (Marks: 1) - Please choose one

Which one of the following pricing objectives is rarely operational because its achievement is difficult to measure?

- ▶ Return on investment
- ▶ **Profit maximization**
- ▶ Market share
- ▶ Survival

Question No: 33 (Marks: 1) - Please choose one

Which one of the following statements BEST describes the concept of Price?

- ▶ **The value that is exchanged for products in a marketing transaction**
- ▶ Always money paid in a marketing transaction
- ▶ More important to buyers than sellers
- ▶ Usually the most inflexible marketing mix decision variable

Question No: 34 (Marks: 1) - Please choose one

A firm that practices price competition engages in which one of the following strategy?

- ▶ Setting prices only as low as the second-lowest competitor
- ▶ Letting other firms cut price while it retains profitability
- ▶ **Competing in both price and product differentiation**
- ▶ Beating or matching the prices of competitors

Question No: 35 (Marks: 1) - Please choose one

Which one of the following groups of people get the product exposure but is not often perceived by the majority of potential buyers as typical consumers?

- ▶ Early Majority
- ▶ Late Majority
- ▶ Early Adopter
- ▶ **Innovators**

Question No: 36 (Marks: 1) - Please choose one

What do we call a detailed version of a new idea stated in meaningful customer terms?

- ▶ Product idea
- ▶ **Product concept**
- ▶ Product image
- ▶ Product proposal

Question No: 37 (Marks: 1) - Please choose one

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Which of the following are those products purchased for further processing or for use in conducting a business?

- ▶ Unsought products
- ▶ Specialty products
- ▶ Shopping products
- ▶ **Industrial products**

Question No: 38 (Marks: 1) - Please choose one

Products and services fall into two broad classes based on the types of consumers that use them. Which is one of these broad classes?

- ▶ **Industrial products**
- ▶ Core product
- ▶ Actual product
- ▶ Augmented product

Question No: 39 (Marks: 1) - Please choose one

After deciding to order replacement parts for ageing machinery, the buyer for a construction company examines catalogues and trade publications. The buyer is probably at which stage of the organizational buying decision process?

- ▶ **Problem recognition**
- ▶ Product specification
- ▶ Product-supplier search
- ▶ Product evaluation

Question No: 40 (Marks: 1) - Please choose one

In its purchase of a small business computer, Mr. Ateeq asked that potential suppliers provide information only on units with 1Mb of memory. As management evaluates the purchase, it finds that 1Mb is inadequate for many of the software programs they use. In this instance, the firm would need to modify which aspect of the purchase process?

- ▶ Searching
- ▶ Specification development
- ▶ **Alternative evaluation**
- ▶ Performance evaluation

Question No: 41 (Marks: 1) - Please choose one

In the previous three years, four studies have been conducted on the characteristics of ABC Company's clients. As the firm seeks to put together a report showing trends in this area, it has a hard time locating the information contained in these study reports. What does this firm seem to need?

- ▶ A marketing research manager
- ▶ **A marketing databank**
- ▶ Survey research

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- ▶ Primary data

Question No: 42 (Marks: 1) - Please choose one

Your colleague is confused about using the marketing research process. In which footstep he is feeling difficulty?

▶ **Defining the problem**

- ▶ Defining the research objectives
- ▶ Defining the problem and research objectives
- ▶ Researching a research agency to help

Question No: 43 (Marks: 1) - Please choose one

The marketing information system is not limited to use by the company. It may also provide information to which of the following?

- ▶ The government
- ▶ External partners
- ▶ **various publics**
- ▶ Competitors

Question No: 44 (Marks: 1) - Please choose one

"Consumers are spending more on products and services that will improve their lives rather than their image" reflects which aspect of the cultural environment?

▶ **People's view of others**

- ▶ People's view of themselves
- ▶ People's view of organizations
- ▶ People's view of nature

Question No: 45 (Marks: 1) - Please choose one

Which one of the following is NOT part of the microenvironment?

▶ **Cultural forces**

- ▶ Financial intermediaries
- ▶ Customer markets
- ▶ Marketing channel firms

Question No: 46 (Marks: 1) - Please choose one

Which of the following sets refers to the order or sequence of marketing management functions?

- ▶ Control – implementation – market planning
- ▶ Market planning – control – implementation
- ▶ Implementation – control – market planning
- ▶ **Marketing planning – implementation - control**

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Question No: 47 (Marks: 1) - Please choose one

In the Boston Consulting Group approach, which one of the following is a measure of company strength in the market?

- ▶ **Relative market share**
- ▶ BCG matrix
- ▶ Business portfolio
- ▶ Market growth rate

Question No: 48 (Marks: 1) - Please choose one

Which one of the following phrases reflects the marketing concept?

- ▶ The supplier is a king in the market
- ▶ Marketing should be viewed as hunting not gardening
- ▶ **This is what I make, won't you please buy it?**
- ▶ This is what I want, won't you please make it?

Question No: 49 (Marks: 1) - Please choose one

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 products?

- ▶ An image
- ▶ An idea
- ▶ **A service**
- ▶ A good

Question No: 50 (Marks: 1) - Please choose one

Which one of the following option is NOT a benefit of internet marketing?

- ▶ Cost effective
- ▶ Time saving
- ▶ **Reliability**
- ▶ Open new venue

Paper 09

Question No: 1 (Marks: 1) - Please choose one

A maker of a highly innovative light bulb finds that it has excess stocks. The firm increases its advertising budget by 50 percent and doubles its sales staff. This company is operating which one of the following activities?

- ▶ Sales
- ▶ Production
- ▶ **Marketing**
- ▶ Social

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Question No: 2 (Marks: 1) - Please choose one

When Olympia Carpets develops new carpets that are highly stain resistant and durable, it must educate consumers about the product's benefits. This activity calls for which one of the following marketing mix variables?

- ▶ Price
- ▶ **Promotion**
- ▶ Distribution
- ▶ Product

Question No: 3 (Marks: 1) - Please choose one

Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it down?

- ▶ Selling concept
- ▶ Product concept
- ▶ **Production concept** Page#19
- ▶ Marketing concept

Question No: 4 (Marks: 1) - Please choose one

Your firm has just developed its first successful MIS. It interacts with information users to assess information needs, develop needed information, _____ the marketing information and help managers use it in their decision making.

- ▶ **Distribute**
- ▶ Collect
- ▶ Retrieve
- ▶ Store

Question No: 5 (Marks: 1) - Please choose one

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

- ▶ Group
- ▶ **Sample**
- ▶ Target group
- ▶ Audience

Marketing researchers usually draw conclusions about large groups of consumers by studying a small sample of the total consumer population.

Question No: 6 (Marks: 1) - Please choose one

A new product is a good, service, or idea that is perceived by some potential customers

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as new. Our interest is in how consumers learn about products for the first time and make the decision to buy them. Which one of the following option reflects this statement?

- ▶ New product recognition
- ▶ **Adoption process**
- ▶ Variety-seeking buying behavior
- ▶ Quality assessment

Question No: 7 (Marks: 1) - Please choose one

After deciding to order replacement parts for ageing machinery, the buyer for a construction company examines catalogues and trade publications. The buyer is probably at which stage of the organizational buying decision process?

- ▶ **Problem recognition Page#78**
- ▶ Product specification
- ▶ Product-supplier search
- ▶ Product evaluation

Question No: 8 (Marks: 1) - Please choose one

Business markets can be segmented on the basis following variables EXCEPT:

- ▶ Personal characteristics
- ▶ **Operating variables**
- ▶ Selling approaches
- ▶ Situational factors

Question No: 9 (Marks: 1) - Please choose one

Mass marketers, such as Target and Venture Stores, ignore market segment differences and target the whole market with one offer. What is their approach to segmenting?

- ▶ **Undifferentiated marketing Page#87**
- ▶ Differentiated marketing
- ▶ Target marketing
- ▶ Intelligent marketing

Question No: 10 (Marks: 1) - Please choose one

Buyer-seller similarities is an attribute comes under which one of the following concepts?

- ▶ **Demographic factors**
- ▶ Personal characteristics
- ▶ Situational factors
- ▶ Operating variables

Question No: 11 (Marks: 1) - Please choose one

Which one of the following involves designing and producing the container or wrapper for a product?

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▶ **Packaging**

- ▶ Designing
- ▶ Branding
- ▶ Labeling

Question No: 12 (Marks: 1) - Please choose one

Which of the following is NOT a major factor for making firms price decisions?

- ▶ Environmental factors
- ▶ Marketing objectives
- ▶ **Past sales**
- ▶ Marketing mix strategy

Question No: 13 (Marks: 1) - Please choose one

Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the cost-based approach, which means:

- ▶ Value-based pricing and market-skimming pricing
- ▶ Going-rate and sealed-bid pricing
- ▶ **Cost-plus pricing, break-even analysis, and target profit pricing**
- ▶ Competition-based pricing and market-penetration pricing

Question No: 14 (Marks: 1) - Please choose one

When there is intense price competition, many companies adopt _____ rather than cutting prices to match competitors.

- ▶ pricing power
- ▶ **Value-added strategies** Page#122
- ▶ Fixed costs
- ▶ Price elasticity

Question No: 15 (Marks: 1) - Please choose one

If Pepsi sets the price of its six packs to match exactly the price of Coca-Cola's, Pepsi is using which of the following pricing method?

- ▶ Demand-oriented
- ▶ Cost-oriented
- ▶ Experience curve
- ▶ **Competition-oriented**

Question No: 16 (Marks: 1) - Please choose one

“Rs10 per unit for less than 100 units, Rs9 per unit for 100 or more units” reflects which one of the following discounts?

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▶ **Quantity**

- ▶ Cash
- ▶ Seasonal
- ▶ Trade

Question No: 17 (Marks: 1) - Please choose one

In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

▶ **Base-point pricing**

- ▶ Freight absorption pricing
- ▶ Transfer pricing
- ▶ Zone pricing

Question No: 18 (Marks: 1) - Please choose one

Payments or price reductions to reward dealers for participating in advertising and sales support programs reflects which one of the following price-adjustment strategy?

- ▶ Seasonal discount

▶ **Allowance**

- ▶ Trade discount
- ▶ Cash discount

Promotional allowances are payments or price reductions to reward dealers for participating in advertising and sales support programs.

Question No: 19 (Marks: 1) - Please choose one

When Mr. A is using a channel with only one intermediary, that intermediary is classified as which of the following?

▶ **Retailer**

- ▶ Wholesaler
- ▶ Broker
- ▶ Producer

Question No: 20 (Marks: 1) - Please choose one

ABC Company, the sportswear designer and manufacturer, decided to open its own specialty shops to sell its merchandise, the firm was engaging in which of the following channels?

▶ **Vertical channel integration**

- ▶ A conventional marketing channel

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- ▶ Horizontal channel integration
- ▶ Channel expansion

Question No: 21 (Marks: 1) - Please choose one

Because Coke is such a popular product and the company is so powerful, Coca-Cola is in a position to exert considerable control over channel structures and the way Coke is marketed. This example illustrates channel _____ in the distribution channel.

- ▶ Conflict
- ▶ **Leadership**
- ▶ Dominance
- ▶ Negotiation

Question No: 22 (Marks: 1) - Please choose one

To reduce inventory management costs, many companies use a system where they carry only small inventories of parts or merchandise, often only enough for a few days of operation refers to which of the following concepts?

- ▶ **Just-in-time logistics** Page#143
- ▶ Limited inventory logistics
- ▶ Supply chain management
- ▶ Economic order quantity

Question No: 23 (Marks: 1) - Please choose one

Order processing, inventory management, materials handling, warehousing, and transportation fall under which of the following activities?

- ▶ Wholesaling
- ▶ Retailing
- ▶ **Physical distribution**
- ▶ Channel management

Question No: 24 (Marks: 1) - Please choose one

Which one of the following statement BEST describes a merchant wholesaler?

- ▶ Takes title and possession of goods and sells only to retailers.
 - ▶ **Takes title and assumes risk and is generally involved in buying and reselling products.**
 - ▶ Does not take title and possession of goods but may facilitate exchange between any two parties.
 - ▶ Carry a limited line of fast-moving goods and sell to small retailers for cash
- Merchant wholesalers take title and assume risk and generally are involved in buying and reselling products to industrial or retail customers.**

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Question No: 25 (Marks: 1) - Please choose one
Which one of the following is the primary purpose of a broker?

- ▶ Take title to a producer's goods
- ▶ Sell directly to the final consumer
- ▶ Sell directly to producers
- ▶ **Bring buyers and sellers together** Page#154

Question No: 26 (Marks: 1) - Please choose one
Which one of the following takes possession of truckloads of tomatoes, arranges for storage, and transports them to auctions to be sold?

- ▶ Selling agent
- ▶ Commission broker
- ▶ **Commission merchant**
- ▶ Selling broker

Question No: 27 (Marks: 1) - Please choose one
Location is extremely important to a retailer due to which one of the following reasons?

- ▶ Suppliers charge more to service stores in certain trading areas.
- ▶ A desirable location appeals to consumers' emotions and encourages them to buy.
- ▶ Location is the major determinant of store image.
- ▶ **Location determines the trading area from which the store must draw its customers.**

Question No: 28 (Marks: 1) - Please choose one
Which one of the following concepts is considered as the basic role of promotion?

- ▶ Information
- ▶ Manipulation
- ▶ **Communication**
- ▶ Interpretation

Question No: 29 (Marks: 1) - Please choose one
People tend to view promotion from many points. Which one of the following alternatives is MOST accurate?

- ▶ Promotion costs because product costs to be higher
- ▶ Promotion activities make up the bulk of marketing
- ▶ **Promotion communicates and facilitates exchanges**
- ▶ Promotion should be directed toward numerous audiences

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Question No: 30 (Marks: 1) - Please choose one

When the aim of the promotion, while introducing a new consumer product, is to achieve high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?

- ▶ **Advertising**
- ▶ Sales promotion
- ▶ Personal selling
- ▶ Publicity

Question No: 31 (Marks: 1) - Please choose one

Slow feedback, high costs and difficulty in measuring effects on sales are disadvantages of which one of the following promotion mix ingredient?

- ▶ Public relations
- ▶ Sales promotion
- ▶ Personal selling
- ▶ **Advertising**

Question No: 32 (Marks: 1) - Please choose one

If you are attempting to create primary demand toward your product, you will use which type of the following ads?

- ▶ **Informative Page#170**
- ▶ Persuasive
- ▶ Reminder
- ▶ Cooperative

Question No: 33 (Marks: 1) - Please choose one

Which one of the following advertising is required by a product in the maturity stage?

- ▶ Informative
- ▶ Comparative
- ▶ Persuasive
- ▶ **Reminder Page#170**

Question No: 34 (Marks: 1) - Please choose one

Mr. Rahil is shopping at a departmental store. He completes an entry form at the checkout for a prize draw which gives him a chance to win a new car. He is participating in which of the following?

- ▶ Consumer contest
- ▶ Sales contest
- ▶ Sales competition
- ▶ **Consumer sweepstake**

Question No: 35 (Marks: 1) - Please choose one

Which of the following communication and promotion tools involve direct connections

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with customers aimed toward building customer-unique value and lasting relationships?

▶ **Personal selling and direct marketing**

- ▶ Public relation and publicity
- ▶ E-commerce and e-business
- ▶ Advertising and sales promotion

Question No: 36 (Marks: 1) - Please choose one

In which one of the following plans management takes decisions about potential customers, sales activities and future prospects during the next 12 months?

- ▶ Profit-sharing plan
- ▶ Trade promotion plan
- ▶ **Annual call plan**
- ▶ Sales quota plan

Question No: 37 (Marks: 1) - Please choose one

Which of the following is NOT a component of an integrated direct marketing campaign?

- ▶ Outbound telemarketing
- ▶ **Corporate hospitality**
- ▶ Face to face sales call
- ▶ Paid ad with response channel

http://wps.pearsoned.co.uk/ema_uk_he_kolar_prinmark_4/27/7112/1820819.cw/content/index.html

Question No: 38 (Marks: 1) - Please choose one

Which one of the following are low-growth, low-share businesses and products (they may generate enough cash to maintain them, but do not have much future)?

- ▶ **Dogs**
- ▶ Cash Cows
- ▶ Stars
- ▶ Question Marks

Question No: 39 (Marks: 1) - Please choose one

ABC Company is using sales promotion to motivate wholesalers and retailers to carry a new product and to market the product aggressively. What type of sales promotion is the company using?

- ▶ Consumer sales promotion
- ▶ Product sales promotion
- ▶ **Trade sales promotion**
- ▶ Pull promotion

Question No: 40 (Marks: 1) - Please choose one

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GATT stands for which one of the following?

- ▶ General Agreement on Tariffs and Tax
- ▶ General Agreement on Tax and Trade
- ▶ General Agreement on Traffic and Trade
- ▶ **General Agreement on Tariffs and Trade**

Question No: 41 (Marks: 1) - Please choose one

With the use of E-Commerce, world is becoming which one of the following?

- ▶ **Global village**
- ▶ Global city
- ▶ Global country
- ▶ Global state

Question No: 42 (Marks: 1) - Please choose one

Which of the following option is NOT related with environmental sustainability strategies?

- ▶ Pollution prevention
- ▶ Product stewardship
- ▶ **Production of non environment friendly products**
- ▶ New environmental technologies

Question No: 43 (Marks: 1) - Please choose one

If a company's customers are concentrated in a small geographic area and the company sells technical products, which promotion method will it most likely use?

- ▶ Advertising
- ▶ Publicity
- ▶ **Personal selling**
- ▶ Sales promotion

Question No: 44 (Marks: 1) - Please choose one

If the competitor's price cut harm the company's sales and profit then what should your company do:

- ▶ **Hold the current price**
- ▶ Increase the price
- ▶ Decrease the price
- ▶ Either increase or decrease the price

Question No: 45 (Marks: 1) - Please choose one

There are several competitors in the market and all behave alike then how would your company react to such type of competitors?

- ▶ **Analyze a typical competitor**
- ▶ Analyze all competitors
- ▶ No need to analyze any competitor

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- ▶ Analyze all competitors on the basis of their size

When there are several competitors, the company must guess each competitor's likely reaction. If all competitors behave alike, this amounts to analyzing only a typical competitor. Pge#130

Question No: 46 (Marks: 1) - Please choose one

ABC Company's strategy of cutting prices on its cigarettes to enlarge its market share in the increasingly competitive tobacco industry refers to which of the following strategies?

- ▶ Market development
- ▶ **Market penetration**
- ▶ Concentric integration
- ▶ Product development

Question No: 47 (Marks: 1) - Please choose one

Which of the following environment consists of the factors that affect consumer purchasing power and spending patterns?

- ▶ Demographic environment
- ▶ Cultural environment
- ▶ **Economic environment**
- ▶ Consumer environment

Question No: 48 (Marks: 1) - Please choose one

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 service**
- ▶ A good
- ▶ An idea
- ▶ An image

Question No: 49 (Marks: 1) - Please choose one

Information about consumers, competitors and channel members (wholesalers, and retailers) is collected mostly from which one of the following sources?

- ▶ External environment
- ▶ **Internal environment**
- ▶ Top management
- ▶ Middle management

Question No: 50 (Marks: 1) - Please choose one

The type of salesperson that usually requires training in physical science or engineering refers to which one of the following:

- ▶ Trade salesperson
- ▶ Missionary salesperson
- ▶ **Technical salesperson**

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- ▶ Sales assistant

FINAL TERM EXAMINATION

Paper 10

Fall 2008

MGT301- Principles of Marketing (Session – 3)

Question No: 1 (Marks: 1) - Please choose one

If a company's customers are concentrated in a small geographic area and the company sells technical products, which promotion method will it most likely use?

- ▶ Advertising
- ▶ Publicity
- ▶ **Personal selling**
- ▶ Sales promotion

Question No: 2 (Marks: 1) - Please choose one

Which of the following option is **NOT** related with environmental sustainability strategies?

- ▶ Pollution prevention
- ▶ Product stewardship
- ▶ **Production of non environment friendly products**
- ▶ New environmental technologies

Question No: 3 (Marks: 1) - Please choose one

Which one the following options are related with this statement “Innovations in research and development of technologies, products and markets, set standards and shares them with other firms. This shows small or moderate country market shares but high shares when all strategic "standards users" are included.”

- ▶ Global leader strategy
- ▶ Global challenger strategy
- ▶ **Global collaborator strategy** Page#211
- ▶ Global follower strategy

Question No: 4 (Marks: 1) - Please choose one

GATT stands for which one of the following?

- ▶ General Agreement on Tariffs and Tax
- ▶ General Agreement on Tax and Trade
- ▶ General Agreement on Traffic and Trade
- ▶ **General Agreement on Tariffs and Trade**

Question No: 5 (Marks: 1) - Please choose one

Which one of the following is a position option open to smaller firms that serves some part of the market that is not likely to attract the attention of the larger firms?

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- ▶ Market leader
- ▶ Market challenger
- ▶ Market follower
- ▶ **Market niche**

The market niche is a position open to smaller firms that serve some part of the market that is not likely to attract the attention of the larger firms.

Question No: 6 (Marks: 1) - Please choose one

Which one of the following faces three challenges: expanding the total market, protecting market share and expanding market share?

- ▶ **Market leader**
- ▶ Market challenger
- ▶ Market follower
- ▶ Market niche

Question No: 7 (Marks: 1) - Please choose one

Review of the sales, costs and profit projections for a new product to find out whether these factors satisfy the company's objectives comes under which one of the following concepts?

- ▶ **Business Analysis**
- ▶ Product Development
- ▶ Test Marketing
- ▶ Commercialization

Question No: 8 (Marks: 1) - Please choose one

The concept of market _____ arranges for a product to occupy a clear, distinctive, and desirable place relative to competition.

- ▶ **Positioning**
- ▶ Place
- ▶ Price
- ▶ Product

Question No: 9 (Marks: 1) - Please choose one

Which one of the following are low-growth, low-share businesses and products (they may generate enough cash to maintain them, but do not have much future)?

- ▶ **Dogs**
- ▶ Cash Cows
- ▶ Stars
- ▶ Question Marks

Question No: 10 (Marks: 1) - Please choose one

Which one of the following authorities might use several tools like news, speeches and special events for the marketing purpose?

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- ▶ Advertising agencies
- ▶ Advertising specialists
- ▶ **Public relation professionals**
- ▶ Computer programmers

Question No: 11 (Marks: 1) - Please choose one

Catalog marketing can be personalized on a one-to-one basis. Which one of the following is **NOT** a common form of catalog marketing?

- ▶ Print catalog
- ▶ Video catalog
- ▶ **Add-on catalog**
- ▶ Electronic catalog

Question No: 12 (Marks: 1) - Please choose one

Which one of the following is the fastest growing form of marketing that reach more customers and save money?

- ▶ Advertising
- ▶ **Direct marketing**
- ▶ Public relations
- ▶ Personal selling

Question No: 13 (Marks: 1) - Please choose one

Three common techniques are used by sales managers to boost sales force morale. These include the organizational climate, sales quotas and which one of the following is the third technique?

- ▶ **Positive incentive** Page#189
- ▶ Positive thinking
- ▶ Positive recognition
- ▶ Positive feedback

Question No: 14 (Marks: 1) - Please choose one

Sales managers must also make decisions about organizing the sales force. Assuming the sales force is to be managed internally, the sales manager has four broad choices for organizing the sales force. Which of the following is **NOT** one of these four choices?

- ▶ Product-based
- ▶ Geographically-based
- ▶ **Demographically-based**
- ▶ Customer-based

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<http://wps.pearsoned.co.uk/wps/grader>

Question No: 15 (Marks: 1) - Please choose one

The various stages of the personal selling process are illustrated below, which one of the following is **NOT** specific roles of the sales representative?

- ▶ Negotiating and closing the sale
- ▶ Sales presentation
- ▶ Prospecting
- ▶ **devising product strategy**

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7112/1820819.cw/content/index.html

Question No: 16 (Marks: 1) - Please choose one

"Looking for new customers" refers to which one of the following concept?

- ▶ Soliciting
- ▶ Presenting
- ▶ **Prospecting**
- ▶ Qualifying

Prospecting

Definition: The search for potential customers or buyers

Question No: 17 (Marks: 1) - Please choose one

Mr. Rahil is shopping at a departmental store. He completes an entry form at the checkout for a prize draw which gives him a chance to win a new car. He is participating in which of the following?

- ▶ Consumer contest
- ▶ Sales contest
- ▶ Sales competition
- ▶ **Consumer sweepstake**

Question No: 18 (Marks: 1) - Please choose one

Which of the following advertising becomes more important to build selective demand as competition increases?

- ▶ **Persuasive advertising**
- ▶ Informative advertising
- ▶ Patronage advertising
- ▶ Reminder-oriented advertising

Question No: 19 (Marks: 1) - Please choose one

Which one of the following advertising decisions can be classified by primary purpose, whether the aim is to inform, persuade or remind?

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▶ **Advertising objectives**

- ▶ Advertising budgets
- ▶ Advertising strategies
- ▶ Advertising campaigns

Advertisers should set clear objectives as to whether the advertising is supposed to inform, persuade, or remind buyers.

Question No: 20 (Marks: 1) - Please choose one

Which one of the following advertising is required by a product in the maturity stage?

- ▶ Informative
- ▶ Comparative
- ▶ Persuasive
- ▶ **Reminder**

Question No: 21 (Marks: 1) - Please choose one

If you are attempting to create primary demand toward your product, you will use which type of the following ads?

- ▶ **Informative**
- ▶ Persuasive
- ▶ Reminder
- ▶ Cooperative

Question No: 22 (Marks: 1) - Please choose one

Pull promotion is one of the promotion mix strategies. Which of the following are heavy expenditures in pull promotion?

- ▶ **Advertising and sales promotion**
- ▶ Public relations and distribution
- ▶ Personal selling and public relations
- ▶ Distribution and advertising

Question No: 23 (Marks: 1) - Please choose one

Proctor and Gamble periodically sends out coupons and free samples of products. This illustrates to which one of the following elements of the promotion mix?

- ▶ Advertising
- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Publicity

Question No: 24 (Marks: 1) - Please choose one

Which one of the following concepts is considered as the basic role of promotion?

- ▶ Information
- ▶ Manipulation

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► **Communication**

- Interpretation

Question No: 25 (Marks: 1) - Please choose one

Eliminating a wholesaler from a marketing channel results in which of the following?

- Will cut costs and lead to lower prices in the market
- May or may not lower prices and will not eliminate the functions performed by the wholesaler
- Will eliminate the functions performed by the wholesaler and will lower costs
- **Will reduce channel conflict among the channel members**

Question No: 26 (Marks: 1) - Please choose one

Nike maintains a good deal of control over how its products are promoted, displayed, and sold. Because of this control, Nike would be appropriately described as which of the following?

- Intermediary
- **Leader**
- Allocator
- Terminator

Question No: 27 (Marks: 1) - Please choose one

Competitor price increases are more likely to be followed when they are due to:

- Falling sales
- **General rising costs**
- Increased advertising
- Price wars

Question No: 28 (Marks: 1) - Please choose one

Three key issues associated with initiating price changes are, the circumstances, the tactics and:

- Sales targets
- Bad publicity
- Stock levels
- **Competitor reactions**

Question No: 29 (Marks: 1) - Please choose one

Which one of the following pricing method is the simplest pricing method?

- Value-based

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- ▶ Fixed cost
- ▶ **Cost-based**
- ▶ Skimming

Question No: 30 (Marks: 1) - Please choose one

When management at Yamaha Motorcycles makes decisions on saddlebags, handle bars, and seats for its bikes, they become engaged in which one of the following pricing?

- ▶ Product line pricing
- ▶ **Optional-product pricing**
- ▶ Captive-product pricing
- ▶ Value-based pricing

Question No: 31 (Marks: 1) - Please choose one

A penetration-pricing policy is particularly appropriate when demand is:

- ▶ Increasing
- ▶ **Highly elastic**
- ▶ Highly inelastic
- ▶ Decreasing

Question No: 32 (Marks: 1) - Please choose one

Management at Philips Electronics is having difficulty in raising the introductory price on system components to cover its increased costs. Apparently, Philips used a _____ pricing policy in pricing these components.

- ▶ Odd-even
- ▶ **Skimming**
- ▶ Penetration
- ▶ Psychological

<http://cw.routledge.com/textbooks/9780415370974/resources/questions.asp?unit=9>

Question No: 33 (Marks: 1) - Please choose one

Which one of the following pricing objectives is rarely operational because its achievement is difficult to measure?

- ▶ Return on investment
- ▶ **Profit maximization**
- ▶ Market share
- ▶ Survival

Question No: 34 (Marks: 1) - Please choose one

Price is a key element in the marketing mix because it relates directly to:

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- ▶ The size of the sales force
- ▶ The speed of an exchange
- ▶ The control of quality
- ▶ **The generation of total revenue**

Question No: 35 (Marks: 1) - Please choose one

After concept testing, a firm would engage in which stage for developing and marketing a new product?

- ▶ **Marketing strategy development**
- ▶ Business analysis
- ▶ Product development
- ▶ Test marketing

Question No: 36 (Marks: 1) - Please choose one

Which of the segmenting strategies carries higher-than-average risks in consumer markets?

- ▶ **Concentrated**
- ▶ Differentiated
- ▶ Undifferentiated
- ▶ Multiple-segment

Question No: 37 (Marks: 1) - Please choose one

When the size, purchasing power and profiles of business market segments can be determined, they are said to possess the requirement of being what?

- ▶ **Measurable**
- ▶ Accessible
- ▶ Substantial
- ▶ Actionable

Question No: 38 (Marks: 1) - Please choose one

The fact that organizational customers purchase products to be used directly or indirectly in the production of goods and services to satisfy customers' needs This situation shows which of the following demands?

- ▶ Joint
- ▶ **Derived**
- ▶ Inelastic
- ▶ Fluctuating

Derived Demand

- a) **Derived demand is the demand for business products derived from the demand for consumer products.**

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- b) Business customers purchase products to be used directly or indirectly in the production of goods and services to satisfy consumers' needs.
- c) When consumer demand for a product changes, a wave is set in motion that affects demand for all firms involved in the production of that product.

Question No: 39 (Marks: 1) - Please choose one

Learning occurs through the interplay of all of the following EXCEPT:

- ▶ Drives
- ▶ Stimuli
- ▶ Cues
- ▶ **Behavior**

Learning occurs through the interplay of drives, stimuli, cues, responses, and reinforcement.

Question No: 40 (Marks: 1) - Please choose one

ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

- ▶ Respondents who refuse to cooperate or give biased answers
- ▶ Interviewers who make mistakes or take shortcuts
- ▶ **Interpreting and reporting the findings**
- ▶ Primary data that conflict with secondary data

Question No: 41 (Marks: 1) - Please choose one

Identify the concept that elaborates the systematic collection and analysis of publicly available information about competitors and developments in the marketing environment.

- ▶ Marketing data
- ▶ **Marketing intelligence**
- ▶ Web Master
- ▶ Secondary data

Question No: 42 (Marks: 1) - Please choose one

The marketing information system is not limited to use by the company. It may also provide information to which of the following?

- ▶ The government
- ▶ External partners
- ▶ **Various publics**
- ▶ Competitors

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Question No: 43 (Marks: 1) - Please choose one

Which of the following forces shows the marketing macro environment?

- ▶ Demographic, economic, natural, technological, political, and social
- ▶ Demographic, natural, economic, political, social, and cultural
- ▶ **Demographic, economic, natural, technological, political, and cultural**
- ▶ Demographic, economic, natural, social, political, and legal

Question No: 44 (Marks: 1) - Please choose one

In the Boston Consulting Group approach, which one of the following is a measure of company strength in the market?

- ▶ **Relative market share**
- ▶ BCG matrix
- ▶ Business portfolio
- ▶ Market growth rate

Question No: 45 (Marks: 1) - Please choose one

ABC Company's strategy of cutting prices on its cigarettes to enlarge its market share in the increasingly competitive tobacco industry refers to which of the following strategies?

- ▶ Product development
- ▶ Market development
- ▶ **Product penetration**
- ▶ Concentric integration

Question No: 46 (Marks: 1) - Please choose one

In the Boston Consulting Group approach, which one of the following measure provides a measure of market attractiveness?

- ▶ Business portfolio
- ▶ BCG matrix
- ▶ **Market growth rate**
- ▶ Relative market share

Question No: 47 (Marks: 1) - Please choose one

In case of an intense competition there are a number of manufacturers and buyers who have more options for product switching. Which one of the following forces represents it?

- ▶ Threat of new entrants
- ▶ Bargaining power of buyers
- ▶ Bargaining power of suppliers

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► **Rivalry among competing firms**

Question No: 48 (Marks: 1) - Please choose one

When a customer pays Rs.1000 and receives a television set in return. What does this example shows?

- Exchange
- **Transaction**
- Market
- Segment

Question No: 49 (Marks: 1) - Please choose one

In a Michael Porter Model, which one of the following options is a major tool in the identification of ways to create value in an organization?

- Chain model
- The BCG model
- **Five forces model**
- Value chain model

Question No: 50 (Marks: 1) - Please choose one

Which one of the following option is **NOT** a benefit of internet marketing?

- Cost effective
- Time saving
- **Reliability**
- Open new venue

FINAL TERM EXAMINATION

Spring 2009

MGT301-Principles of Marketing (Session -2)

Paper 11

Question No: 1 (Marks: 1) - Please choose one

Which one of the following option is **NOT** a benefit for buyer with E-commerce?

- Convenience
- Easy and private
- **Reliability**
- Greater product access

Question No: 2 (Marks: 1) - Please choose one

The type of product that results from applying human and mechanical efforts to people or objects refers to which one of the following options?

- An idea

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▶ **A service**

- ▶ A philosophy
- ▶ A concept

Question No: 3 (Marks: 1) - Please choose one

Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor reflects which one of the following concepts?

- ▶ Sales promotion
- ▶ Direct marketing
- ▶ **Advertising**
- ▶ Personal selling

Question No: 4 (Marks: 1) - Please choose one

Which one of the following statements by a company chairman BEST reflects the marketing concept?

- ▶ **We have organized our business to satisfy the customer needs**
- ▶ We believe that marketing department must organize to sell what we produce
- ▶ We try to produce only high quality, technically efficient products
- ▶ We try to encourage company growth in the market

Question No: 5 (Marks: 1) - Please choose one

All of the following are accurate descriptions of a company's mission statement, EXCEPT which one?

- ▶ Mission statement should fit the market environment
- ▶ Mission statement should be realistic
- ▶ **Mission statement should be broad**
- ▶ Mission statement should be motivating

Mission statements must:

- 1). **Be realistic.**
- 2). **Be specific.**
- 3). **Fit the market environment.**
- 4). **Indicate distinctive competencies.**
- 5). **Be motivating.**

Question No: 6 (Marks: 1) - Please choose one

What are we going to do? And, how are we going to do? In which of the following categories these two questions fall?

- ▶ Researching
- ▶ **Planning**
- ▶ Controlling
- ▶ Managing

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Question No: 7 (Marks: 1) - Please choose one

Which one of the following factor is NOT used for measuring the social class?

- ▶ Income
- ▶ **Number of children in family**
- ▶ Occupation
- ▶ Education

Question No: 8 (Marks: 1) - Please choose one

Which of the following demands that business markets have more?

- ▶ Derived demands
- ▶ Steady demands
- ▶ **Fluctuating**
- ▶ Competitive

Question No: 9 (Marks: 1) - Please choose one

“A purchase in which the customer buys the same goods in the same quantity on the same terms from the same supplier” refers to which one of the following buying situations?

- ▶ New-task
- ▶ Modified rebuy
- ▶ **Straight rebuy**
- ▶ Negotiated

Question No: 10 (Marks: 1) - Please choose one

Which one of the following categories refers to 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?

- ▶ **Product line**
- ▶ Line extension
- ▶ Private brand
- ▶ Product bandwidth

Question No: 11 (Marks: 1) - Please choose one

Price is a key element in the marketing mix because it relates directly to:

- ▶ The size of the sales force
- ▶ The speed of an exchange
- ▶ The control of quality
- ▶ **The generation of total revenue**

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Question No: 12 (Marks: 1) - Please choose one

A product under non-price competition would most likely NOT succeed in the market if:

▶ **It is easy to duplicate**

- ▶ It is packaged differently than similar product
- ▶ It is priced near the competitors' price
- ▶ Its quality has been upgraded

Question No: 13 (Marks: 1) - Please choose one

Which one of the following statements BEST describes the concept of Price?

▶ **The value that is exchanged for products in a marketing transaction**

- ▶ Always money paid in a marketing transaction
- ▶ More important to buyers than sellers
- ▶ Usually the most inflexible marketing mix decision variable

Question No: 14 (Marks: 1) - Please choose one

Which one of the following is the requirement for setting pricing objectives?

- ▶ The objectives should be short-term oriented
- ▶ There should be only one pricing objective
- ▶ The cost structure should be identified

▶ **The objectives should be explicitly stated**

Question No: 15 (Marks: 1) - Please choose one

Management at Philips Electronics is having difficulty in raising the introductory price on system components to cover its increased costs. Apparently, Philips used a _____ pricing policy in pricing these components.

- ▶ Odd-even
- ▶ **Skimming**
- ▶ Penetration
- ▶ Psychological

Question No: 16 (Marks: 1) - Please choose one

Lawyers, accountants, and other professionals typically price by adding a standard markup for profit that reflects which one of the following concepts?

▶ **Cost-plus pricing**

- ▶ Value-based pricing
- ▶ Break-even price
- ▶ Penetration pricing

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Question No: 17 (Marks: 1) - Please choose one

If producer offered a 25 percent discount to retailers that ordered ski boots in February for delivery in May, the retailer would have the option of taking advantage of which type of discount?

- ▶ Trade
- ▶ Cash
- ▶ Quantity
- ▶ **Seasonal**

Question No: 18 (Marks: 1) - Please choose one

ABC Company, the sportswear designer and manufacturer, decided to open its own specialty shops to sell its merchandise, the firm was engaging in which of the following channels?

- ▶ **Vertical channel integration**
- ▶ A conventional marketing channel
- ▶ Horizontal channel integration
- ▶ Channel expansion

Question No: 19 (Marks: 1) - Please choose one

Most, but not all, marketing channels have marketing intermediaries. A marketing intermediary sometimes called a middleman, who perform which of the following function?

- ▶ Always sells products to wholesalers
- ▶ **Links producers to the ultimate users of the products**
- ▶ Always sells products to retailers
- ▶ Does not take title to products

Question No: 20 (Marks: 1) - Please choose one

A manufacturer-owned operation that provides services usually associated with agents, refers to which one of the following?

- ▶ Wholesaler
- ▶ **Sales office**
- ▶ Sales branch
- ▶ Public warehouse

Question No: 21 (Marks: 1) - Please choose one

Which of the following is considered as huge superstores, perhaps as large as six football fields?

- ▶ **Hypermarket**

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- ▶ Department store
- ▶ General merchandise retailer
- ▶ Discount store

Question No: 22 (Marks: 1) - Please choose one

An organization is issuing a circular regarding the new credit term to all the employees. In this statement, organization is representing what?

- ▶ Media
- ▶ Source
- ▶ Decoder
- ▶ **Sender**

Question No: 23 (Marks: 1) - Please choose one

In the Gillette advertisement that claims "Gillette, the best a man can get," What Gillette is showing in this statement?

- ▶ Receiver
- ▶ Transmitter
- ▶ Decoder
- ▶ **Source**

Question No: 24 (Marks: 1) - Please choose one

What does it reflect "The receiver's response to a message"?

- ▶ **Feedback**
- ▶ Media
- ▶ Noise
- ▶ Decoding

Question No: 25 (Marks: 1) - Please choose one

The process of putting one's thoughts (meaning) into signs (symbols) reflects which one of the following concepts?

- ▶ Decoding
- ▶ Noise
- ▶ Interference
- ▶ **Encoding**

Question No: 26 (Marks: 1) - Please choose one

Which one of the following advertising decisions can be classified by primary purpose, whether the aim is to inform, persuade or remind?

- ▶ **Advertising objectives**
- ▶ Advertising budgets
- ▶ Advertising strategies

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- ▶ Advertising campaigns

Question No: 27 (Marks: 1) - Please choose one

Expensive Coca-Cola television ads primarily are a type of which of the following advertising?

- ▶ Informative advertising
- ▶ **Comparative advertising**
- ▶ Persuasive advertising
- ▶ Reminder advertising

Question No: 28 (Marks: 1) - Please choose one

Giving a free sample of a new product by attaching it to the pack of an existing product refers to which one of the following promotion?

- ▶ **On-pack promotion**
- ▶ New-product promotion
- ▶ Extra-fill promotion
- ▶ Co-operative discounting

Question No: 29 (Marks: 1) - Please choose one

Two-way personal communication between salespeople and individual customers, whether face-to-face, by telephone, through video or web conferences or by other means, refers to which one of the following?

- ▶ Advertising
- ▶ Persuasive selling
- ▶ **Personal selling**
- ▶ Publicity

Question No: 30 (Marks: 1) - Please choose one

Which of the following is NOT a major form of direct marketing?

- ▶ Telephone marketing
- ▶ Online shopping
- ▶ Direct mail marketing
- ▶ **Billboards**

Question No: 31 (Marks: 1) - Please choose one

The concept of market _____ arranges for a product to occupy a clear, distinctive, and desirable place relative to competition.

- ▶ **Positioning**
- ▶ Place
- ▶ Price
- ▶ Product

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Question No: 32 (Marks: 1) - Please choose one

ABC Company is using sales promotion to motivate wholesalers and retailers to carry a new product and to market the product aggressively. What type of sales promotion is the company using?

- ▶ Consumer sales promotion
- ▶ Product sales promotion
- ▶ **Trade sales promotion**
- ▶ Pull promotion

Question No: 33 (Marks: 1) - Please choose one

Which one of the following is designated as a runner-up firm that chooses not to rock the boat (usually out of fear that it stands to lose more than it might gain)?

- ▶ Market leader
- ▶ Market challenger
- ▶ **Market follower**
- ▶ Market niche

Question No: 34 (Marks: 1) - Please choose one

Which one of the following is NOT a part of basic competitive strategies?

- ▶ Overall cost-leadership
- ▶ Differentiation
- ▶ **Sales force reinforcement**
- ▶ Focus

Question No: 35 (Marks: 1) - Please choose one

Which one the following option is related with this statement “Innovator in technologies, products and markets with high global share and wide country market coverage”

- ▶ **Global leader strategy**
- ▶ Global challenger strategy
- ▶ Global follower strategy
- ▶ Global niche strategy

Question No: 36 (Marks: 1) - Please choose one

Which one of the following option is NOT related with E-Commerce?

- ▶ **E-Mailing**
- ▶ E-Business
- ▶ E-Commerce
- ▶ E-Marketing

Question No: 37 (Marks: 1) - Please choose one

Enlightened marketing is a philosophy holding that a company’s marketing should support the best long-run performance of the marketing system. Which of the following option is NOT related with this concept?

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- ▶ Sense-of-mission marketing
- ▶ Consumer-oriented marketing
- ▶ **Deceptive marketing Page#219**
- ▶ Innovative marketing

Question No: 38 (Marks: 1) - Please choose one

Which of the following option is NOT related with “Key Principles for Public policy towards Marketing”?

- ▶ Consumer and producer freedom
- ▶ Curbing potential harm
- ▶ **Economic recession Page#219**
- ▶ Consumer education

Question No: 39 (Marks: 1) - Please choose one

Which promotion mix ingredient costs considerably more than advertising to reach one person but can provide more immediate feedback?

- ▶ Publicity
- ▶ Sales promotion
- ▶ **Personal selling**
- ▶ Public relation

Question No: 40 (Marks: 1) - Please choose one

Which of the following is NOT a benefit of direct marketing?

- ▶ Immediate response
- ▶ Customer relationship building
- ▶ **Assists client prospecting**
- ▶ Greater product access and selection

Question No: 41 (Marks: 1) - Please choose one

When a company cannot supply all its customers' needs; what would be an effect on price?

- ▶ **Price will increase**
- ▶ Price will remain same
- ▶ Price will decrease
- ▶ Price will decrease up to a certain limit

Question No: 42 (Marks: 1) - Please choose one

What does this statement show “Trade of value between two parties”?

- ▶ Competition
- ▶ **Transaction**
- ▶ Exchange
- ▶ Need

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Question No: 43 (Marks: 1) - Please choose one

When a customer pays Rs.1000 and receives a television set in return. What does this example show?

- ▶ Exchange
- ▶ **Transaction**
- ▶ Market
- ▶ Segment

Question No: 44 (Marks: 1) - Please choose one

Customer relationship management (CRM) focuses on creating two-way exchanges with customers so that firms have an intimate knowledge of their needs, wants and buying patterns. What does CRM deliver to customers for maintaining profitable customer relationships?

- ▶ **Superior customer value**
- ▶ Less expensive goods
- ▶ Quality products
- ▶ Variety of products

Question No: 45 (Marks: 1) - Please choose one

Mr. ABC examined his firm's recently completed market attractiveness-business position model; he finds that the firm's sport sunglasses unit is high on both dimensions. Which one of the following strategies would this placement dictate?

- ▶ **Invest**
- ▶ Harvest
- ▶ Divest
- ▶ Maintain

Question No: 46 (Marks: 1) - Please choose one

Which one of the following is NOT part of the micro environment?

- ▶ **Cultural forces**
- ▶ Financial intermediaries
- ▶ Customer markets
- ▶ Marketing channel firms

Question No: 47 (Marks: 1) - Please choose one

Identify the concept that elaborates the systematic collection and analysis of publicly available information about competitors and developments in the marketing environment.

- ▶ Marketing data
- ▶ **Marketing intelligence system**
- ▶ Web master
- ▶ Secondary data

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Question No: 48 (Marks: 1) - Please choose one
Competitor's price increase is more likely to be followed due to:

- ▶ Increased advertising
- ▶ Price wars
- ▶ Falling sales
- ▶ **General rising costs**

Question No: 49 (Marks: 1) - Please choose one
Which one of the following is the component of an information system that involves collecting information relevant to a specific marketing problem facing the company?

- ▶ **Marketing research**
- ▶ Marketing management
- ▶ Relationship marketing
- ▶ Marketing process

Question No: 50 (Marks: 1) - Please choose one
An effective form of direct marketing today is using the 30-minute television advertising programs for a single product to get instant feedback from customers refers to which of the following concepts?

- ▶ TV commercial
- ▶ **Infomercials**
- ▶ Home shopping TV
- ▶ Publicity

FINAL TERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 4)

Paper 12

Question No: 1 (Marks: 1) - Please choose one

Which one of the following is **NOT** a part of Joint Venture?

- ▶ **Single member private limited company**
- ▶ Contract manufacturing
- ▶ Joint ownership
- ▶ Licensing

Firms have four types of joint venture

Licensing: Contract Manufacturing: Management Contracting: Joint Ownership
consists Page#209

Question No: 2 (Marks: 1) - Please choose one

If a food company gives 5 percent discount in particular burger to increase sales, it is altering which one of the following elements of the marketing mix?

- ▶ **Promotion**
- ▶ Price

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- ▶ Product
- ▶ Place

Question No: 3 (Marks: 1) - Please choose one

Which one of the following options refers to “The art and science of choosing target markets and building profitable relationships”?

- ▶ Customer relationship management
- ▶ Knowledge management
- ▶ Total quality management
- ▶ **Marketing management**

Question No: 4 (Marks: 1) - Please choose one

Which one of the following options is best to explain the purpose of intranets?

- ▶ Buying and selling processes
- ▶ Business-to-business purchasing
- ▶ **Communication among employees**
- ▶ Maintaining customer relations

Question No: 5 (Marks: 1) - Please choose one

Your firm has just developed its first successful MIS. It interacts with information users to assess information needs, develop needed information, _____ the marketing information and help managers use it in their decision making.

- ▶ **Distribute**
- ▶ Collect
- ▶ Retrieve
- ▶ Store

Question No: 6 (Marks: 1) - Please choose one

Survey research, called the backbone of primary research, is the most widely used method for primary data collection and is best suited for gathering which of the following information?

- ▶ Personal
- ▶ Attitude
- ▶ **Descriptive**
- ▶ Exploratory

Question No: 7 (Marks: 1) - Please choose one

Research of buying decisions by large companies to find out what they buy, where they buy, how and how much they buy refers to which one of the following buying decision?

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- ▶ Market buying decision
- ▶ **Consumer buying decision**
- ▶ Social buying decision
- ▶ Group buying decision

Question No: 8 (Marks: 1) - Please choose one

Which one of the following is NOT the stage that customers go through in the process of adopting a new product?

- ▶ Awareness
- ▶ Interest
- ▶ Evaluation
- ▶ **Culture**

Awareness: Interest: Evaluation: Trial: Adoption:

Question No: 9 (Marks: 1) - Please choose one

What is the stage of the buyer decision process in which the consumer uses information to evaluate brands in the choice set?

- ▶ **The alternative evaluation stage** Page#71
- ▶ The situational stage
- ▶ The experimental stage
- ▶ The informative stage

Question No: 10 (Marks: 1) - Please choose one

Demographic segmentation divides the market into groups based on which of the following variables?

- ▶ Size, location, industry, customer
- ▶ Size, company, industry, technology
- ▶ **Location, size, occupation, race**
- ▶ Customer, technology, company, industry

Question No: 11 (Marks: 1) - Please choose one

A marketer has brought same products in the market for all segments without considering the needs and wants of the customers. Which one of the following strategy is being practiced by the marketer?

- ▶ **Undifferentiated marketing strategy**
- ▶ Differentiated marketing strategy
- ▶ Concentrated marketing strategy
- ▶ Custom marketing strategy

Question No: 12 (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. The strongest

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brands go beyond attributes or benefit positioning. On which of the following basis the products are positioned?

- ▶ Desirable benefit
- ▶ Good packaging
- ▶ **Strong beliefs and values**
- ▶ Customer image

Question No: 13 (Marks: 1) - Please choose one

Which one of the following categories refers to 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?

- ▶ **Product line**
- ▶ Line extension
- ▶ Private brand
- ▶ Product bandwidth

Question No: 14 (Marks: 1) - Please choose one

When a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes refers to which of the following steps?

- ▶ **Line extensions**
- ▶ Product mix
- ▶ Service variability
- ▶ Service intangibility

Question No: 15 (Marks: 1) - Please choose one

After concept testing, a firm would engage in which stage for developing and marketing a new product?

- ▶ **Marketing strategy development**
- ▶ Business analysis
- ▶ Product development
- ▶ Test marketing

Question No: 16 (Marks: 1) - Please choose one

In which of the following product life cycle stages, sales are zero and the company's investment costs mount?

- ▶ **Product development**
- ▶ Introduction
- ▶ Growth

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- ▶ Maturity

Question No: 17 (Marks: 1) - Please choose one

In which one of the following stages of the product life cycle sales fall off and profits stop?

- ▶ Growth
- ▶ Introduction
- ▶ **Decline**
- ▶ Maturity

Question No: 18 (Marks: 1) - Please choose one

If a product has an inelastic demand and the manufacturer raises its price then what will happen?

- ▶ **Total revenue will increase**
- ▶ Quantity demanded will increase
- ▶ The demand schedule will shift
- ▶ Total revenue will decrease

Question No: 19 (Marks: 1) - Please choose one

A penetration-pricing policy is particularly appropriate when demand is:

- ▶ Increasing
- ▶ **Highly elastic**
- ▶ Highly inelastic
- ▶ Decreasing

Question No: 20 (Marks: 1) - Please choose one

Which one of the following statements reflects pricing policies and methods?

- ▶ **Help direct and structure the selection of a final price**
- ▶ Are the last decisions made for a new product
- ▶ Are the same for all of a company's products
- ▶ Are the most important decisions made for a product

Question No: 21 (Marks: 1) - Please choose one

Which one of the following pricing method is the simplest pricing method?

- ▶ Value-based
- ▶ Fixed cost
- ▶ **Cost-based**
- ▶ Skimming

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Question No: 22 (Marks: 1) - Please choose one

In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

- ▶ **Base-point pricing**
- ▶ Freight absorption pricing
- ▶ Transfer pricing
- ▶ Zone pricing

Question No: 23 (Marks: 1) - Please choose one

Nationally distributed consumer convenience products such as cigarettes are **MOST** likely distributed through which of the following channels?

- ▶ Producer, agents, wholesalers, retailers, consumers
- ▶ Producer, wholesalers, consumers
- ▶ **Producer, wholesalers, retailers, consumers**
- ▶ Producer, industrial distributor, wholesalers, retailers, consumers

Question No: 24 (Marks: 1) - Please choose one

Slow feedback, high costs and difficulty in measuring effects on sales are disadvantages of which one of the following promotion mix ingredient?

- ▶ Public relations
- ▶ Sales promotion
- ▶ Personal selling
- ▶ **Advertising**

Question No: 25 (Marks: 1) - Please choose one

Communication through a news story regarding an organization or its products that is transmitted through a mass medium at no charge, refers to which one of the following promotion mix?

- ▶ Advertising
- ▶ Sales promotion
- ▶ Personal selling
- ▶ **Public relations**

Question No: 26 (Marks: 1) - Please choose one

Proctor and Gamble periodically sends out coupons and free samples of products. This illustrates to which one of the following elements of the promotion mix?

- ▶ Advertising
- ▶ Personal selling
- ▶ **Sales promotion**

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- ▶ Publicity

Question No: 27 (Marks: 1) - Please choose one

“Sharing of meaning” reflects which one of the following concepts?

- ▶ Noise
- ▶ Interference
- ▶ **Communication**
- ▶ Information

Question No: 28 (Marks: 1) - Please choose one

If you are attempting to create primary demand toward your product, you will use which type of the following ads?

- ▶ **Informative**
- ▶ Persuasive
- ▶ Reminder
- ▶ Cooperative

Question No: 29 (Marks: 1) - Please choose one

Mr. Nabeel works for a cosmetics manufacturer and is responsible for ensuring that resellers have adequate quantities of products when and where they need them. Mr. Nabeel is also devoting much of his time towards helping retailers promote these products. Mr. Nabeel is performing the role of which one of the following salesperson?

- ▶ A technical salesperson
- ▶ An advisory salesperson
- ▶ **A promotional salesperson**
- ▶ A trade salesperson

Question No: 30 (Marks: 1) - Please choose one

Sales applicants are typically **NOT** tested for which one of the following options?

- ▶ Management skills
- ▶ Organizational skills
- ▶ **Accounting skills**
- ▶ Analytical skills

Question No: 31 (Marks: 1) - Please choose one

ABC Company is using sales promotion to motivate wholesalers and retailers to carry a new product and to market the product aggressively. What type of sales promotion is the company using?

- ▶ Consumer sales promotion
- ▶ Product sales promotion
- ▶ **Trade sales promotion**

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- ▶ Pull promotion

Question No: 32 (Marks: 1) - Please choose one

The retailer is usually in an excellent position to:

- ▶ Make the most profits in the channel
- ▶ Become the channel leader
- ▶ **Gain feedback from consumers**
- ▶ Co-ordinate the production strategy

Question No: 33 (Marks: 1) - Please choose one

Which one of the following wholesaler provides a convenient and effective method of selling small items to customers in remote areas that other wholesalers might find unprofitable to serve?

- ▶ **Mail-order wholesalers**
- ▶ Specialty-line wholesalers
- ▶ Cash-and-carry wholesalers
- ▶ Truck wholesalers

Question No: 34 (Marks: 1) - Please choose one

Which one of the following is designated as a runner-up firm that chooses not to rock the boat (usually out of fear that it stands to lose more than it might gain)?

- ▶ Market leader
- ▶ Market challenger
- ▶ **Market follower**
- ▶ Market niche

Question No: 35 (Marks: 1) - Please choose one

Which one of the following is a position option open to smaller firms that serves some part of the market that is not likely to attract the attention of the larger firms?

- ▶ Market leader
- ▶ Market challenger
- ▶ Market follower
- ▶ **Market niche**

Question No: 36 (Marks: 1) - Please choose one

Which one of the following is **NOT** a part of competitive analysis?

- ▶ Identifying competitors
- ▶ Assessing competitors
- ▶ Selecting competitors to attack and avoid
- ▶ **Situation analysis**

Question No: 37 (Marks: 1) - Please choose one

Which one the following options are related with this statement “Innovations in research

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and development of technologies, products and markets, set standards and shares them with other firms. This shows small or moderate country market shares but high shares when all strategic "standards users" are included."

- ▶ Global leader strategy
- ▶ Global challenger strategy
- ▶ **Global collaborator strategy**
- ▶ Global follower strategy

Question No: 38 (Marks: 1) - Please choose one

With the use of E-Commerce, world is becoming which one of the following?

- ▶ **Global village**
- ▶ Global city
- ▶ Global country
- ▶ Global state

Question No: 39 (Marks: 1) - Please choose one

If a company's customers are concentrated in a small geographic area and the company sells technical products, which promotion method will it most likely use?

- ▶ Advertising
- ▶ Publicity
- ▶ **Personal selling**
- ▶ Sales promotion

Question No: 40 (Marks: 1) - Please choose one

Which one of the following concept **BEST** represents the involvement of management and employees in the continuous improvement of the production of goods and services?

- ▶ **Total quality management**
- ▶ Marketing management
- ▶ Customer relationship management
- ▶ Knowledge management

Question No: 41 (Marks: 1) - Please choose one

Which one of the following steps is **NOT** a part of marketing process?

- ▶ Analyzing marketing opportunities
- ▶ Selecting target market
- ▶ **Designing the business portfolio**
- ▶ Develop marketing mix

Question No: 42 (Marks: 1) - Please choose one

Identify the name of a vast public web of computer networks that connect users of all types all around the world to each other?

- ▶ Extranet

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▶ **Internet**

- ▶ LAN
- ▶ Intranet

Question No: 43 (Marks: 1) - Please choose one

Due to the highly competitive advertising environment with advertisers clamoring for the attention of the consumer, it is essential for the advertisers to cut through the mass advertising clutter and reach the target audience. In advertising terms this is referred to as 'noise' and refers to:

- ▶ Distortion of messages by differences in culture
- ▶ **Extraneous non-intelligent clutter which distorts**
- ▶ Intelligent clutter which distorts messages
- ▶ All of the given options

Question No: 44 (Marks: 1) - Please choose one

Customer → Value → Price → Cost → Product

This is related to which of the following pricing?

- ▶ Going-rate pricing
- ▶ Cost based pricing
- ▶ **Value based pricing**
- ▶ Competition-based Pricing

Question No: 45 (Marks: 1) - Please choose one

Which of the following examples of items has inelastic demand?

- ▶ Mercedes
- ▶ **Wheat**
- ▶ Diamond
- ▶ I-pod

Question No: 46 (Marks: 1) - Please choose one

Nestle Foods ran an ad promoting its new Nestlé's fruit juice cocktail in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. In terms of the communication process, the ad itself is:

- ▶ **A channel of communication**
- ▶ A receiver
- ▶ Feedback
- ▶ The message

Question No: 47 (Marks: 1) - Please choose one

In an integrated marketing communications program, which of the following is **NOT** one of the ways in which a customer may have contact with the organization?

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- ▶ Direct mail
- ▶ Personal selling
- ▶ Internet messages
- ▶ **Media advertising**

Question No: 48 (Marks: 1) - Please choose one

A company lunches a beverage. The objective of the firm is to reach masses of buyers that were geographically dispersed at a low cost per exposure. Which of the following promotion forms is *best* suitable for the company?

- ▶ **Advertising**
- ▶ Personal selling
- ▶ Public relations
- ▶ Sales promotion

Question No: 49 (Marks: 1) - Please choose one

Which of the following is the basic purpose of personal selling?

- ▶ Indirect written communication between buyers and sellers
- ▶ It is an inexpensive mode to convey message to buyers
- ▶ Not usually combined with other aspects of promotion in the total marketing mix
- ▶ **Gets immediate feedback from consumers**

Question No: 50 (Marks: 1) - Please choose one

Which one of the following is departs from advertising?

- ▶ Personal selling
- ▶ **Public relation**
- ▶ Billboards
- ▶ Transit Advertising

Question No: 51 (Marks: 1) - Please choose one

Which one of the following represents below the line media?

- ▶ TV
- ▶ Radio
- ▶ Cinema
- ▶ **Direct mail**

Question No: 52 (Marks: 1) - Please choose one

An activity and/or material that offer added value or incentive to resellers, salespersons or consumers is also known as:

- ▶ Advertising
- ▶ Personal selling
- ▶ Publicity
- ▶ **Sales promotion**

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Question No: 53 (Marks: 1) - Please choose one

Which of the following vertical marketing system combines successive stages of production and distribution under single ownership?

- ▶ Contractual VMS
- ▶ **Corporate VMS**
- ▶ Administered VMS
- ▶ Franchise organization

Question No: 54 (Marks: 1) - Please choose one

HSY gives only a limited number of dealers the right to distribute its products in their territories. Which of the following distribution it is using?

- ▶ **Exclusive distribution**
- ▶ Intensive distribution
- ▶ Selective distribution
- ▶ None of the given options

Question No: 55 (Marks: 1) - Please choose one

Which store sells standard merchandise at lower prices by accepting lower margins and selling higher volume?

- ▶ Specialty stores
- ▶ **Discount store**
- ▶ Supermarkets
- ▶ Convenience stores

Question No: 56 (Marks: 1) - Please choose one

Which one of the following is used by a renowned company with well recognized brands for competing against low priced competitors?

- ▶ Value pricing
- ▶ Fighting brand
- ▶ Special sales promotions
- ▶ **Higher quality products**

Question No: 57 (Marks: 1) - Please choose one

Which of the following according to Michael Porter is gained by being the lowest-cost producer in the industry?

- ▶ **Cost-leadership**
- ▶ Differentiation
- ▶ Focus
- ▶ Product intimacy

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Question No: 58 (Marks: 1) - Please choose one

Which of the following is not the disadvantage of competitor-centered company?

- ▶ The company becomes too reactive
- ▶ **A fighter orientation**
- ▶ Strategy is built on what others do
- ▶ Lessens innovation

Question No: 59 (Marks: 1) - Please choose one

Which of the following has a greater amount of risk, control and profit potential?

- ▶ Importing
- ▶ Joint Venturing
- ▶ **Direct Investment**
- ▶ Exporting

Question No: 60 (Marks: 1) - Please choose one

Which of the following source of internet can be used to coordinate the consumers and producers?

- ▶ Websites
- ▶ **Search engines**
- ▶ Email
- ▶ Chat rooms

Question No: 61 (Marks: 1) - Please choose one

Which of the following provide connection and interaction between the consumer and company?

- ▶ **Virtual communities**
- ▶ Business to consumer
- ▶ Business to business
- ▶ E-Marketing

Question No: 62 (Marks: 1) - Please choose one

Greedy intermediaries who mark up prices beyond the value of their services, comes under which of the following factors of harming consumers through high prices?

- ▶ **High cost of distribution**
- ▶ High advertising and promotion cost
- ▶ Excessive markup
- ▶ High pressure selling

Question No: 63 (Marks: 1) - Please choose one

In consumerism Traditional buyers' rights include all of the following **EXCEPT**:

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▶ **Right to spend any amount to promote the product**

- ▶ Right not to buy a product that is offered for sale
- ▶ Right to expect the product to be safe
- ▶ Right to expect the product to perform as claimed

Question No: 64 (Marks: 1) - Please choose one

Which of the following is **NOT** a method of compensation plan?

- ▶ Straight salary
- ▶ Straight commission
- ▶ Salary plus bonus
- ▶ **Grants by government**

FINAL TERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 1)

Paper 13

Question No: 1 (Marks: 1) - Please choose one

Which one of the following option is **NOT** a benefit of internet marketing?

- ▶ Cost effective
- ▶ Time saving
- ▶ **Reliability**
- ▶ Open new venue

Question No: 2 (Marks: 1) - Please choose one

Which one the following option is related with this statement?

“Infiltration - slow penetration of selected narrow markets with focus on selected country markets and low share of the overall market”

- ▶ Global leader strategy
- ▶ Global challenger strategy
- ▶ Global follower strategy
- ▶ **Global niche strategy**

Question No: 3 (Marks: 1) - Please choose one

Which one of the following statements by a company chairman **BEST** reflects the marketing concept?

- ▶ **We have organized our business to satisfy the customer needs**
- ▶ We believe that marketing department must organize to sell what we produce
- ▶ We try to produce only high quality, technically efficient products
- ▶ We try to encourage company growth in the market

Question No: 4 (Marks: 1) - Please choose one

Which one of the following phrases reflects the marketing concept?

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- ▶ The supplier is a king in the market
- ▶ Marketing should be viewed as hunting not gardening
- ▶ **This is what I make, won't you please buy it?**
- ▶ This is what I want, won't you please make it?

Question No: 5 (Marks: 1) - Please choose one

All of the following are accurate descriptions of a company's mission statement, EXCEPT which one?

- ▶ Mission statement should fit the market environment
- ▶ Mission statement should be realistic
- ▶ **Mission statement should be broad**
- ▶ Mission statement should be motivating

Question No: 6 (Marks: 1) - Please choose one

XYZ Company purchased Hear Music and began making compilation music CDs to play and sell in its stores. It has also tested new restaurant concepts; XYZ Company is considering which of the following strategies?

- ▶ Product development
- ▶ Market development
- ▶ **Diversification**
- ▶ Market penetration

Question No: 7 (Marks: 1) - Please choose one

Advertising agencies are an example of which of the following marketing intermediaries?

- ▶ Insurance company
- ▶ Financial intermediary
- ▶ **Marketing services agency**
- ▶ Physical distribution firm

Question No: 8 (Marks: 1) - Please choose one

Person's pattern of living as expressed in his or her psychographics represents which one of the following concept?

- ▶ Personality
- ▶ Culture
- ▶ **Lifestyle**
- ▶ Motive

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Question No: 9 (Marks: 1) - Please choose one

A new product is a good, service, or idea that is perceived by some potential customers as new. Our interest is in how consumers learn about products for the first time and make the decision to buy them. Which one of the following option reflects this statement?

- ▶ New product recognition
- ▶ **Adoption process**
- ▶ Variety-seeking buying behavior
- ▶ Quality assessment

Question No: 10 (Marks: 1) - Please choose one

In its purchase of a small business computer, Mr. Ateeq asked that potential suppliers provide information only on units with 1Mb of memory. As management evaluates the purchase, it finds that 1Mb is inadequate for many of the software programs they use. In this instance, the firm would need to modify which aspect of the purchase process?

- ▶ Searching
- ▶ Specification development
- ▶ **Alternative evaluation**
- ▶ Performance evaluation

Question No: 11 (Marks: 1) - Please choose one

A firm has decided to localize its products and services to meet local market demands. Which one of the following approached is a good approach for this segmentation?

- ▶ **Geographic**
- ▶ Demographic
- ▶ Psychographics
- ▶ Behavioral

Question No: 12 (Marks: 1) - Please choose one

Mr. ABC and his staff have decided to use target marketing to reach their sales goals. Which are their three steps (in order) to target marketing?

- ▶ Market segmentation, market positioning and target marketing
- ▶ **Market segmentation, target marketing and market positioning**
- ▶ Market alignment, market segmentation and market positioning
- ▶ Market recognition, market preference and market insistence

Question No: 13 (Marks: 1) - Please choose one

International Drilling Company segments its foreign markets by their overall level of economic development. This firm segments on what basis?

- ▶ Political factors
- ▶ Legal factors

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▶ **Economic factors**

- ▶ Natural factors

Question No: 14 (Marks: 1) - Please choose one

Products and services fall into two broad classes based on the types of consumers that use them. Which is one of these broad classes?

▶ **Industrial products**

- ▶ Core product
- ▶ Actual product
- ▶ Augmented product

Question No: 15 (Marks: 1) - Please choose one

Which one of the following attribute may grab attention and produce pleasing aesthetics, but it does not necessarily make the product perform better?

- ▶ Design
- ▶ **Style**
- ▶ Variable
- ▶ Packaging

Question No: 16 (Marks: 1) - Please choose one

Which one of the following involves designing and producing the container or wrapper for a product?

▶ **Packaging**

- ▶ Designing
- ▶ Branding
- ▶ Labeling

Question No: 17 (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attributes or benefit positioning. On which of the following basis the products are positioned?

- ▶ Desirable benefit
- ▶ Good packaging
- ▶ **Strong beliefs and values**
- ▶ Customer image

Question No: 18 (Marks: 1) - Please choose one

When a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes refers to which of the following steps?

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▶ **Line extensions**

- ▶ Product mix
- ▶ Service variability
- ▶ Service intangibility

Question No: 19 (Marks: 1) - Please choose one

Which one of the following sets reflects the marketing strategy statement in new product development?

▶ **Idea generation; idea screening; concept development**

- ▶ Idea generation; concept development; concept testing
- ▶ Target market description; planned product positioning; sales goals
- ▶ Idea generation; test marketing; commercialization

Question No: 20 (Marks: 1) - Please choose one

A product under non-price competition would most likely **NOT** succeed in the market if:

▶ **It is easy to duplicate**

- ▶ It is packaged differently than similar product
- ▶ It is priced near the competitors' price
- ▶ Its quality has been upgraded

Question No: 21 (Marks: 1) - Please choose one

Lawyers, accountants, and other professionals typically price by adding a standard markup for profit that reflects which one of the following concepts?

▶ **Cost-plus pricing**

- ▶ Value-based pricing
- ▶ Break-even price
- ▶ Penetration pricing

Question No: 22 (Marks: 1) - Please choose one

In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

▶ **Base-point pricing**

- ▶ Freight absorption pricing
- ▶ Transfer pricing
- ▶ Zone pricing

Question No: 23 (Marks: 1) - Please choose one

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Payments or price reductions to reward dealers for participating in advertising and sales support programs reflects which one of the following price-adjustment strategy?

- ▶ Seasonal discount
- ▶ Allowance
- ▶ **Trade discount**
- ▶ Cash discount

Question No: 24 (Marks: 1) - Please choose one

A manufacturer-owned operation that provides services usually associated with agents, refers to which one of the following?

- ▶ Wholesaler
- ▶ **Sales office**
- ▶ Sales branch
- ▶ Public warehouse

Question No: 25 (Marks: 1) - Please choose one

An organization is issuing a circular regarding the new credit term to all the employees. In this statement, organization is representing what?

- ▶ Media
- ▶ Source
- ▶ Decoder
- ▶ **Sender**

Question No: 26 (Marks: 1) - Please choose one

Coupon is an example of which one of the following promotional tools?

- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Advertising
- ▶ Public relations

Question No: 27 (Marks: 1) - Please choose one

“Sharing of meaning” reflects which one of the following concepts?

- ▶ Noise
- ▶ Interference
- ▶ **Communication**
- ▶ Information

Question No: 28 (Marks: 1) - Please choose one

Which one of the following advertising is required by a product in the maturity stage?

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- ▶ Informative
- ▶ Comparative
- ▶ Persuasive
- ▶ **Reminder**

Question No: 29 (Marks: 1) - Please choose one

Sales promotion includes a wide assortment of tools. Which one of the following is **NOT** one of these tools?

- ▶ Contests
- ▶ Premiums
- ▶ **Telephone surveys**
- ▶ Coupons

Question No: 30 (Marks: 1) - Please choose one

Giving a free sample of a new product by attaching it to the pack of an existing product refers to which one of the following promotion?

- ▶ **On-pack promotion**
- ▶ New-product promotion
- ▶ Extra-fill promotion
- ▶ Co-operative discounting

Question No: 31 (Marks: 1) - Please choose one

Sales managers must also make decisions about organizing the sales force. Assuming the sales force is to be managed internally, the sales manager has four broad choices for organizing the sales force. Which of the following is **NOT** one of these four choices?

- ▶ Product-based
- ▶ Geographically-based
- ▶ **Demographically-based**
- ▶ Customer-based

Question No: 32 (Marks: 1) - Please choose one

Three common techniques are used by sales managers to boost sales force morale. These include the organizational climate, sales quotas and which one of the following is the third technique?

- ▶ **Positive incentive**
- ▶ Positive thinking
- ▶ Positive recognition
- ▶ Positive feedback

Question No: 33 (Marks: 1) - Please choose one

Which one of the following promotion tools includes press releases and special events?

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- ▶ Sales promotion
- ▶ Personal selling
- ▶ Direct marketing
- ▶ **Public relations**

Question No: 34 (Marks: 1) - Please choose one

E-marketing refers to which one of the following?

- ▶ Email marketing
- ▶ **Electronic marketing**
- ▶ Electric marketing
- ▶ Elastic marketing

Question No: 35 (Marks: 1) - Please choose one

With the use of E-Commerce, world is becoming which one of the following?

- ▶ **Global village**
- ▶ Global city
- ▶ Global country
- ▶ Global state

Question No: 36 (Marks: 1) - Please choose one

Enlightened marketing is a philosophy holding that a company's marketing should support the best long-run performance of the marketing system. Which of the following option is **NOT** related with this concept?

- ▶ Sense-of-mission marketing
- ▶ Consumer-oriented marketing
- ▶ **Deceptive marketing**
- ▶ Innovative marketing

Question No: 37 (Marks: 1) - Please choose one

Which of the following is **NOT** a benefit of direct marketing?

- ▶ Immediate response
- ▶ Customer relationship building
- ▶ **Assists client prospecting**
- ▶ Greater product access and selection

Question No: 38 (Marks: 1) - Please choose one

Through sales management supervision, what does the company do for sales force to do a better job?

- ▶ Coaches
- ▶ **Motivates**
- ▶ Influences

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- ▶ Forces

Question No: 39 (Marks: 1) - Please choose one

Which one of the following options represents the collection of businesses and products that make up a company?

- ▶ Strategic business unit
- ▶ Mission statement
- ▶ Strategic plan
- ▶ **Business portfolio**

Question No: 40 (Marks: 1) - Please choose one

In Boston Consulting Group approach, which one of the following measures provides a measure of market attractiveness?

- ▶ Business portfolio
- ▶ Market share
- ▶ **Market growth rate**
- ▶ Relative market share

Question No: 41 (Marks: 1) - Please choose one

If a retailer from Islamabad orders a quantity of merchandise to be delivered to his store in Lahore and is quoted a price that does not include transport costs, the retailer is paying a price called:

- ▶ **FOB price**
- ▶ Geographic price
- ▶ Base-point price
- ▶ FOB destination

Question No: 42 (Marks: 1) - Please choose one

Competitor's price increase is more likely to be followed due to:

- ▶ Increased advertising
- ▶ Price wars
- ▶ Falling sales
- ▶ **General rising costs**

Question No: 43 (Marks: 1) - Please choose one

Due to the highly competitive advertising environment with advertisers clamoring for the attention of the consumer, it is essential for the advertisers to cut through the mass advertising clutter and reach the target audience. In advertising terms this is referred to as 'noise' and refers to:

- ▶ Distortion of messages by differences in culture

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▶ **Extraneous non-intelligent clutter which distorts**

- ▶ Intelligent clutter which distorts messages
- ▶ All of the given options

Question No: 44 (Marks: 1) - Please choose one

The primary promotional objective for product advertising during the introduction stage of the product life cycle is to:

- ▶ Maintain existing buyers
- ▶ Persuade consumers to buy a product
- ▶ Remind buyers of the product's existence
- ▶ **Create product awareness**

Question No: 45 (Marks: 1) - Please choose one

All of the following are examples of items with elastic demand **EXCEPT**:

- ▶ **Wheat**
- ▶ Car
- ▶ Computer
- ▶ Gold jewelry

Question No: 46 (Marks: 1) - Please choose one

Nestle Foods ran an ad promoting its new Nestlé's fruit juice cocktail in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. In terms of the communication process, the ad itself is:

- ▶ **A channel of communication**
- ▶ A receiver
- ▶ Feedback
- ▶ The message

Question No: 47 (Marks: 1) - Please choose one

Which of the following statements about sales promotion is **TRUE**?

- ▶ It is the only promotional element that is not regulated by a federal agency
- ▶ It is more effective than all the elements of marketing mix
- ▶ **Sales promotions are offered to both intermediaries and ultimate consumers**
- ▶ To be most effective, sales promotions should be conducted continuously

Question No: 48 (Marks: 1) - Please choose one

Which of the following is the most significant disadvantage of publicity as a promotional tool?

- ▶ Publicity is expensive
- ▶ Publicity is viewed as being biased
- ▶ Publicity isn't believable to many people
- ▶ **Publicity isn't controllable by the company**

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Question No: 49 (Marks: 1) - Please choose one

Which one of the following marketing activity stimulate consumer purchasing such as coupons, contests, free sample and trade shows?

- ▶ **Sales promotion**
- ▶ Publicity
- ▶ Personal selling
- ▶ Public relation

Question No: 50 (Marks: 1) - Please choose one

Sales promotion is *best* defined as a(n):

- ▶ **Activity and/or material used as a direct inducement to resellers, salespersons or consumers**
- ▶ Advertising and publicity campaign
- ▶ Give some incentive to consumer
- ▶ Activity and/or material used in personal selling

Question No: 51 (Marks: 1) - Please choose one

Which one of the following is used during the post purchase stage of the consumer's purchase decision to reduce post purchase anxiety?

- ▶ Sales promotion and advertising
- ▶ **Personal selling and advertising**
- ▶ Publicity and advertising
- ▶ Public relation and sales promotion

Question No: 52 (Marks: 1) - Please choose one

All of the following positive effects can be achieved by adopting a proper market education strategy in advertising, **EXCEPT**:

- ▶ It helps to minimize sales resistance
- ▶ It helps to reduce the cost of advertising
- ▶ It makes advertising more effective
- ▶ **It restricts sales force to achieve adequate distribution**

Question No: 53 (Marks: 1) - Please choose one

Proctor and Gamble periodically sends out coupons and free samples of products. This illustrates P & G's use of which one of the following elements of the promotion mix?

- ▶ Advertising
- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Publicity

Question No: 54 (Marks: 1) - Please choose one

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Communication through a news story regarding an organization and/or its products that is transmitted through a mass medium at no charge is known as:

- ▶ Advertising
- ▶ Sales promotion
- ▶ Personal selling
- ▶ **Publicity**

Question No: 55 (Marks: 1) - Please choose one

Which of the following is one of the challenges faced by market leader?

- ▶ **Expanding the total market**
- ▶ Indirect attack
- ▶ Dividing the total market
- ▶ Increasing sales force

The first is that of the market leader which faces three challenges: expanding the total market, protecting market share, and expanding market share.

Question No: 56 (Marks: 1) - Please choose one

Which of the following is one of the challenges faced by market leader?

- ▶ Indirect attack
- ▶ Dividing the total market
- ▶ Increasing sales force
- ▶ **Protecting market share**

Question No: 57 (Marks: 1) - Please choose one

Which of the following according to Michael Porter is gained by being the lowest-cost producer in the industry?

- ▶ **Cost-leadership**
- ▶ Differentiation
- ▶ Focus
- ▶ Product intimacy

Question No: 58 (Marks: 1) - Please choose one

Global firms face all of the following problems while entering into the international market **EXCEPT**:

- ▶ Variable exchange rates
- ▶ **Stable governments**
- ▶ Protectionist tariffs and trade barriers
- ▶ Corruption

Question No: 59 (Marks: 1) - Please choose one

Which of the following involves creating new products or services for foreign markets?

- ▶ Communication adaptation
- ▶ Straight product expansion

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▶ **Product invention**

- ▶ Dual Adaptation

Question No: 60 (Marks: 1) - Please choose one

Which of the following has a greater amount of risk, control and profit potential?

- ▶ Importing
- ▶ Joint Venturing
- ▶ **Direct Investment**
- ▶ Exporting

Question No: 61 (Marks: 1) - Please choose one

If you are offering a high quality product and charging higher price for it, you are using which of the following strategies?

- ▶ Overcharging strategy
- ▶ Economy strategy
- ▶ **Premium strategy**
- ▶ Good-value strategy

Question No: 62 (Marks: 1) - Please choose one

Which of the following is a new tool and mostly used by the organizations to reach and communicate with their customers?

- ▶ **Internet**
- ▶ Telephone
- ▶ Bulletin boards
- ▶ Postal service

Question No: 63 (Marks: 1) - Please choose one

Internet was used for the first time in which of the following year?

- ▶ **1982**
- ▶ 1984
- ▶ 1988
- ▶ 1987

Question No: 64 (Marks: 1) - Please choose one

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action. Which of the following action will your company take in this situation?

- ▶ With draw your product
- ▶ Close your business
- ▶ Improve quality & increase price
- ▶ **Hold the same price**

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FINAL TERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 4)

Paper 14

Question No: 1 (Marks: 1) - Please choose one

Which one of the following option is **NOT** a benefit for buyer with E-commerce?

- ▶ Convenience
- ▶ Easy and private
- ▶ **Reliability**
- ▶ Greater product access

Question No: 2 (Marks: 1) - Please choose one

Which one of the following is **NOT** a part of Joint Venture?

- ▶ **Single member private limited company**
- ▶ Contract manufacturing
- ▶ Joint ownership
- ▶ Licensing

Question No: 3 (Marks: 1) - Please choose one

Through which process individuals and groups obtain what they need and want by creating and exchanging products and value with others?

- ▶ Production process
- ▶ **Marketing process**
- ▶ Managerial process
- ▶ Accounting process

Marketing is defined as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.”

Question No: 4 (Marks: 1) - Please choose one

Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it down?

- ▶ Selling concept
- ▶ Product concept
- ▶ **Production concept**
- ▶ Marketing concept

Question No: 5 (Marks: 1) - Please choose one

Making more sales to current customers without changing a firm's products refers to which of the following strategies?

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- ▶ Market development
- ▶ Market growth
- ▶ **Market penetration**
- ▶ Product development

Question No: 6 (Marks: 1) - Please choose one

Marketing information from which of the following databases can be accessed more quickly and cheaply?

- ▶ External
- ▶ Internal & External
- ▶ **Internal**
- ▶ Representatives

Question No: 7 (Marks: 1) - Please choose one

How do consumers respond to various marketing efforts the company might use? What is a starting point of a buyer's behavior?

- ▶ Belief
- ▶ Subculture
- ▶ Post purchase feeling
- ▶ **Stimulus-response Model**

Question No: 8 (Marks: 1) - Please choose one

A firm has decided to localize its products and services to meet local market demands. Which one of the following approached is a good approach for this segmentation?

- ▶ **Geographic**
- ▶ Demographic
- ▶ Psychographics
- ▶ Behavioral

Question No: 9 (Marks: 1) - Please choose one

"A firm decides to target several market segments or niches and designs separate offers for each" Which one of the following strategies **BEST** describe it?

- ▶ Undifferentiated marketing strategy
- ▶ **Differentiated marketing strategy**
- ▶ Concentrated marketing strategy
- ▶ Custom marketing strategy

Question No: 10 (Marks: 1) - Please choose one

Which one of the following attribute may grab attention and produce pleasing aesthetics, but it does not necessarily make the product perform better?

- ▶ Design

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▶ **Style**

- ▶ Variable
- ▶ Packaging

Question No: 11 (Marks: 1) - Please choose one

New product development starts with which one of the following steps of new product development?

- ▶ Idea screening
- ▶ **Idea generation**
- ▶ Test marketing
- ▶ Concept testing

Question No: 12 (Marks: 1) - Please choose one

What do we call a detailed version of a new idea stated in meaningful customer terms?

- ▶ Product idea
- ▶ **Product concept**
- ▶ Product image
- ▶ Product proposal

Question No: 13 (Marks: 1) - Please choose one

Price is a key element in the marketing mix because it relates directly to:

- ▶ The size of the sales force
- ▶ The speed of an exchange
- ▶ The control of quality
- ▶ **The generation of total revenue**

Question No: 14 (Marks: 1) - Please choose one

Which one of the following pricing objectives is rarely operational because its achievement is difficult to measure?

- ▶ Return on investment
- ▶ **Profit maximization**
- ▶ Market share
- ▶ Survival

Question No: 15 (Marks: 1) - Please choose one

The Shirt Company utilizes a push strategy to sell the shirt line. Its basic promotional tool is discount. These discounts offered to middlemen are referred to as which one of the following discounts?

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▶ **Trade**

- ▶ Cumulative
- ▶ Non cumulative
- ▶ Cash

Question No: 16 (Marks: 1) - Please choose one

Companies manage their supply chains through which of the following?

- ▶ Skilled operators
- ▶ **Information**
- ▶ The internet
- ▶ Competitors

Question No: 17 (Marks: 1) - Please choose one

Which of the following statements is considered to be a **DISADVANTAGE** of using industrial distributors?

- ▶ Industrial distributors possess considerable technical and market information.
- ▶ The traditional marketing exchange relationship is heavily focused.
- ▶ **They are less likely to handle bulky items or items that are slow sellers.**
- ▶ Industrial distributors sell specific brands aggressively.

http://books.google.com.pk/books?id=R1zRakeLJgC&pg=PA396&lpg=PA396&dq=The+channel+that+includes+both+a+manufacturers'+agent+and+an+industrial+distributor+may+be+appropriate+under&source=bl&ots=de57e5MpWz&sig=Hl9b6azYcf2LyrTWsMSng_L57H4&hl=en&ei=s7k-TZD7G4HI4AbjlsWYCg&sa=X&oi=book_result&ct=result&resnum=2&ved=0CB4Q6AEwAQ#v=onepage&q&f=false

Question No: 18 (Marks: 1) - Please choose one

The channel that includes both a manufacturers' agent and an industrial distributor may be appropriate under which of the following circumstances?

- ▶ When the firm wants specialized personnel to follow up the work of the sales force
- ▶ **When the marketer wishes to enter a new geographic market but does not wish to expand the existing sales force**
- ▶ When only one or two channels of distribution are available for products
- ▶ When the sales force is large and the marketer is thinking of cutting it down

Question No: 19 (Marks: 1) - Please choose one

The channel member that markets all of a manufacturer's output, has complete authority

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over price, promotion, and distribution, but does not take title to the product refers to which one of the following?

- ▶ Limited-line wholesaler
- ▶ **Selling agent**
- ▶ Commission merchant
- ▶ Manufacturers' agent

http://books.google.com.pk/books?id=R1zRakeLJgC&pg=PA447&lpg=PA447&dq=Selling+agent+has+complete+authority+over+price,+promotion,+and+distribution,+but+does+not+take+title+to+the+product&source=bl&ots=de57e5Mu0E&sig=L6NuOUgE8VZur5spKSMqe3dq1uU&hl=en&ei=6Ls-Tf-YKYmb4AbCwcXSCg&sa=X&oi=book_result&ct=result&resnum=9&ved=0CE4Q6AEwCA#v=onepage&q&f=false

Question No: 20 (Marks: 1) - Please choose one

A manufacturer-owned operation that provides services usually associated with agents, refers to which one of the following?

- ▶ Wholesaler
- ▶ **Sales office**
- ▶ Sales branch
- ▶ Public warehouse

Question No: 21 (Marks: 1) - Please choose one

Location is extremely important to a retailer due to which one of the following reasons?

- ▶ Suppliers charge more to service stores in certain trading areas.
- ▶ A desirable location appeals to consumers' emotions and encourages them to buy.
- ▶ Location is the major determinant of store image.
- ▶ **Location determines the trading area from which the store must draw its customers.**

Question No: 22 (Marks: 1) - Please choose one

Communication process has different elements that are helpful for communicating message to audience. One of the communication tools is the decoding. Which one of the following statements refers to the "Decoding"?

- ▶ Intensity of the transmission becomes stronger
- ▶ **Receiver attempts to convert signs into concepts and ideas**
- ▶ Source attempts to convert signs into concepts and ideas
- ▶ Receiver filters noise from the feedback

Question No: 23 (Marks: 1) - Please choose one

When the aim of the promotion, while introducing a new consumer product, is to achieve

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high awareness levels, the firm will most likely make heavy use of which one of the following promotional mix?

- ▶ Advertising
- ▶ Sales promotion
- ▶ Personal selling
- ▶ Publicity

Question No: 24 (Marks: 1) - Please choose one

Slow feedback, high costs and difficulty in measuring effects on sales are disadvantages of which one of the following promotion mix ingredient?

- ▶ Public relations
- ▶ Sales promotion
- ▶ Personal selling
- ▶ Advertising

Question No: 25 (Marks: 1) - Please choose one

Communication through a news story regarding an organization or its products that is transmitted through a mass medium at no charge, refers to which one of the following promotion mix?

- ▶ Advertising
- ▶ Sales promotion
- ▶ Personal selling
- ▶ Public relations

Question No: 26 (Marks: 1) - Please choose one

If you are attempting to create primary demand toward your product, you will use which type of the following ads?

- ▶ Informative
- ▶ Persuasive
- ▶ Reminder
- ▶ Cooperative

Question No: 27 (Marks: 1) - Please choose one

Sales promotion includes a wide assortment of tools. Which one of the following is NOT one of these tools?

- ▶ Contests
- ▶ Premiums
- ▶ Telephone surveys
- ▶ Coupons

Question No: 28 (Marks: 1) - Please choose one

Mr. Nabeel works for a cosmetics manufacturer and is responsible for ensuring that resellers have adequate quantities of products when and where they need them. Mr.

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Nabeel is also devoting much of his time towards helping retailers promote these products. Mr. Nabeel is performing the role of which one of the following salesperson?

- ▶ A technical salesperson
- ▶ An advisory salesperson
- ▶ **A promotional salesperson**
- ▶ A trade salesperson

Question No: 29 (Marks: 1) - Please choose one

Personal selling can be defined as which of the following communication?

- ▶ People communication
- ▶ Direct communication
- ▶ **Interpersonal communication**
- ▶ Local communication

Question No: 30 (Marks: 1) - Please choose one

"Looking for new customers" refers to which one of the following concept?

- ▶ Soliciting
- ▶ Presenting
- ▶ **Prospecting**
- ▶ Qualifying

Question No: 31 (Marks: 1) - Please choose one

The various stages of the personal selling process are illustrated below, which one of the following is **NOT** specific roles of the sales representative?

- ▶ Negotiating and closing the sale
- ▶ Sales presentation
- ▶ Prospecting
- ▶ **Devising product strategy**

Question No: 32 (Marks: 1) - Please choose one

To reduce time demands on their outside sales forces, many companies have increased the size of their inside sales forces, which include technical support people and sales assistants. Which one of the following can also be another part of the sales force?

- ▶ Order takers
- ▶ Order getters
- ▶ **Telemarketers**
- ▶ Secretaries

Question No: 33 (Marks: 1) - Please choose one

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In which one of the following plans management takes decisions about potential customers, sales activities and future prospects during the next 12 months?

- ▶ Profit-sharing plan
- ▶ Trade promotion plan
- ▶ **Annual call plan**
- ▶ Sales quota plan

Question No: 34 (Marks: 1) - Please choose one

The standards set for salespeople, stating the quantity they should sell and how sales should be divided among the company's products refers to which one of the following options?

- ▶ Sales goals
- ▶ Company quotas
- ▶ **Sales quotas**
- ▶ Sales incentives

Question No: 35 (Marks: 1) - Please choose one

Lobbying or building and maintaining relations with legislators and government officials to influence legislation and regulation are part of which one of the following options?

- ▶ Business ethics
- ▶ Press relations
- ▶ Press agencies
- ▶ **Public relations**

Question No: 36 (Marks: 1) - Please choose one

"Demand for a product exceeds the supply" reflects which one of the marketing philosophies?

- ▶ The Product Concept
- ▶ The Selling Concept
- ▶ **The Production Concept**
- ▶ The Marketing Concept

Question No: 37 (Marks: 1) - Please choose one

Lobbying, investor relations and Development are the major functions of which one of the following?

- ▶ Sales promotion
- ▶ Personal selling
- ▶ Direct marketing
- ▶ **Public relations**

Question No: 38 (Marks: 1) - Please choose one

E-marketing refers to which one of the following?

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- ▶ Email marketing
- ▶ **Electronic marketing**
- ▶ Electric marketing
- ▶ Elastic marketing

Question No: 39 (Marks: 1) - Please choose one

Which of the following option is **NOT** related with traditional buyer's rights?

- ▶ Right not to buy a product that is offered for sale
- ▶ Right to expect the product to be safe
- ▶ Right to expect the product to perform as claimed
- ▶ **Right to ask money back even not offered by the seller**

Question No: 40 (Marks: 1) - Please choose one

McDonald's run advertisement featuring children, senior citizens and minority groups. What does this ad show?

- ▶ Company is product oriented
- ▶ Company considers only environmental factors
- ▶ **Company has several target markets**
- ▶ Company is market oriented

Question No: 41 (Marks: 1) - Please choose one

First National Bank launches an innovative in-home banking system tied to personal computers. The product is not widely accepted because bank customers don't see the need for such a service. Which one of the following is the best discretion of product failure?

- ▶ **Establishment of a customer information system**
- ▶ Organization structure
- ▶ Technological advancement
- ▶ Scanning corporate capabilities

Question No: 42 (Marks: 1) - Please choose one

Which one of the following options represents the collection of businesses and products that make up a company?

- ▶ Strategic business unit
- ▶ Mission statement
- ▶ Strategic plan
- ▶ **Business portfolio**

Question No: 43 (Marks: 1) - Please choose one

One of the contents of formal marketing plan that includes a market description, a product review, a review of competition and a review of distribution is called:

- ▶ Threats and opportunity analysis

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- ▶ Objectives and issues
- ▶ Marketing strategy
- ▶ **Current marketing situation**

Question No: 44 (Marks: 1) - Please choose one

Which one of the following is a chief goal of the implementation function in marketing process?

- ▶ Develops marketing plans
- ▶ **Turns plans into actions**
- ▶ Takes corrective actions
- ▶ Develops strategic plans

Question No: 45 (Marks: 1) - Please choose one

Which one of the following steps in the marketing research process deals in "defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings"?

- ▶ Developing the research budget
- ▶ Choosing the research agency
- ▶ Choosing the research method
- ▶ **Developing the research plan**

Question No: 46 (Marks: 1) - Please choose one

What does it show "Increasing demand, as well as changing or even reducing demand"?

- ▶ **Marketing management**
- ▶ Marketing myopia
- ▶ Demarketing
- ▶ Relationship management

Question No: 47 (Marks: 1) - Please choose one

When Nokia introduced its new mobile set in the market in response to consumer demand, it was applying which one of the following concepts?

- ▶ Selling concept
- ▶ Production concept
- ▶ Customer concept
- ▶ **Marketing concept**

Question No: 48 (Marks: 1) - Please choose one

Environmental groups are one kind of which of the following publics?

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▶ **Citizen-action publics**

- ▶ Media publics
- ▶ Government publics
- ▶ Local publics

Question No: 49 (Marks: 1) - Please choose one

Mr. Ali, a sales person from Philips, develops a list of potential customers and evaluates them on the basis of their ability, willingness, and authority to purchase copy machines.

What is the name of this process?

- ▶ Customer search
- ▶ Sales preparation
- ▶ Audience identification

▶ **Prospecting**

Question No: 50 (Marks: 1) - Please choose one

To attract customers into stores, ABC Company advertises its milk at less than cost, hoping that customers will purchase other groceries as well. It reflects which one of the following pricing strategy?

- ▶ Special-event pricing
- ▶ Experience-curve pricing
- ▶ Superficial discounting

▶ **Price-leader pricing**

Question No: 51 (Marks: 1) - Please choose one

The selection of appropriate media is based upon all of the following factors EXCEPT:

- ▶ Media habits of target consumers
- ▶ The type of message
- ▶ Nature of the product

▶ **Demand of the product**

Question No: 52 (Marks: 1) - Please choose one

Fixed cost is also known as which of the following?

- ▶ Sunk cost
- ▶ Variable cost

▶ **Overhead cost**

- ▶ Advertising cost

Question No: 53 (Marks: 1) - Please choose one

“Outfitters” has been selling quality belts at Rs.400 to Rs.500 which is roughly one tenth of their usual selling price. This is an example of:

- ▶ Dumping

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▶ **Loss leader**

- ▶ Demand based pricing
- ▶ Cost based pricing

Question No: 54 (Marks: 1) - Please choose one

Which of the following direct marketing medium leads in terms of expenditures, sales and employment?

- ▶ Direct mail and catalogs

▶ **Telephone**

- ▶ Television
- ▶ Advertising

Question No: 55 (Marks: 1) - Please choose one

Which of the following is the most significant advantage of publicity as a promotional tool?

- ▶ Publicity reaches a large number of customers

▶ **Publicity is free**

- ▶ Publicity generates goodwill
- ▶ Publicity has strong emotional appeal

Question No: 56 (Marks: 1) - Please choose one

Which one of the following represents below the line media?

- ▶ TV
- ▶ Radio
- ▶ Cinema

▶ **Direct mail**

Question No: 57 (Marks: 1) - Please choose one

As a result of which strategy consumer will ask their retailers for the product, the retailer will ask the wholesalers and wholesalers will ask the producers?

- ▶ Push strategy
- ▶ **Pull strategy**
- ▶ Production strategy
- ▶ Operational strategy

Question No: 58 (Marks: 1) - Please choose one

Which of the following vertical marketing system combines successive stages of production and distribution under single ownership?

- ▶ Contractual VMS
- ▶ **Corporate VMS**
- ▶ Administered VMS
- ▶ Franchise organization

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Question No: 59 (Marks: 1) - Please choose one

Which store sells standard merchandise at lower prices by accepting lower margins and selling higher volume?

- ▶ Specialty stores
- ▶ **Discount store**
- ▶ Supermarkets
- ▶ Convenience stores

Question No: 60 (Marks: 1) - Please choose one

Which of the basic competitive strategy creates competitive advantage by offering products with unique customer benefits or features not available from competitive offerings?

- ▶ Cost-leadership
- ▶ **Differentiation**
- ▶ Focus
- ▶ Product intimacy

Question No: 61 (Marks: 1) - Please choose one

Which of the following is an organization with 125 member that succeeds GATT in overseeing trade agreements, mediating disputes, and reducing trade barriers?

- ▶ **World Trade Organization**
- ▶ North American Free-Trade Agreement
- ▶ Association of Southeast Asian Nations
- ▶ Regional Free Trade Zone

Question No: 62 (Marks: 1) - Please choose one

Rs.3.00 is rounded to Rs.3.00 while Rs.2.99 is rounded to Rs.2.00 "plus change" relates to which of the following?

- ▶ **Odd-Even Pricing**
- ▶ Special-Event Pricing
- ▶ Cash Rebate
- ▶ Segmented Pricing

Question No: 63 (Marks: 1) - Please choose one

All of the following are the primary criticisms leveled at the marketing function by consumers, consumer advocates and government agencies **EXCEPT**:

- ▶ Shoddy or unsafe products

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- ▶ Planned obsolescence
- ▶ Poor service to disadvantaged consumers
- ▶ **False wants and too much materialism**

Question No: 64 (Marks: 1) - Please choose one

All of the following critics come under the marketing's impact on society as a whole

EXCEPT:

- ▶ Too much political power
- ▶ Producing too few social goods
- ▶ Cultural pollution
- ▶ **Deceptive pricing**

FINAL TERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 1)

Paper 15

Question No: 1 (Marks: 1) - Please choose one

In a Michael Porter Model, which one of the following options is a major tool in the identification of ways to create value in an organization?

- ▶ Chain model
- ▶ The BCG model
- ▶ **Five forces model**
- ▶ Value chain model

Question No: 2 (Marks: 1) - Please choose one

Which one the following option is related with this statement "Rapid imitation of leader or challenger with moderate country market coverage and emphasis on price sensitive markets. The result is overall moderate share with high shares in selected country markets."

- ▶ Global leader strategy
- ▶ Global challenger strategy
- ▶ **Global follower strategy**
- ▶ Global niche strategy

Question No: 3 (Marks: 1) - Please choose one

Which one of the following is a key to build lasting relationships with consumers?

- ▶ Price of the product
- ▶ Need recognition
- ▶ **Customer satisfaction**
- ▶ Quality of product

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Question No: 4 (Marks: 1) - Please choose one

The strategic marketing process is how an organization allocates its marketing mix resources to reach its:

- ▶ Stated business idea
- ▶ **Target market**
- ▶ Competition
- ▶ Area of expertise

Question No: 5 (Marks: 1) - Please choose one

Which one of the following is **NOT** a trend in the natural environment?

- ▶ The increased cost of energy
- ▶ A shortage of raw material
- ▶ Government intervention
- ▶ **Changing consumer spending pattern**

Question No: 6 (Marks: 1) - Please choose one

Marketing information from which of the following databases can be accessed more quickly and cheaply?

- ▶ External
- ▶ Internal & External
- ▶ **Internal**
- ▶ Representatives

Question No: 7 (Marks: 1) - Please choose one

It is important to note that research objectives must be translated into which of the following?

- ▶ Marketing goals
- ▶ **Information needs**
- ▶ Dollar amounts
- ▶ Results that justify the means

Question No: 8 (Marks: 1) - Please choose one

If ABC Ltd knows that its market share in Pakistan has dropped 13 percent in the first quarter of the year but does not know what might have contributed to this decline, it is in which stage of the marketing research process?

- ▶ Hypothesis development
- ▶ Symptom identification
- ▶ **Problem identification**
- ▶ Data interpretation

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Question No: 9 (Marks: 1) - Please choose one

Groups of people with shared value systems based on common life experiences and situations in a culture represent which one of the following option?

- ▶ Motives
- ▶ Attitudes
- ▶ Cognitive dissonances
- ▶ **Subcultures**

Question No: 10 (Marks: 1) - Please choose one

Society's relatively permanent and ordered divisions whose members share similar values, interests and behaviors reflect which one of the following option?

- ▶ **Social classes**
- ▶ Habitual buyers
- ▶ Charismatic leaders
- ▶ Opinion leaders

Question No: 11 (Marks: 1) - Please choose one

In a reference group, people having special skills, knowledge, personality, or other characteristics, exert influence on others. Which one of the following options refers to these people?

- ▶ **Opinion leaders**
- ▶ Habitual buyers
- ▶ Charismatic personalities
- ▶ Wild ducks

Question No: 12 (Marks: 1) - Please choose one

Income segmentation is used to target which of the following groups?

- ▶ Affluent
- ▶ Middle class
- ▶ Lower income class
- ▶ **All of the given options**

Question No: 13 (Marks: 1) - Please choose one

Customer service is another element of product strategy. The first step is to survey customers periodically to assess the value of current services and to obtain ideas for new ones. From this careful monitoring, marketer has learned that buyers are very upset by repairs that are not done correctly the first time. What is the name of these types of services?

- ▶ Brand equity services

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▶ **Product support services**

- ▶ Social marketing services
- ▶ Unsought product services

Question No: 14 (Marks: 1) - Please choose one

Which one of the following statements **BEST** describes the concept of Price?

▶ **The value that is exchanged for products in a marketing transaction**

- ▶ Always money paid in a marketing transaction
- ▶ More important to buyers than sellers
- ▶ Usually the most inflexible marketing mix decision variable

Question No: 15 (Marks: 1) - Please choose one

When establishing prices, a marketer's first step is to:

▶ **Develop pricing objectives**

- ▶ Select a pricing policies
- ▶ Evaluate competitors' prices
- ▶ Determine a pricing methods

Question No: 16 (Marks: 1) - Please choose one

Which one of the following is the requirement for setting pricing objectives?

- ▶ The objectives should be short-term oriented
- ▶ There should be only one pricing objective
- ▶ The cost structure should be identified

▶ **The objectives should be explicitly stated**

Question No: 17 (Marks: 1) - Please choose one

“Rs10 per unit for less than 100 units, Rs9 per unit for 100 or more units” reflects which one of the following discounts?

▶ **Quantity**

- ▶ Cash
- ▶ Seasonal
- ▶ Trade

Question No: 18 (Marks: 1) - Please choose one

When Mr. A is using a channel with only one intermediary, that intermediary is classified as which of the following?

▶ **Retailer**

- ▶ Wholesaler

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- ▶ Broker
- ▶ Producer

Question No: 19 (Marks: 1) - Please choose one

Nike maintains a good deal of control over how its products are promoted, displayed, and sold. Because of this control, Nike would be appropriately described as which of the following?

- ▶ Intermediary
- ▶ **Leader**
- ▶ Allocator
- ▶ Terminator

Question No: 20 (Marks: 1) - Please choose one

Because Coke is such a popular product and the company is so powerful, Coca-Cola is in a position to exert considerable control over channel structures and the way Coke is marketed. This example illustrates channel _____ in the distribution channel.

- ▶ Conflict
- ▶ **Leadership**
- ▶ Dominance
- ▶ Negotiation

Question No: 21 (Marks: 1) - Please choose one

A cash-and-carry wholesaler would be expected to:

- ▶ Provide transportation
- ▶ **Handle high turnover products**
- ▶ Carry a wide variety of products
- ▶ Provide a wide range of services

Question No: 22 (Marks: 1) - Please choose one

Coupon is an example of which one of the following promotional tools?

- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Advertising
- ▶ Public relations

Question No: 23 (Marks: 1) - Please choose one

“Sharing of meaning” reflects which one of the following concepts?

- ▶ Noise

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- ▶ Interference
- ▶ **Communication**
- ▶ Information

Question No: 24 (Marks: 1) - Please choose one

Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market?

- ▶ Persuasive advertising
- ▶ **Informative advertising**
- ▶ Comparative advertising
- ▶ Institutional advertising

Question No: 25 (Marks: 1) - Please choose one

In which of the following advertising a company directly or indirectly compares its brand with one or more other brands?

- ▶ Informative advertising
- ▶ Institutional advertising
- ▶ Reminder advertising
- ▶ **Comparative advertising**

Question No: 26 (Marks: 1) - Please choose one

The advertiser has to choose the pattern of the ads. Which of the following options refer to the “scheduling ads evenly within a given period” and “scheduling ads unevenly over a given time period” respectively?

- ▶ Continuity; Hard hitting
- ▶ **Continuity; Pulsing**
- ▶ Pulsing; Hard hitting
- ▶ Sequencing; Routing

Question No: 27 (Marks: 1) - Please choose one

Personal selling can be defined as which of the following communication?

- ▶ People communication
- ▶ **Direct communication**
- ▶ Interpersonal communication
- ▶ Local communication

Question No: 28 (Marks: 1) - Please choose one

The principles of personal selling described as which one of the following orientation?

- ▶ Service orientation
- ▶ **Customer orientation**
- ▶ Transaction orientation

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- ▶ Relationship orientation

Question No: 29 (Marks: 1) - Please choose one

There are three typical types of sales force structures. Which one is often supported by many levels of sales management positions in specific geographical areas?

▶ **Territorial**

- ▶ Customer
- ▶ Complex systems
- ▶ Matrix

Question No: 30 (Marks: 1) - Please choose one

Which one of the following wholesaler provides a convenient and effective method of selling small items to customers in remote areas that other wholesalers might find unprofitable to serve?

▶ **Mail-order wholesalers**

- ▶ Specialty-line wholesalers
- ▶ Cash-and-carry wholesalers
- ▶ Truck wholesalers

Question No: 31 (Marks: 1) - Please choose one

Which of the following firm aggressively tries to expand its market share by attacking the leader, other runner-up firms, or smaller firms in the industry?

- ▶ Market leader

▶ **Market challenger**

- ▶ Market follower
- ▶ Market niche

Question No: 32 (Marks: 1) - Please choose one

Which one of the following is **NOT** a part of basic competitive strategies?

- ▶ Overall cost-leadership

- ▶ Differentiation

▶ **Sales force reinforcement**

- ▶ Focus

Question No: 33 (Marks: 1) - Please choose one

Which of the following option is **NOT** related with traditional buyer's rights?

- ▶ Right not to buy a product that is offered for sale

- ▶ Right to expect the product to be safe

- ▶ Right to expect the product to perform as claimed

▶ **Right to ask money back even not offered by the seller**

Question No: 34 (Marks: 1) - Please choose one

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Which of the following option is **NOT** related with “Key Principles for Public policy towards Marketing”?

- ▶ Consumer and producer freedom
- ▶ Curbing potential harm
- ▶ **Economic recession**
- ▶ Consumer education

Question No: 35 (Marks: 1) - Please choose one

If the competitor’s price cut harm the company’s sales and profit then what should your company do:

- ▶ **Hold the current price**
- ▶ Increase the price
- ▶ Decrease the price
- ▶ Either increase or decrease the price

Question No: 36 (Marks: 1) - Please choose one

When a company cannot supply all its customers’ needs; what would be an effect on price?

- ▶ **Price will increase**
- ▶ Price will remain same
- ▶ Price will decrease
- ▶ Price will decrease up to a certain limit

Question No: 37 (Marks: 1) - Please choose one

What does this statement show “Trade of value between two parties”?

- ▶ Competition
- ▶ **Transaction**
- ▶ Exchange
- ▶ Need

Question No: 38 (Marks: 1) - Please choose one

Fast-food restaurants offer tasty and convenient food at affordable prices; they contribute to fatness that harms consumer health. Which one of the following concepts is **NOT** being followed by this company?

- ▶ Product concept
- ▶ Production concept
- ▶ **Societal marketing concept**
- ▶ Marketing concept

Question No: 39 (Marks: 1) - Please choose one

Identify the first step in a strategic planning process.

- ▶ **Define the company's mission**
- ▶ Develop the business portfolio

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- ▶ Plan marketing strategies
- ▶ Set objectives and goals

Question No: 40 (Marks: 1) - Please choose one

One of the contents of formal marketing plan that includes a market description, a product review, a review of competition and a review of distribution is called:

- ▶ Threats and opportunity analysis
- ▶ Objectives and issues
- ▶ Marketing strategy
- ▶ **Current marketing situation**

Question No: 41 (Marks: 1) - Please choose one

Which one of the following are the **MOST** useful source of speedier and more comprehensive information?

- ▶ Suppliers
- ▶ Key customers
- ▶ **Company reports**
- ▶ Sales force

Question No: 42 (Marks: 1) - Please choose one

Which one of the following steps in the marketing research process deals in "defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings"?

- ▶ Developing the research budget
- ▶ Choosing the research agency
- ▶ Choosing the research method
- ▶ **Developing the research plan**

Question No: 43 (Marks: 1) - Please choose one

Identify the name of a vast public web of computer networks that connect users of all types all around the world to each other?

- ▶ Extranet
- ▶ **Internet**
- ▶ LAN
- ▶ Intranet

Question No: 44 (Marks: 1) - Please choose one

Mr. Ali, a sales person from Philips, develops a list of potential customers and evaluates them on the basis of their ability, willingness, and authority to purchase copy machines.

What is the name of this process?

- ▶ Customer search

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- ▶ Sales preparation
- ▶ Audience identification
- ▶ **Prospecting**

Question No: 45 (Marks: 1) - Please choose one

All of the following are the examples of public relations tools **EXCEPT**:

- ▶ Speeches
- ▶ **Feature articles**
- ▶ Special events
- ▶ News stories

Question No: 46 (Marks: 1) - Please choose one

Nestle Foods, ran an ad promoting its new Nestle fruit juice in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. The advertising agency that created the Nestlé's ad for the magazine:

- ▶ Was engaged in feedback barrier removal
- ▶ **Was engaged in encoding the ad**
- ▶ Was responsible for decoding the ad
- ▶ Acted as the communication channel

Question No: 47 (Marks: 1) - Please choose one

Nestle Foods, ran an ad promoting its new Nestlé's fruit juice cocktails in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. The magazine:

- ▶ **Served as the channel for communication**
- ▶ Was the decoding device
- ▶ Provided feedback
- ▶ Was the encoding device

Question No: 48 (Marks: 1) - Please choose one

Fixed cost is also known as which of the following?

- ▶ Sunk cost
- ▶ Variable cost
- ▶ **Overhead cost**
- ▶ Advertising cost

Question No: 49 (Marks: 1) - Please choose one

Like many consumer products manufacturers, Haier Electronics gives its resellers discounts to encourage them to carry and promote its products. When doing so, Haier Electronics uses which of the following strategy?

- ▶ Intensity

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▶ **Push**

- ▶ Flexible
- ▶ Pull

Question No: 50 (Marks: 1) - Please choose one

All marketing activities that attempt to stimulate quick buyer action or immediate sales of a product are known as:

- ▶ Sponsorship
- ▶ Advertising
- ▶ Personal selling
- ▶ **Sales promotion**

Question No: 51 (Marks: 1) - Please choose one

A company has advantages of selective audience with no ad competition and personalization, to which type of media it will apply?

- ▶ Radio
- ▶ Newspapers
- ▶ Internet
- ▶ **Direct mail**

Question No: 52 (Marks: 1) - Please choose one

In a textile firm if the director of marketing is concerned with the buyer-readiness stages of his customers, the best promotional tool for him to use would be:

- ▶ Public relations and publicity
- ▶ Sales promotion
- ▶ Advertising
- ▶ **Personal selling**

Question No: 53 (Marks: 1) - Please choose one

Which one of the following marketing activity stimulate consumer purchasing such as coupons, contests, free sample and trade shows?

- ▶ **Sales promotion**
- ▶ Publicity
- ▶ Personal selling
- ▶ Public relation

Question No: 54 (Marks: 1) - Please choose one

To increase the market share a company organizes Point of Purchase (POP) Displays. It is an example of:

- ▶ Trade promotion
- ▶ Consumer promotion
- ▶ **Sales promotion**

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- ▶ Brand promotion

Question No: 55 (Marks: 1) - Please choose one

All of the following positive effects can be achieved by adopting a proper market education strategy in advertising, **EXCEPT**:

- ▶ It helps to minimize sales resistance
- ▶ It helps to reduce the cost of advertising
- ▶ It makes advertising more effective
- ▶ **It restricts sales force to achieve adequate distribution**

Question No: 56 (Marks: 1) - Please choose one

Alertness is the advantage of which of the following?

- ▶ **Competitor-centered company**
- ▶ Customer-centered company
- ▶ Market-centered companies
- ▶ None of the given options

Question No: 57 (Marks: 1) - Please choose one

Which of the following is an international trade agreement that has helped to reduce worldwide tariffs?

- ▶ **General Agreement on Tariffs and Trade (GATT)**
- ▶ World Trade Organization (WTO)
- ▶ North American Free-Trade Agreement (NAFTA)
- ▶ Association of Southeast Asian Nations (ASEAN)

Question No: 58 (Marks: 1) - Please choose one

Which of the following has a greater amount of risk, control and profit potential?

- ▶ Importing
- ▶ Joint Venturing
- ▶ **Direct Investment**
- ▶ Exporting

Question No: 59 (Marks: 1) - Please choose one

Which of the following allowances are payments to wholesalers or retailers to stock unproven new products?

- ▶ Stocking allowance
- ▶ **Trade-in allowance**
- ▶ Push money allowance
- ▶ Promotion allowance

Question No: 60 (Marks: 1) - Please choose one

Internet began to expand with the World Wide Web in which of the following year?

- ▶ **1991**

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- ▶ 1992
- ▶ 1993
- ▶ 1994

Question No: 61 (Marks: 1) - Please choose one

Which of the following is a philosophy of customer satisfaction and mutual gain?

- ▶ **The marketing concept**
- ▶ The production concept
- ▶ The selling concept
- ▶ Societal marketing concept

Question No: 62 (Marks: 1) - Please choose one

Which one of the following is **NOT** the primary criticism leveled at the marketing function by consumers, consumer advocates, and government agencies?

- ▶ Deceptive practices
- ▶ High-pressure selling
- ▶ Shoddy or unsafe products
- ▶ **Too much political power**

Question No: 63 (Marks: 1) - Please choose one

Greedy intermediaries who mark up prices beyond the value of their services, comes under which of the following factors of harming consumers through high prices?

- ▶ **High cost of distribution**
- ▶ High advertising and promotion cost
- ▶ Excessive markup
- ▶ High pressure selling

Question No: 64 (Marks: 1) - Please choose one

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action.

Which of the following action will your company take in this situation?

- ▶ Close your business
- ▶ Raise perceived quality
- ▶ Withdraw your product
- ▶ **Hold the same price**

FINAL TERM EXAMINATION

Fall 2009

MGT301 - Principles of Marketing (Session - 2)

Paper 16

Question No: 1 (Marks: 1) - Please choose one

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Which one of the following options represents this statement “What place do you want your product to hold in the consumer’s mind”?

- ▶ Product
- ▶ **Positioning**
- ▶ Promotion
- ▶ Place

Question No: 2 (Marks: 1) - Please choose one

Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor reflects which one of the following concepts?

- ▶ Sales promotion
- ▶ Direct marketing
- ▶ **Advertising**
- ▶ Personal selling

Question No: 3 (Marks: 1) - Please choose one

Which one of the following statements is an example of a problem that may arise in the implementation of the marketing concept?

- ▶ Dissatisfaction of one segment affects the satisfaction of other segments
- ▶ **Consumers do not understand what the marketing concept is**
- ▶ Dealers do not support the marketing concept
- ▶ A product may fit the needs of too many segments

Question No: 4 (Marks: 1) - Please choose one

In the previous three years, four studies have been conducted on the characteristics of ABC Company’s clients. As the firm seeks to put together a report showing trends in this area, it has a hard time locating the information contained in these study reports. What does this firm seem to need?

- ▶ A marketing research manager
- ▶ **A marketing databank**
- ▶ Survey research
- ▶ Primary data

Question No: 5 (Marks: 1) - Please choose one

Which of the following is the most basic cause of a person’s wants and behavior?

- ▶ **Culture**
- ▶ Brand personality
- ▶ Cognitive dissonance
- ▶ New product

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Question No: 6 (Marks: 1) - Please choose one

Groups of people with shared value systems based on common life experiences and situations in a culture represent which one of the following option?

- ▶ Motives
- ▶ Attitudes
- ▶ Cognitive dissonances
- ▶ **Subcultures**

Question No: 7 (Marks: 1) - Please choose one

Which one of the following three-step process represents "Perception"?

- ▶ Motivation, personality and attitudes
- ▶ Collecting, eliminating and organizing information inputs
- ▶ **Receiving, organizing and interpreting information inputs**
- ▶ Anticipating, classifying and discarding information inputs

Question No: 8 (Marks: 1) - Please choose one

The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

- ▶ Motive
- ▶ **Belief**
- ▶ Behavior
- ▶ Attitude

Question No: 9 (Marks: 1) - Please choose one

Which of the following is NOT a primary motivation?

- ▶ Achievement
- ▶ **Self-esteem**
- ▶ Self-expression
- ▶ Attitude

Question No: 10 (Marks: 1) - Please choose one

When a company caters to clothing, cosmetics and toiletries markets, it is probably using which type of segmentation?

- ▶ Demographic
- ▶ **Gender**
- ▶ Behavior
- ▶ Geographic

Question No: 11 (Marks: 1) - Please choose one

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Income segmentation is used to target which of the following groups?

- ▶ Affluent
- ▶ Middle class
- ▶ Lower income class
- ▶ **All of the given options**

Question No: 12 (Marks: 1) - Please choose one

“Segments of consumers having similar needs and buying behavior even they are located in different countries” refers to which of the following segmentation?

- ▶ International marketing segmentation
- ▶ Consumer marketing segmentation
- ▶ Business marketing segmentation
- ▶ **Intermarket segmentation**

Question No: 13 (Marks: 1) - Please choose one

Products and services fall into two broad classes based on the types of consumers that use them. Which is one of these broad classes?

- ▶ **Industrial products**
- ▶ Core product
- ▶ Actual product
- ▶ Augmented product

Question No: 14 (Marks: 1) - Please choose one

In which of the following cases two established brand names of different companies are used on the same product?

- ▶ Brand extension
- ▶ Brand equity
- ▶ **Co-branding**
- ▶ Cannibalization

Question No: 15 (Marks: 1) - Please choose one

A firm establishes which of the following pricing objectives to maintain or increase its product's sales in relation to total industry sales?

- ▶ Cash flow
- ▶ Sales potential
- ▶ Product quality
- ▶ **Market share**

Question No: 16 (Marks: 1) - Please choose one

Which one of the following pricing objectives is rarely operational because its achievement is difficult to measure?

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- ▶ Return on investment
- ▶ **Profit maximization**
- ▶ Market share
- ▶ Survival

Question No: 17 (Marks: 1) - Please choose one

Sellers that emphasize distinctive product features to encourage brand preferences among customers are practicing:

- ▶ Product competition
- ▶ Non-price competition
- ▶ **Brand differentiation**
- ▶ Product differentiation

Question No: 18 (Marks: 1) - Please choose one

Lawyers, accountants, and other professionals typically price by adding a standard markup for profit that reflects which one of the following concepts?

- ▶ **Cost-plus pricing**
- ▶ Value-based pricing
- ▶ Break-even price
- ▶ Penetration pricing

Question No: 19 (Marks: 1) - Please choose one

Which one of the following advantages reflects the advantage of product bundle pricing?

- ▶ **It can promote the sales of products consumers might not otherwise buy**
- ▶ It offers consumers more value for the money
- ▶ It combines the benefits of the other pricing strategies
- ▶ It provides a more complete product experience for consumers

Question No: 20 (Marks: 1) - Please choose one

Which might be the effect of a successful price increase on profits?

- ▶ Profit can decrease
- ▶ No change observed in profits
- ▶ Infinite change in profits
- ▶ **Profit can increase**

Question No: 21 (Marks: 1) - Please choose one

Relationships among channel members, i.e. producers, wholesalers and retailers, are usually:

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- ▶ Short-term commitments
- ▶ **Long-term commitments**
- ▶ Expensive resource commitments
- ▶ Only minor commitments

Question No: 22 (Marks: 1) - Please choose one

Because Coke is such a popular product and the company is so powerful, Coca-Cola is in a position to exert considerable control over channel structures and the way Coke is marketed. This example illustrates channel _____ in the distribution channel.

- ▶ Conflict
- ▶ **Leadership**
- ▶ Dominance
- ▶ Negotiation

Question No: 23 (Marks: 1) - Please choose one

Companies manage their supply chains through which of the following?

- ▶ Skilled operators
- ▶ **Information**
- ▶ The internet
- ▶ Competitors

Question No: 24 (Marks: 1) - Please choose one

Which one of the following statements refers to manual order processing?

- ▶ Integrates the order processing and production planning
- ▶ **Is flexible in special situations**
- ▶ Is practical for a large volume of orders
- ▶ Is the most widely used form of order processing

Question No: 25 (Marks: 1) - Please choose one

From a retailer's point of view, the MOST basic advantage of using a wholesaler is that the wholesaler:

- ▶ Extends credit to the retailer
- ▶ **Provides storage facilities to the retailer**
- ▶ Perform channel functions more efficiently than the retailer
- ▶ Takes ownership of goods for the retailer

Question No: 26 (Marks: 1) - Please choose one

A manufacturer-owned operation that provides services usually associated with agents, refers to which one of the following?

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- ▶ Wholesaler
- ▶ **Sales office**
- ▶ Sales branch
- ▶ Public warehouse

Question No: 27 (Marks: 1) - Please choose one

People tend to view promotion from many points. Which one of the following alternatives is MOST accurate?

- ▶ Promotion costs cause product costs to be higher
- ▶ Promotion activities make up the bulk of marketing
- ▶ **Promotion communicates and facilitates exchanges**
- ▶ Promotion should be directed toward numerous audiences

Question No: 28 (Marks: 1) - Please choose one

Slow feedback, high costs and difficulty in measuring effects on sales are disadvantages of which one of the following promotion mix ingredient?

- ▶ Public relations
- ▶ Sales promotion
- ▶ Personal selling
- ▶ **Advertising**

Question No: 29 (Marks: 1) - Please choose one

Coupon is an example of which one of the following promotional tools?

- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Advertising
- ▶ Public relations

Question No: 30 (Marks: 1) - Please choose one

The process of putting one's thoughts (meaning) into signs (symbols) reflects which one of the following concepts?

- ▶ Decoding
- ▶ Noise
- ▶ Interference
- ▶ **Encoding**

Question No: 31 (Marks: 1) - Please choose one

Through vehicle the coded message is transmitted from the source to the receiver. Which one of the following vehicle is used for this purpose?

- ▶ Decoder

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- ▶ Encoder
- ▶ Relay channel
- ▶ **Media**

Question No: 32 (Marks: 1) - Please choose one

Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market?

- ▶ Persuasive advertising
- ▶ **Informative advertising**
- ▶ Comparative advertising
- ▶ Institutional advertising

Question No: 33 (Marks: 1) - Please choose one

To reduce time demands on their outside sales forces, many companies have increased the size of their inside sales forces, which include technical support people and sales assistants. Which one of the following can also be another part of the sales force?

- ▶ Order takers
- ▶ Order getters
- ▶ **Telemarketers**
- ▶ Secretaries

Question No: 34 (Marks: 1) - Please choose one

A growing trend for many companies is to use a group of people from sales, marketing, engineering, finance, technical support and even upper management to service large, complex accounts. It refers to which one of the following approaches?

- ▶ Department selling
- ▶ Multiple selling
- ▶ **Team selling**
- ▶ Simultaneous selling

Question No: 35 (Marks: 1) - Please choose one

Which one of the following authorities might use several tools like news, speeches and special events for the marketing purpose?

- ▶ Advertising agencies
- ▶ Advertising specialists
- ▶ **Public relation professionals**
- ▶ Computer programmers

Question No: 36 (Marks: 1) - Please choose one

“Demand for a product exceeds the supply” reflects which one of the marketing philosophies?

- ▶ The Product Concept

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- ▶ The Selling Concept
- ▶ **The Production Concept**
- ▶ The Marketing Concept

Question No: 37 (Marks: 1) - Please choose one

Which one of the following are low-growth, low-share businesses and products (they may generate enough cash to maintain them, but do not have much future)?

- ▶ **Dogs**
- ▶ Cash Cows
- ▶ Stars
- ▶ Question Marks

Question No: 38 (Marks: 1) - Please choose one

Which of the following firm aggressively tries to expand its market share by attacking the leader, other runner-up firms, or smaller firms in the industry?

- ▶ Market leader
- ▶ **Market challenger**
- ▶ Market follower
- ▶ Market niche

Question No: 39 (Marks: 1) - Please choose one

Which one of the following is NOT a part of basic competitive strategies?

- ▶ Overall cost-leadership
- ▶ Differentiation
- ▶ **Sales force reinforcement**
- ▶ Focus

Question No: 40 (Marks: 1) - Please choose one

Which of the following option is NOT related with environmental sustainability strategies?

- ▶ Pollution prevention
- ▶ Product stewardship
- ▶ **Production of non environment friendly products**
- ▶ New environmental technologies

Question No: 41 (Marks: 1) - Please choose one

Enlightened marketing is a philosophy holding that a company's marketing should support the best long-run performance of the marketing system. Which of the following option is NOT related with this concept?

- ▶ Sense-of-mission marketing
- ▶ Consumer-oriented marketing
- ▶ **Deceptive marketing**
- ▶ Innovative marketing

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Question No: 42 (Marks: 1) - Please choose one

Which of the following is NOT a benefit of direct marketing?

- ▶ Immediate response
- ▶ Customer relationship building
- ▶ **Assists client prospecting**
- ▶ Greater product access and selection

Question No: 43 (Marks: 1) - Please choose one

Honda Atlas Cars Pakistan Limited is introducing a faster model of car in the market regardless of whether the customers are interested or not in more speed, Honda Atlas Cars Pakistan Limited is practicing which of the following concepts?

- ▶ Social
- ▶ **Production**
- ▶ Sales
- ▶ Marketing

Question No: 44 (Marks: 1) - Please choose one

Which one of the following is a chief goal of the implementation function in marketing process?

- ▶ Develops marketing plans
- ▶ **Turns plans into actions**
- ▶ Takes corrective actions
- ▶ Develops strategic plans

Question No: 45 (Marks: 1) - Please choose one

Which one of the following is NOT part of the micro environment?

- ▶ **Cultural forces**
- ▶ Financial intermediaries
- ▶ Customer markets
- ▶ Marketing channel firms

Question No: 46 (Marks: 1) - Please choose one

Which of the following environment consists of the factors that affect consumer purchasing power and spending patterns?

- ▶ Demographic environment
- ▶ Cultural environment
- ▶ **Economic environment**
- ▶ Consumer environment

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Question No: 47 (Marks: 1) - Please choose one

To attract customers into stores, ABC Company advertises its milk at less than cost, hoping that customers will purchase other groceries as well. It reflects which one of the following pricing strategy?

- ▶ Special-event pricing
- ▶ Experience-curve pricing
- ▶ Superficial discounting
- ▶ **Price-leader pricing**

Question No: 48 (Marks: 1) - Please choose one

Suppose marketers at Lever Brothers are trying to determine whether the use of coupons for detergent was the reason for a sales increase in a particular store. What type of study conducted to answer this question?

- ▶ Exploratory
- ▶ Descriptive
- ▶ **Causal**
- ▶ Qualitative

Question No: 49 (Marks: 1) - Please choose one

All of the following are disadvantages of magazine advertising EXCEPT:

- ▶ May be inappropriate mix with magazine content
- ▶ Lesser reach compared with television
- ▶ Static images only
- ▶ **Allows for better targeting of audience**

Question No: 50 (Marks: 1) - Please choose one

Nestle Foods, ran an ad promoting its new Nestle fruit juice in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. The advertising agency that created the Nestlé's ad for the magazine:

- ▶ Was engaged in feedback barrier removal
- ▶ **Was engaged in encoding the ad**
- ▶ Was responsible for decoding the ad
- ▶ Acted as the communication channel

Question No: 51 (Marks: 1) - Please choose one

When a customer is in the pre purchase stage:

- ▶ Personal selling is slightly more effective than advertising
- ▶ **Sales promotions in the form of samples can be very useful**
- ▶ He or she will be unaffected by public relations activities
- ▶ The importance of personal selling is at its highest

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hill.com/sites/0072828803/student_view0/chapter18/multiple_choice_quiz_a.html

Question No: 52 (Marks: 1) - Please choose one

Identify the main advantage of telemarketing as a direct-response approach?

- ▶ **Personal**
- ▶ Flexibility
- ▶ Visualization
- ▶ Cost

Question No: 53 (Marks: 1) - Please choose one

Which one of the following is the cheaper source of selling?

- ▶ Personal selling
- ▶ **Non personal selling**
- ▶ Sales force
- ▶ Sales promotion

Question No: 54 (Marks: 1) - Please choose one

Which one of the following is departs from advertising?

- ▶ Personal selling
- ▶ **Public relation**
- ▶ Billboards
- ▶ Transit Advertising

Question No: 55 (Marks: 1) - Please choose one

Which one of the following is used during the post purchase stage of the consumer's purchase decision to reduce post purchase anxiety?

- ▶ Sales promotion and advertising
- ▶ **Personal selling and advertising**
- ▶ Publicity and advertising
- ▶ Public relation and sales promotion

Question No: 56 (Marks: 1) - Please choose one

An activity and/or material that offer added value or incentive to resellers, salespersons or consumers is also known as:

- ▶ Advertising
- ▶ Personal selling
- ▶ Publicity
- ▶ **Sales promotion**

Question No: 57 (Marks: 1) - Please choose one

Which of the following distribution are used by most television, furniture and small-appliance brands?

- ▶ **Selective distribution**

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- ▶ Exclusive distribution
- ▶ Intensive distribution
- ▶ None of the given options

Question No: 58 (Marks: 1) - Please choose one

Which of the basic competitive strategy creates competitive advantage by offering products with unique customer benefits or features not available from competitive offerings?

- ▶ Cost-leadership
- ▶ **Differentiation**
- ▶ Focus
- ▶ Product intimacy

Question No: 59 (Marks: 1) - Please choose one

Which of the following is an administrative trade restriction that imposes a complete ban on imports of a specified product?

- ▶ **Import quota**
- ▶ Tariff
- ▶ Embargo
- ▶ Dumping

Question No: 60 (Marks: 1) - Please choose one

Which of the following has a lesser amount of risk, control and profit potential?

- ▶ Joint Venturing
- ▶ Direct Investment
- ▶ **Exporting**
- ▶ Licensing

Question No: 61 (Marks: 1) - Please choose one

Offering Pepsi at a lower price during the month of Ramadan is related to which of the following?

- ▶ Odd-Even Pricing
- ▶ **Special-Event Pricing**
- ▶ Segmented Pricing
- ▶ Skimming Pricing

Question No: 62 (Marks: 1) - Please choose one

Which of the following claim that certain marketing practices hurt individual consumers, society as a whole, and other business firms?

- ▶ **Social critics**
- ▶ Marketing ethics

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- ▶ Environmentalism
- ▶ Public policy

Question No: 63 (Marks: 1) - Please choose one

All of the following critics come under the marketing's impact on society as a whole EXCEPT:

- ▶ Too much political power
- ▶ Producing too few social goods
- ▶ Cultural pollution
- ▶ **Deceptive pricing**

Question No: 64 (Marks: 1) - Please choose one

"People are judged by what they own rather than who they are", this criticism comes under which one of the following options?

- ▶ **False wants and too much materialism**
- ▶ Producing too few social goods
- ▶ Cultural pollution
- ▶ Too much political power

FINAL TERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 4)

Paper 17

Question No: 1 (Marks: 1) - Please choose one

In a Michael Porter Model, which one of the following options is a major tool in the identification of ways to create value in an organization?

- ▶ Chain model
- ▶ The BCG model
- ▶ **Five forces model**
- ▶ Value chain model

Question No: 2 (Marks: 1) - Please choose one

Relationship marketing is a consistent application of up to date knowledge of individual customers to product and service design. Why it is communicated interactively to customers?

- ▶ For delivering short term value & satisfaction to customers
- ▶ **For delivering long term value & satisfaction to customers**
- ▶ For delivering short term value to management
- ▶ For delivering long term value to management

Question No: 3 (Marks: 1) - Please choose one

Which one of the following statements by a company chairman BEST reflects the marketing concept?

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▶ **We have organized our business to satisfy the customer needs**

- ▶ We believe that marketing department must organize to sell what we produce
- ▶ We try to produce only high quality, technically efficient products
- ▶ We try to encourage company growth in the market

Question No: 4 (Marks: 1) - Please choose one

Which one of the following phrases reflects the marketing concept?

- ▶ The supplier is a king in the market
- ▶ Marketing should be viewed as hunting not gardening
- ▶ **This is what I make, won't you please buy it?**
- ▶ This is what I want, won't you please make it?

Question No: 5 (Marks: 1) - Please choose one

Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it down?

- ▶ Selling concept
- ▶ Product concept
- ▶ **Production concept**
- ▶ Marketing concept

Question No: 6 (Marks: 1) - Please choose one

The first step in the marketing control process is BEST described when the marketer performs which of the following activities?

- ▶ Evaluates performance
- ▶ **Measures performance**
- ▶ Sets specific goals
- ▶ Takes corrective action

Question No: 7 (Marks: 1) - Please choose one

The strategic marketing process is how an organization allocates its marketing mix resources to reach its:

- ▶ Stated business idea
- ▶ **Target market**
- ▶ Competition
- ▶ Area of expertise

Question No: 8 (Marks: 1) - Please choose one

Which one of the following is NOT a trend in the natural environment?

- ▶ The increased cost of energy
- ▶ A shortage of raw material
- ▶ Government intervention
- ▶ **Changing consumer spending pattern**

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Question No: 9 (Marks: 1) - Please choose one

Which one of the following stage is NOT a part of buyer's black box?

- ▶ Brand choice
- ▶ Product choice
- ▶ **Need recognition**
- ▶ Dealer choice

Question No: 10 (Marks: 1) - Please choose one

Which of the following is NOT a primary motivation?

- ▶ Achievement
- ▶ **Self-esteem**
- ▶ Self-expression
- ▶ Attitude

Question No: 11 (Marks: 1) - Please choose one

With concentrated marketing, the marketer goes after a _____ share of _____.

- ▶ Small; a small market
- ▶ Small; a large market
- ▶ **Large; one or a few niches**
- ▶ Large; the mass market

Question No: 12 (Marks: 1) - Please choose one

You have an upset stomach. Your spouse rushes to the corner convenience store for a medicine. This product falls under which of the following categories?

- ▶ Unsought
- ▶ **Convenience**
- ▶ Shopping
- ▶ Specialty

Question No: 13 (Marks: 1) - Please choose one

Which one of the following attribute may grab attention and produce pleasing aesthetics, but it does not necessarily make the product perform better?

- ▶ Design
- ▶ **Style**
- ▶ Variable
- ▶ Packaging

Question No: 14 (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. They can position brands at any of three levels. At the lowest level, they can position the brand on which of the following basis?

- ▶ Interactive marketing
- ▶ Internal marketing

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▶ **Product attributes**

- ▶ Added service

Question No: 15 (Marks: 1) - Please choose one

When a company introduces additional items in a given product category under the same brand name, such as new flavors, forms, colors, ingredients, or package sizes refers to which of the following steps?

▶ **Line extensions**

- ▶ Product mix
- ▶ Service variability
- ▶ Service intangibility

Question No: 16 (Marks: 1) - Please choose one

After concept testing, a firm would engage in which stage for developing and marketing a new product?

▶ **Marketing strategy development**

- ▶ Business analysis
- ▶ Product development
- ▶ Test marketing

Question No: 17 (Marks: 1) - Please choose one

Price is a key element in the marketing mix because it relates directly to:

- ▶ The size of the sales force
- ▶ The speed of an exchange
- ▶ The control of quality

▶ **The generation of total revenue**

Question No: 18 (Marks: 1) - Please choose one

When there is intense price competition, many companies adopt _____ rather than cutting prices to match competitors.

- ▶ Pricing power

▶ **Value-added strategies**

- ▶ Fixed costs
- ▶ Price elasticity

Question No: 19 (Marks: 1) - Please choose one

If Pepsi sets the price of its six packs to match exactly the price of Coca-Cola's, Pepsi is using which of the following pricing method?

- ▶ Demand-oriented
- ▶ Cost-oriented
- ▶ Experience curve

▶ **Competition-oriented**

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Question No: 20 (Marks: 1) - Please choose one

ABC Company, the sportswear designer and manufacturer, decided to open its own specialty shops to sell its merchandise, the firm was engaging in which of the following channels?

▶ **Vertical channel integration**

- ▶ A conventional marketing channel
- ▶ Horizontal channel integration
- ▶ Channel expansion

Question No: 21 (Marks: 1) - Please choose one

What is the goal of integrated supply chain management?

- ▶ Minimize distribution cost
- ▶ Increase services with minimal cost
- ▶ Harmonize all of the company's logistics decisions

▶ **Reduce conflict among channel members**

Question No: 22 (Marks: 1) - Please choose one

Communication process has different elements that are helpful for communicating message to audience. One of the communication tools is the decoding. Which one of the following statements refers to the "Decoding"?

- ▶ Intensity of the transmission becomes stronger

▶ **Receiver attempts to convert signs into concepts and ideas**

- ▶ Source attempts to convert signs into concepts and ideas
- ▶ Receiver filters noise from the feedback

Question No: 23 (Marks: 1) - Please choose one

The process of putting one's thoughts (meaning) into signs (symbols) reflects which one of the following concepts?

- ▶ Decoding
- ▶ Noise
- ▶ Interference

▶ **Encoding**

Question No: 24 (Marks: 1) - Please choose one

Through vehicle the coded message is transmitted from the source to the receiver. Which one of the following vehicle is used for this purpose?

- ▶ Decoder
- ▶ Encoder
- ▶ Relay channel

▶ **Media**

Question No: 25 (Marks: 1) - Please choose one

Which of the following advertising becomes more important to build selective demand as

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competition increases?

▶ **Persuasive advertising**

- ▶ Informative advertising
- ▶ Patronage advertising
- ▶ Reminder-oriented advertising

Question No: 26 (Marks: 1) - Please choose one

Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?

▶ **Personal selling and direct marketing**

- ▶ Public relation and publicity
- ▶ E-commerce and e-business
- ▶ Advertising and sales promotion

Question No: 27 (Marks: 1) - Please choose one

When a firm sets out to analyze, plan, implement, and control sales force activities through sales force management. What does it set and design?

▶ Sales territories

▶ **Sales force strategies**

- ▶ Team selling efforts
- ▶ Promotional objectives

Question No: 28 (Marks: 1) - Please choose one

To reduce time demands on their outside sales forces, many companies have increased the size of their inside sales forces, which include technical support people and sales assistants. Which one of the following can also be another part of the sales force?

▶ Order takers

▶ Order getters

▶ **Telemarketers**

▶ Secretaries

Question No: 29 (Marks: 1) - Please choose one

Which one of the following is the major benefit of using event sponsorship?

▶ **Provides large amounts of free media coverage**

- ▶ Enhances personal selling efforts
- ▶ Neutralizes the effects of unfavorable public relations
- ▶ Provides an excellent back-drop for advertisements

Question No: 30 (Marks: 1) - Please choose one

Which of the following is NOT a component of an integrated direct marketing campaign?

▶ Outbound telemarketing

▶ **Corporate hospitality**

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- ▶ Face to face sales call
- ▶ Paid ad with response channel

Question No: 31 (Marks: 1) - Please choose one

Lobbying or building and maintaining relations with legislators and government officials to influence legislation and regulation are part of which one of the following options?

- ▶ Business ethics
- ▶ Press relations
- ▶ Press agencies
- ▶ **Public relations**

Question No: 32 (Marks: 1) - Please choose one

Which one of the following promotion tools includes press releases and special events?

- ▶ Sales promotion
- ▶ Personal selling
- ▶ Direct marketing
- ▶ **Public relations**

Question No: 33 (Marks: 1) - Please choose one

The retailer is usually in an excellent position to:

- ▶ Make the most profits in the channel
- ▶ Become the channel leader
- ▶ **Gain feedback from consumers**
- ▶ Co-ordinate the production strategy

Question No: 34 (Marks: 1) - Please choose one

Which one of the following is designated as a runner-up firm that chooses not to rock the boat (usually out of fear that it stands to lose more than it might gain)?

- ▶ Market leader
- ▶ Market challenger
- ▶ **Market follower**
- ▶ Market niche

Question No: 35 (Marks: 1) - Please choose one

Which one of the following is NOT a part of competitive analysis?

- ▶ Identifying competitors
- ▶ Assessing competitors
- ▶ Selecting competitors to attack and avoid
- ▶ **Situation analysis**

Question No: 36 (Marks: 1) - Please choose one

Which of the following option is NOT related with environmental sustainability strategies?

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- ▶ Pollution prevention
- ▶ Product stewardship
- ▶ **Production of non environment friendly products**
- ▶ New environmental technologies

Question No: 37 (Marks: 1) - Please choose one

The publishers of “The Economist” developed a campaign to market the magazine to university and college students studying business and management courses. The publishers are focusing on which of the following strategies?

- ▶ Product development
- ▶ Horizontal diversification
- ▶ **Market development**
- ▶ Conglomerate diversification

Question No: 38 (Marks: 1) - Please choose one

Buying goods and services for further processing or for use in the production process refers to which of the following markets?

- ▶ Consumer markets
- ▶ Government markets
- ▶ **Business markets**
- ▶ International markets

Question No: 39 (Marks: 1) - Please choose one

To attract customers into stores, ABC Company advertises its milk at less than cost, hoping that customers will purchase other groceries as well. It reflects which one of the following pricing strategy?

- ▶ Special-event pricing
- ▶ Experience-curve pricing
- ▶ Superficial discounting
- ▶ **Price-leader pricing**

Question No: 40 (Marks: 1) - Please choose one

Business markets can be segmented on the basis of all of the following variables EXCEPT:

- ▶ Personal characteristics
- ▶ **Operating variables**
- ▶ Selling approaches
- ▶ Situational factors

Question No: 41 (Marks: 1) - Please choose one

Which of the following is NOT an example of persuasive advertising?

- ▶ Building brand preference
- ▶ **Explaining how the product works**

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- ▶ Persuading customers to receive a sales call
- ▶ Encouraging the customer to purchase now

http://wps.pearsoned.co.uk/ema_uk_he_kotler_prinmark_4/27/7112/1820796.cw/content/index.html

Question No: 42 (Marks: 1) - Please choose one

All of the following are examples of items with elastic demand EXCEPT:

▶ **Wheat**

- ▶ Car
- ▶ Computer
- ▶ Gold jewelry

Question No: 43 (Marks: 1) - Please choose one

Nestle Foods ran an ad promoting its new Nestlé's fruit juice cocktail in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. In terms of the communication process, the ad itself is:

▶ **A channel of communication**

- ▶ A receiver
- ▶ Feedback
- ▶ The message

Question No: 44 (Marks: 1) - Please choose one

Which method of setting a promotion budget is based on the fallacy that sales cause promotion?

- ▶ Objective and task budgeting
- ▶ All-you can-afford budgeting
- ▶ Competitive parity budgeting

▶ **Percentage of sales budgeting**

Question No: 45 (Marks: 1) - Please choose one

A company launches a beverage. The objective of the firm is to reach masses of buyers that were geographically dispersed at a low cost per exposure. Which of the following promotion forms is best suitable for the company?

▶ **Advertising**

- ▶ Personal selling
- ▶ Public relations
- ▶ Sales promotion

Question No: 46 (Marks: 1) - Please choose one

Which of the following option is correct when a manufacturer can not hold on message that he wants to convey to audience?

- ▶ Personal selling

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- ▶ Sales promotion
- ▶ Advertising
- ▶ **Publicity**

Question No: 47 (Marks: 1) - Please choose one

Which of the following is the basic purpose of personal selling?

- ▶ Indirect written communication between buyers and sellers
- ▶ It is an inexpensive mode to convey message to buyers
- ▶ Not usually combined with other aspects of promotion in the total marketing mix
- ▶ **Gets immediate feedback from consumers**

Question No: 48 (Marks: 1) - Please choose one

The four major promotional tools (advertising, personal selling, sales promotion, and public relations) are known as the:

- ▶ Communication model
- ▶ Advertising campaign
- ▶ **Promotional mix**
- ▶ Marketing mix

Question No: 49 (Marks: 1) - Please choose one

To increase the market share a company organizes Point of Purchase (POP) Displays. It is an example of:

- ▶ Trade promotion
- ▶ Consumer promotion
- ▶ **Sales promotion**
- ▶ Brand promotion

Question No: 50 (Marks: 1) - Please choose one

Which one of the following is departs from advertising?

- ▶ Personal selling
- ▶ **Public relation**
- ▶ Billboards
- ▶ Transit Advertising

Question No: 51 (Marks: 1) - Please choose one

Proctor and Gamble periodically sends out coupons and free samples of products. This illustrates P & G's use of which one of the following elements of the promotion mix?

- ▶ Advertising
- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Publicity

Question No: 52 (Marks: 1) - Please choose one

Competitions, free samples and rebates are examples of which of the following?

- ▶ Advertising

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▶ **Sales promotion techniques**

- ▶ Publicity
- ▶ Personal selling techniques

Question No: 53 (Marks: 1) - Please choose one

Which of the following is NOT one of the levels of service offered by retailers?

- ▶ Self-service

▶ **Operating service**

- ▶ Full service
- ▶ Limited service

Question No: 54 (Marks: 1) - Please choose one

Which of the following is NOT one of the functions of wholesalers?

- ▶ Financing

▶ **Production**

- ▶ Risk bearing
- ▶ Transportation

Question No: 55 (Marks: 1) - Please choose one

The challenges faced by market leader include all of the following EXCEPT:

- ▶ Protecting market share

▶ **Indirect attack**

- ▶ Expanding market share
- ▶ Expanding the total market

Question No: 56 (Marks: 1) - Please choose one

Which of the following is one of the challenges faced by market leader?

- ▶ Indirect attack

▶ **Expanding market share**

- ▶ Dividing the total market
- ▶ Increasing sales force

Question No: 57 (Marks: 1) - Please choose one

Which of the following is included in the competitive positions?

- ▶ Market positional

- ▶ Market controller

▶ **Market challenger**

- ▶ Market observer

Question No: 58 (Marks: 1) - Please choose one

Which of the following is not the disadvantage of competitor-centered company?

- ▶ The company becomes too reactive

▶ **A fighter orientation**

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- ▶ Strategy is built on what others do
- ▶ Lessens innovation

Question No: 59 (Marks: 1) - Please choose one

Global firms face all of the following problems while entering into the international market EXCEPT:

- ▶ Variable exchange rates
- ▶ **Stable governments**
- ▶ Protectionist tariffs and trade barriers
- ▶ Corruption

Question No: 60 (Marks: 1) - Please choose one

With reference to E-Marketing, which one of the following can be used to add customer value?

- ▶ **Technology**
- ▶ Virtual business
- ▶ Market positioning
- ▶ Brand awareness

Question No: 61 (Marks: 1) - Please choose one

Companies can reduce their need of inventory stocks by using which of the following?

- ▶ **Inventory system**
- ▶ Internet marketing
- ▶ Virtual business
- ▶ Logistic system

Question No: 62 (Marks: 1) - Please choose one

Which of the following principle of enlightened marketing holds that a company should put most of its resources into value-building marketing investments?

- ▶ **Value marketing**
- ▶ Innovative marketing
- ▶ Consumer-oriented marketing
- ▶ Societal marketing

Question No: 64 (Marks: 1) - Please choose one

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action. Which of the following action will your company take in this situation?

- ▶ Close your business
- ▶ Raise perceived quality
- ▶ With draw your product
- ▶ **Hold the same price**

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FINAL TERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 3)

Paper#18

Question No: 1 (Marks: 1) - Please choose one

A business can have excellent products and services due to excellent marketing skills and techniques that are essential for a company's success. So what are the requirements needed for today's marketer to achieve the organization's goals?

- ▶ Neither creativity nor critical thinking skills
- ▶ **Both creativity and critical thinking skills**
- ▶ Critical thinking skills but not creativity
- ▶ Creativity but not critical thinking

Question No: 2 (Marks: 1) - Please choose one

Which one of the following options represents this statement "What place do you want your product to hold in the consumer's mind"?

- ▶ Product
- ▶ **Positioning**
- ▶ Promotion
- ▶ Place

Question No: 3 (Marks: 1) - Please choose one

When Olympia Carpets develops new carpets that are highly stain resistant and durable, it must educate consumers about the product's benefits. This activity calls for which one of the following marketing mix variables?

- ▶ Price
- ▶ **Promotion**
- ▶ Distribution
- ▶ Product

Question No: 4 (Marks: 1) - Please choose one

Which one of the following is a key to build lasting relationships with consumers?

- ▶ Price of the product

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- ▶ Need recognition
- ▶ **Customer satisfaction**
- ▶ Quality of product

Question No: 5 (Marks: 1) - Please choose one

Which one of the following is NOT a part of the macro-environment?

- ▶ Demographic forces
- ▶ Natural forces
- ▶ **Competitors' forces**
- ▶ Political forces

Question No: 6 (Marks: 1) - Please choose one

Which one of the following represents large growing kid and teen market?

- ▶ Baby boomers
- ▶ Generation-X
- ▶ Generation-Y
- ▶ **Echo boomers**

Question No: 7 (Marks: 1) - Please choose one

The objective of which of the following research is to gather preliminary information that will help define the problem and suggest hypotheses?

- ▶ Descriptive
- ▶ **Exploratory**
- ▶ Causal
- ▶ Corrective

Question No: 8 (Marks: 1) - Please choose one

Which one of the following statements BEST characterizes marketing research?

- ▶ Research is a continuous process, providing a constant flow of information
- ▶ **Research is conducted on a special-project basis**

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- ▶ Research is performed when routine information is required
- ▶ Research is the basis for making recurring marketing decisions

Question No: 9 (Marks: 1) - Please choose one

How do consumers respond to various marketing efforts the company might use? What is a starting point of a buyer's behavior?

- ▶ Belief
- ▶ Subculture
- ▶ **Post purchase feeling**
- ▶ Stimulus-response Model

Question No: 10 (Marks: 1) - Please choose one

Which one of the following stage is NOT a part of buyer's black box?

- ▶ Brand choice
- ▶ Product choice
- ▶ **Need recognition**
- ▶ Dealer choice

Question No: 11 (Marks: 1) - Please choose one

Society's relatively permanent and ordered divisions whose members share similar values, interests and behaviors reflect which one of the following option?

- ▶ **Social classes**
- ▶ Habitual buyers
- ▶ Charismatic leaders
- ▶ Opinion leaders

Question No: 12 (Marks: 1) - Please choose one

Which one of the following factor is NOT used for measuring the social class?

- ▶ Income
- ▶ **Number of children in family**
- ▶ Occupation
- ▶ Education

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Question No: 13 (Marks: 1) - Please choose one

What is the stage of the buyer decision process in which the consumer uses information to evaluate brands in the choice set?

▶ **The alternative evaluation stage**

- ▶ The situational stage
- ▶ The experimental stage
- ▶ The informative stage

Question No: 14 (Marks: 1) - Please choose one

You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?

- ▶ Modified rebuy
- ▶ **Straight rebuy**
- ▶ Modified straight rebuy
- ▶ Consumer buy

Question No: 15 (Marks: 1) - Please choose one

Mr. Salman works for an organization in which his purchases must be accountable to the public. His buying procedures are extremely complex. Based on this description, he works for an organization in which market type?

- ▶ Reseller
- ▶ Producer
- ▶ Supplier
- ▶ **Government**

Question No: 16 (Marks: 1) - Please choose one

Inelastic demand in industrial markets refers to which of the following situation?

- ▶ Demand for a given product fluctuates very little over time.
- ▶ **Price increases or decreases will not significantly alter demand for a given product.**
- ▶ The demand for one product depends heavily on the demand for another product.
- ▶ Supply for a given product cannot keep up with the demand for it.

Question No: 17 (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. They can

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position brands at any of three levels. At the lowest level, they can position the brand on which of the following basis?

- ▶ Interactive marketing
- ▶ Internal marketing
- ▶ **Product attributes**
- ▶ Added service

Question No: 18 (Marks: 1) - Please choose one

Price is a key element in the marketing mix because it relates directly to:

- ▶ The size of the sales force
- ▶ The speed of an exchange
- ▶ The control of quality
- ▶ **The generation of total revenue**

Question No: 19 (Marks: 1) - Please choose one

Which of the following is NOT a major factor for making firms price decisions?

- ▶ Environmental factors
- ▶ Marketing objectives
- ▶ **Past sales**
- ▶ Marketing mix strategy

Question No: 20 (Marks: 1) - Please choose one

When establishing prices, a marketer's first step is to:

- ▶ **Develop pricing objectives**
- ▶ Select a pricing policies
- ▶ Evaluate competitors' prices
- ▶ Determine a pricing methods

Question No: 21 (Marks: 1) - Please choose one

Sellers that emphasize distinctive product features to encourage brand preferences among customers are practicing:

- ▶ Product competition
- ▶ Non-price competition
- ▶ **Brand differentiation**

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- ▶ Product differentiation

Question No: 22 (Marks: 1) - Please choose one

When Kodak sets the general price range, low for its cameras and set high for its related film, it is practicing which one of the following pricing?

- ▶ Market-penetration pricing
- ▶ Market-skimming pricing
- ▶ Product line pricing
- ▶ **Captive-product pricing**

Question No: 23 (Marks: 1) - Please choose one

In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

- ▶ **Base-point pricing**
- ▶ Freight absorption pricing
- ▶ Transfer pricing
- ▶ Zone pricing

Question No: 24 (Marks: 1) - Please choose one

Which might be the effect of a successful price increase on profits?

- ▶ Profit can decrease
- ▶ No change observed in profits
- ▶ Infinite change in profits
- ▶ **Profit can increase**

Question No: 25 (Marks: 1) - Please choose one

Which one of the following is considered as an independent business that sells complementary products of several producers in assigned territories and is compensated through commissions?

- ▶ Industrial distributor
- ▶ Production agent

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▶ Wholesaler

▶ **Manufacturers' agent**

http://books.google.com.pk/books?id=IFLiOllsxWwC&pg=PA340&lpg=PA340&dq=complementary+products+of+several+producers+in+assigned+territories+and+is+compensated+through+commissions&source=bl&ots=w61K7cvVVy&sig=aRYuF3J7v3gNdlBhRpUPFoqZk1I&hl=en&ei=qHFNTafPKIPOhAeShfWQDw&sa=X&oi=book_result&ct=result&resnum=1&ved=0CBcQ6AEwAA#v=onepage&q=complementary%20products%20of%20several%20producers%20in%20assigned%20territories%20and%20is%20compensated%20through%20commissions&f=false

Question No: 26 (Marks: 1) - Please choose one

From a retailer's point of view, the MOST basic advantage of using a wholesaler is that the wholesaler:

- ▶ Extends credit to the retailer
- ▶ **Provides storage facilities to the retailer**
- ▶ Perform channel functions more efficiently than the retailer
- ▶ Takes ownership of goods for the retailer

Question No: 27 (Marks: 1) - Please choose one

Which one of the following is the primary purpose of a broker?

- ▶ Take title to a producer's goods
- ▶ Sell directly to the final consumer
- ▶ Sell directly to producers
- ▶ **Bring buyers and sellers together**

Question No: 28 (Marks: 1) - Please choose one

An organization is issuing a circular regarding the new credit term to all the employees. In this statement, organization is representing what?

- ▶ Media
- ▶ Source
- ▶ Decoder
- ▶ **Sender**

Question No: 29 (Marks: 1) - Please choose one

Pull promotion is one of the promotion mix strategies. Which of the following are heavy expenditures in pull promotion?

- ▶ **Advertising and sales promotion**

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- ▶ Public relations and distribution
- ▶ Personal selling and public relations
- ▶ Distribution and advertising

Question No: 30 (Marks: 1) - Please choose one

Marketing managers at General Motors are determining what proportion of the budget would be spent on magazine, television and radio advertisements based on the cost and effectiveness of each. What is the name of the plan prepared by the marketers at GM?

- ▶ An advertising-allocation plan

▶ **A media plan**

- ▶ An arbitrary allocation plan
- ▶ An objective-task plan

Question No: 31 (Marks: 1) - Please choose one

Which one of the following advertising decisions can be classified by primary purpose, whether the aim is to inform, persuade or remind?

▶ **Advertising objectives**

- ▶ Advertising budgets
- ▶ Advertising strategies
- ▶ Advertising campaigns

Question No: 32 (Marks: 1) - Please choose one

Which of the following advertising becomes more important to build selective demand as competition increases?

▶ **Persuasive advertising**

- ▶ Informative advertising
- ▶ Patronage advertising
- ▶ Reminder-oriented advertising

Question No: 33 (Marks: 1) - Please choose one

In which of the following advertising a company directly or indirectly compares its brand with one or more other brands?

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- ▶ Informative advertising
- ▶ Institutional advertising
- ▶ Reminder advertising
- ▶ **Comparative advertising**

Question No: 34 (Marks: 1) - Please choose one

Expensive Coca-Cola television ads primarily are a type of which of the following advertising?

- ▶ Informative advertising
- ▶ **Comparative advertising**
- ▶ Persuasive advertising
- ▶ Reminder advertising

Question No: 35 (Marks: 1) - Please choose one

Advertisers are increasingly shifting larger portions of their budgets to media that cost less and target more effectively. All of the following are benefits greatly from this shift EXCEPT:

- ▶ Outdoor advertising
- ▶ Cable television
- ▶ **Network television**
- ▶ Shopping carts

Question No: 36 (Marks: 1) - Please choose one

In which one of the following plans management takes decisions about potential customers, sales activities and future prospects during the next 12 months?

- ▶ Profit-sharing plan
- ▶ Trade promotion plan
- ▶ **Annual call plan**
- ▶ Sales quota plan

Question No: 37 (Marks: 1) - Please choose one

A departmental store firm wants to increase sales and reach new markets with direct marketing. To accomplish this, the sales or marketing manager would choose which of the following tool?

- ▶ Sales promotions
- ▶ Advertising
- ▶ **Kiosk marketing**
- ▶ Public relations

Question No: 38 (Marks: 1) - Please choose one

Which one of the following authorities might use several tools like news, speeches and special events for the marketing purpose?

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- ▶ Advertising agencies
- ▶ Advertising specialists
- ▶ **Public relation professionals**
- ▶ Computer programmers

Question No: 39 (Marks: 1) - Please choose one

Which one of the following are low-growth, low-share businesses and products (they may generate enough cash to maintain them, but do not have much future)?

- ▶ **Dogs**
- ▶ Cash Cows
- ▶ Stars
- ▶ Question Marks

Question No: 40 (Marks: 1) - Please choose one

Which one of the following wholesaler provides a convenient and effective method of selling small items to customers in remote areas that other wholesalers might find unprofitable to serve?

- ▶ **Mail-order wholesalers**
- ▶ Specialty-line wholesalers
- ▶ Cash-and-carry wholesalers
- ▶ Truck wholesalers

Question No: 41 (Marks: 1) - Please choose one

Which one of the following option is NOT related with E-Commerce?

- ▶ **E-Mailing**
- ▶ E-Business
- ▶ E-Commerce
- ▶ E-Marketing

Question No: 42 (Marks: 1) - Please choose one

If the competitor's price cut harm the company's sales and profit then what should your company do:

- ▶ **Hold the current price**
- ▶ Increase the price
- ▶ Decrease the price
- ▶ Either increase or decrease the price

Question No: 43 (Marks: 1) - Please choose one

What does this statement show "Trade of value between two parties"?

- ▶ Competition

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► **Transaction**

- Exchange
- Need

Question No: 44 (Marks: 1) - Please choose one

In Boston Consulting Group approach, which one of the following is a measure of company's strength in the market?

► **Relative market share**

- Market share
- Business portfolio
- Market growth rate

Question No: 45 (Marks: 1) - Please choose one

Which of the following is NOT a disadvantage of the Internet?

► **High selectivity**

- Relatively low impact
- Audience controls the exposure
- Demographically skewed audience

Question No: 46 (Marks: 1) - Please choose one

Nestle Foods, ran an ad promoting its new Nestle fruit juice in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. The advertising agency that created the Nestle's ad for the magazine:

- Was engaged in feedback barrier removal

► **Was engaged in encoding the ad**

- Was responsible for decoding the ad
- Acted as the communication channel

Question No: 47 (Marks: 1) - Please choose one

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All of the following are examples of items with elastic demand EXCEPT:

▶ **Wheat**

- ▶ Car
- ▶ Computer
- ▶ Gold jewelry

Question No: 48 (Marks: 1) - Please choose one

Which of the following is TRUE if you change the price in B.E analysis?

- ▶ It will not change the B.E point
- ▶ It will not change the sales
- ▶ **It will shift the B.E point**
- ▶ It will change the total fixed cost

Question No: 49 (Marks: 1) - Please choose one

Identify the main advantage of telemarketing as a direct-response approach?

- ▶ **Personal**
- ▶ Flexibility
- ▶ Visualization
- ▶ Cost

Question No: 50 (Marks: 1) - Please choose one

Which one of the following is consider more powerful promotion process that allows the firm to reach the right customers with the right messages at the right time and in the right place?

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- ▶ Advertising
- ▶ A promotional campaign

▶ **Integrated marketing communications**

- ▶ Relationship marketing

Question No: 51 (Marks: 1) - Please choose one

Which of the following is the basic purpose of personal selling?

- ▶ Indirect written communication between buyers and sellers
- ▶ It is an inexpensive mode to convey message to buyers
- ▶ Not usually combined with other aspects of promotion in the total marketing mix

▶ **Gets immediate feedback from consumers**

Question No: 52 (Marks: 1) - Please choose one

Which one of the following marketing activity stimulate consumer purchasing such as coupons, contests, free sample and trade shows?

▶ **Sales promotion**

- ▶ Publicity
- ▶ Personal selling
- ▶ Public relation

Question No: 53 (Marks: 1) - Please choose one

Sales promotion is best defined as a(n):

▶ **Activity and/or material used as a direct inducement to resellers, salespersons or consumers**

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- ▶ Advertising and publicity campaign
- ▶ Give some incentive to consumer
- ▶ Activity and/or material used in personal selling

Question No: 54 (Marks: 1) - Please choose one

Which of the following is one of the challenges faced by market leader?

- ▶ Indirect attack
- ▶ **Expanding market share**
- ▶ Dividing the total market
- ▶ Increasing sales force

Question No: 55 (Marks: 1) - Please choose one

Which of the basic competitive strategy creates competitive advantage by offering products with unique customer benefits or features not available from competitive offerings?

- ▶ Cost-leadership
- ▶ **Differentiation**
- ▶ Focus
- ▶ Product intimacy

Question No: 56 (Marks: 1) - Please choose one

Which of the following is an international trade agreement that has helped to reduce worldwide tariffs?

- ▶ **General Agreement on Tariffs and Trade (GATT)**

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- ▶ World Trade Organization (WTO)
- ▶ North American Free-Trade Agreement (NAFTA)
- ▶ Association of Southeast Asian Nations (ASEAN)

Question No: 57 (Marks: 1) - Please choose one

Which of the following is true?

- ▶ GATT succeeds WTO
- ▶ WTO succeeds NAFTA
- ▶ **WTO succeeds GATT**
- ▶ NAFTA succeeds GATT

Question No: 58 (Marks: 1) - Please choose one

Which of the following is true about North American Free-Trade Agreement (NAFTA)?

- ▶ **An accord to remove trade barriers among Canada, Mexico and the United States**
- ▶ An accord to remove transport barriers among Canada, Mexico and the United States
- ▶ An accord to remove transport barriers among Canada, Morocco, Chile and the United States
- ▶ An accord to remove trade barriers among Canada, Mexico, Brazil and the United States

Question No: 59 (Marks: 1) - Please choose one

Which of the following has a greater amount of risk, control and profit potential?

- ▶ Importing
- ▶ Joint Venturing

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► **Direct Investment**

- Exporting

Question No: 60 (Marks: 1) - Please choose one

Internet was used for the first time in which of the following year?

► **1982**

- 1984
- 1988
- 1987

Question No: 61 (Marks: 1) - Please choose one

Which of the following is a philosophy of customer satisfaction and mutual gain?

► **The marketing concept**

- The production concept
- The selling concept
- Societal marketing concept

Question No: 62 (Marks: 1) - Please choose one

Which one of the following is NOT the primary criticism leveled at the marketing function by consumers, consumer advocates, and government agencies?

- Deceptive practices
- High-pressure selling
- Shoddy or unsafe products

► **Too much political power**

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Question No: 63 (Marks: 1) - Please choose one

In consumerism Traditional buyers' rights include all of the following EXCEPT:

- ▶ **Right to spend any amount to promote the product**
- ▶ Right not to buy a product that is offered for sale
- ▶ Right to expect the product to be safe
- ▶ Right to expect the product to perform as claimed

Question No: 64 (Marks: 1) - Please choose one

Which of the following is NOT a method of compensation plan?

- ▶ Straight salary
- ▶ Straight commission
- ▶ Salary plus bonus

▶ **Grants by government**

FINAL TERM EXAMINATION

Fall 2009

MGT301- Principles of Marketing (Session - 4)

Time: 120 min

Paper#19 Marks: 92

Question No: 1 (Marks: 1) - Please choose one

Which one of the following options represents this statement "What place do you want your product to hold in the consumer's mind"?

- ▶ Product
- ▶ **Positioning**
- ▶ Promotion
- ▶ Place

Question No: 2 (Marks: 1) - Please choose one

An important concept in which we realize that losing a customer means losing more than

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a single sale. It means losing the entire stream of purchases that the customer would make over a lifetime of patronage. Which one of the following options reflects this concept?

- ▶ Net profit
- ▶ **Customer lifetime value**
- ▶ Relationship marketing
- ▶ Market share

Question No: 3 (Marks: 1) - Please choose one

The objective of which of the following research is to gather preliminary information that will help define the problem and suggest hypotheses?

- ▶ Descriptive
- ▶ **Exploratory**
- ▶ Causal
- ▶ Corrective

Question No: 4 (Marks: 1) - Please choose one

If Proctor and Gamble need to know what percentage of customers examines product labels before making a product selection in the supermarket? By which method this study would be accomplished?

- ▶ Focus groups
- ▶ Mail surveys
- ▶ Personal interviews
- ▶ **Observations**

Question No: 5 (Marks: 1) - Please choose one

General Motors need to assess the company's image relative to a new competitor. The time schedule is flexible, the research budget is very limited and a low response rate will not be a major problem. Which one of the following survey would be used by General Motors?

- ▶ **Mail**
- ▶ Telephone
- ▶ Personal interview
- ▶ Population

Question No: 6 (Marks: 1) - Please choose one

Which one of the following three-step process represents "Perception"?

- ▶ Motivation, personality and attitudes
- ▶ Collecting, eliminating and organizing information inputs
- ▶ **Receiving, organizing and interpreting information inputs**
- ▶ Anticipating, classifying and discarding information inputs

Question No: 7 (Marks: 1) - Please choose one

Which of the following demands that business markets have more?

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- ▶ Derived demands
- ▶ Steady demands
- ▶ **Fluctuating**
- ▶ Competitive

Question No: 8 (Marks: 1) - Please choose one

A firm has decided to localize its products and services to meet local market demands. Which one of the following approached is a good approach for this segmentation?

▶ **Geographic**

- ▶ Demographic
- ▶ Psychographics
- ▶ Behavioral

Question No: 9 (Marks: 1) - Please choose one

International Drilling Company segments its foreign markets by their overall level of economic development. This firm segments on what basis?

- ▶ Political factors
- ▶ Legal factors
- ▶ **Economic factors**
- ▶ Natural factors

Question No: 10 (Marks: 1) - Please choose one

With concentrated marketing, the marketer goes after a _____ share of _____.

- ▶ Small; a small market
- ▶ Small; a large market
- ▶ **Large; one or a few niches**
- ▶ Large; the mass market

Question No: 11 (Marks: 1) - Please choose one

Which of the following are those products purchased for further processing or for use in conducting a business?

- ▶ Unsought products
- ▶ Specialty products
- ▶ Shopping products
- ▶ **Industrial products**

Question No: 12 (Marks: 1) - Please choose one

Customer service is another element of product strategy. The first step is to survey customers periodically to assess the value of current services and to obtain ideas for new ones. From this careful monitoring, marketer has learned that buyers are very upset by repairs that are not done correctly the first time. What is the name of these types of services?

- ▶ Brand equity services

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▶ **Product support services**

- ▶ Social marketing services
- ▶ Unsought product services

Question No: 13 (Marks: 1) - Please choose one

Marketers need to position their brands clearly in target customers' minds. The strongest brands go beyond attributes or benefit positioning. On which of the following basis the products are positioned?

- ▶ Desirable benefit
- ▶ Good packaging

▶ **Strong beliefs and values**

- ▶ Customer image

Question No: 14 (Marks: 1) - Please choose one

In which of the following product life cycle stages, sales are zero and the company's investment costs mount?

▶ **Product development**

- ▶ Introduction
- ▶ Growth
- ▶ Maturity

Question No: 15 (Marks: 1) - Please choose one

A marketer sometimes uses temporary price reductions for which of the following objectives?

- ▶ Increase the number of competitors
- ▶ Decrease volume sold

▶ **Gain market share**

- ▶ Increase revenue per item

Question No: 16 (Marks: 1) - Please choose one

Which one of the following statements reflects pricing policies and methods?

▶ **Help direct and structure the selection of a final price**

- ▶ Are the last decisions made for a new product
- ▶ Are the same for all of a company's products
- ▶ Are the most important decisions made for a product

Question No: 17 (Marks: 1) - Please choose one

Which one of the following pricing method is the simplest pricing method?

- ▶ Value-based
- ▶ Fixed cost

▶ **Cost-based**

- ▶ Skimming

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Question No: 18 (Marks: 1) - Please choose one

If Pepsi sets the price of its six packs to match exactly the price of Coca-Cola's, Pepsi is using which of the following pricing method?

- ▶ Demand-oriented
- ▶ Cost-oriented
- ▶ Experience curve
- ▶ **Competition-oriented**

Question No: 19 (Marks: 1) - Please choose one

Which one of the following statements reflects competition-oriented pricing?

▶ **Used when costs and revenues are considered secondary to competitors' prices**

- ▶ Not useful as a method of increasing or maintaining market share
- ▶ Of little use if the competing products are homogenous
- ▶ Most often used when competing products are heterogeneous

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Question No: 20 (Marks: 1) - Please choose one

Relationships among channel members, i.e. producers, wholesalers and retailers, are usually:

- ▶ Short-term commitments
- ▶ **Long-term commitments**
- ▶ Expensive resource commitments
- ▶ Only minor commitments

Question No: 21 (Marks: 1) - Please choose one

When Mr. A is using a channel with only one intermediary, that intermediary is classified as which of the following?

- ▶ **Retailer**
- ▶ Wholesaler
- ▶ Broker
- ▶ Producer

Question No: 22 (Marks: 1) - Please choose one

Most, but not all, marketing channels have marketing intermediaries. A marketing intermediary sometimes called a middleman, who perform which of the following function?

- ▶ Always sells products to wholesalers
- ▶ **Links producers to the ultimate users of the products**

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- ▶ Always sells products to retailers
- ▶ Does not take title to products

Question No: 23 (Marks: 1) - Please choose one

The success of each channel member depends on the performance of which of the following?

- ▶ Key channel members
- ▶ **The entire supply chain**
- ▶ The manufacturer
- ▶ The wholesaler

Question No: 24 (Marks: 1) - Please choose one

A cash-and-carry wholesaler would be expected to:

- ▶ Provide transportation
- ▶ **Handle high turnover products**
- ▶ Carry a wide variety of products
- ▶ Provide a wide range of services

Question No: 25 (Marks: 1) - Please choose one

Proctor and Gamble periodically sends out coupons and free samples of products. This illustrates to which one of the following elements of the promotion mix?

- ▶ Advertising
- ▶ Personal selling
- ▶ **Sales promotion**
- ▶ Publicity

Question No: 26 (Marks: 1) - Please choose one

Through vehicle the coded message is transmitted from the source to the receiver. Which one of the following vehicles is used for this purpose?

- ▶ Decoder
- ▶ Encoder
- ▶ Relay channel
- ▶ **Media**

Question No: 27 (Marks: 1) - Please choose one

Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?

- ▶ **Personal selling and direct marketing**
- ▶ Public relation and publicity
- ▶ E-commerce and e-business
- ▶ Advertising and sales promotion

Question No: 28 (Marks: 1) - Please choose one

There are three typical types of sales force structures. Which one is often supported by

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many levels of sales management positions in specific geographical areas?

▶ **Territorial**

- ▶ Customer
- ▶ Complex systems
- ▶ Matrix

Question No: 29 (Marks: 1) - Please choose one

All of the following functions are performed by public relations department EXCEPT:

▶ **Direct marketing**

- ▶ Product publicity
- ▶ Lobbying
- ▶ Public affairs

Question No: 30 (Marks: 1) - Please choose one

“Demand for a product exceeds the supply” reflects which one of the marketing philosophies?

- ▶ The Product Concept
- ▶ The Selling Concept
- ▶ **The Production Concept**
- ▶ The Marketing Concept

Question No: 31 (Marks: 1) - Please choose one

Review of the sales, costs and profit projections for a new product to find out whether these factors satisfy the company's objectives comes under which one of the following concepts?

▶ **Business Analysis**

- ▶ Product Development
- ▶ Test Marketing
- ▶ Commercialization

Question No: 32 (Marks: 1) - Please choose one

Which one of the following is NOT a part of competitive analysis?

- ▶ Identifying competitors
- ▶ Assessing competitors
- ▶ Selecting competitors to attack and avoid
- ▶ **Situation analysis**

Question No: 33 (Marks: 1) - Please choose one

The concepts of exchange and relationships lead to the concept of a market. Which one of the following sets reflects the market?

▶ **Actual buyers & Potential buyers**

- ▶ Whole sellers & Retailers
- ▶ Consumers & Customers

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▶ Agents & Brokers

Question No: 34 (Marks: 1) - Please choose one

"The networks that connect people within a company to each other and to the company" reflect which one of the following networks?

- ▶ WAN
- ▶ Intranets
- ▶ **Extranets**
- ▶ Internets

Question No: 35 (Marks: 1) - Please choose one

"Consumers are spending more on products and services that will improve their lives rather than their image" reflects which aspect of the cultural environment?

- ▶ **People's view of others**
- ▶ People's view of themselves
- ▶ People's view of organizations
- ▶ People's view of nature

Question No: 36 (Marks: 1) - Please choose one

Which one of the following factor does not affect the economic environment of organizations?

- ▶ **Donation to hospital**
- ▶ Exchange rate
- ▶ Value added tax
- ▶ Disposable income

Question No: 37 (Marks: 1) - Please choose one

Which one of the following are the MOST useful source of speedier and more comprehensive information?

- ▶ Suppliers
- ▶ Key customers
- ▶ **Company reports**
- ▶ Sales force

Question No: 38 (Marks: 1) - Please choose one

Mr. A collect fresh vegetables supplied to him by the group of farmers. He has a regular route of grocers and restaurants. They inspect and purchase quantities of the items on a given day. Mr. A is which type of wholesaler?

- ▶ **Truck**
- ▶ Cash-and-carry
- ▶ Drop shipper
- ▶ Limited-line

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Question No: 39 (Marks: 1) - Please choose one

Which one of the following is the final stage in developing an advertising campaign?

- ▶ creating the advertising platform
- ▶ developing the media plan
- ▶ creating the advertising message
- ▶ **evaluating the effectiveness of advertising**

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Question No: 40 (Marks: 1) - Please choose one

Which one of the following strategy threatens the various intermediaries along the channel to stock and sell the product?

- ▶ Pricing strategy
- ▶ **Push strategy**
- ▶ Pull strategy
- ▶ Intermediary strategy

Question No: 41 (Marks: 1) - Please choose one

Which of the following is NOT an example of persuasive advertising?

- ▶ Building brand preference
- ▶ **Explaining how the product works**
- ▶ Persuading customers to receive a sales call
- ▶ Encouraging the customer to purchase now

Question No: 42 (Marks: 1) - Please choose one

Which of the following statement describes a key difference between advertising and publicity?

- ▶ Publicity is more expensive on a cost-per-contact basis than advertising
- ▶ Publicity is directly paid, and advertising is indirectly paid
- ▶ **Advertising is directly paid, and publicity is indirectly paid**
- ▶ Advertising provides an immediate feedback loop, and publicity does not

Question No: 43 (Marks: 1) - Please choose one

When a customer is in the pre purchase stage:

- ▶ Personal selling is slightly more effective than advertising
- ▶ **Sales promotions in the form of samples can be very useful**
- ▶ He or she will be unaffected by public relations activities
- ▶ The importance of personal selling is at its highest

Question No: 44 (Marks: 1) - Please choose one

Fixed cost is also known as which of the following?

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- ▶ Sunk cost
- ▶ Variable cost
- ▶ **Overhead cost**
- ▶ Advertising cost

Question No: 45 (Marks: 1) - Please choose one

All of the following are examples of items with inelastic demand EXCEPT:

- ▶ Flour
- ▶ Sugar
- ▶ **Car**
- ▶ Pulses

Question No: 46 (Marks: 1) - Please choose one

Nestle Foods ran an ad promoting its new Nestlé's fruit juice cocktail in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. In terms of the communication process, the ad itself is:

- ▶ **A channel of communication**
- ▶ A receiver
- ▶ Feedback
- ▶ The message

Question No: 47 (Marks: 1) - Please choose one

Which one of the following communication activities is best to create and maintain a favorable relation between the organization and its publics?

- ▶ Advertising
- ▶ Selling
- ▶ **Public relation**
- ▶ Publicity

Question No: 48 (Marks: 1) - Please choose one

Which of the following option is correct when a manufacturer can not hold on message that he wants to convey to audience?

- ▶ Personal selling
- ▶ Sales promotion
- ▶ Advertising
- ▶ **Publicity**

Question No: 49 (Marks: 1) - Please choose one

What is the difference between advertising and publicity?

- ▶ Advertising is personalized promotion and publicity is mass promotion
- ▶ Advertising is presented through the media and publicity is not
- ▶ **Advertising is paid communication and publicity is free of cost**

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- ▶ Advertising is always positive and publicity is always negative

Question No: 50 (Marks: 1) - Please choose one

The four major promotional tools (advertising, personal selling, sales promotion, and public relations) are known as the:

- ▶ Communication model
- ▶ Advertising campaign
- ▶ **Promotional mix**
- ▶ Marketing mix

Question No: 51 (Marks: 1) - Please choose one

Which one of the following marketing activity stimulate consumer purchasing such as coupons, contests, free sample and trade shows?

- ▶ **Sales promotion**
- ▶ Publicity
- ▶ Personal selling
- ▶ Public relation

Question No: 52 (Marks: 1) - Please choose one

Revlon comes into serious conflict with its departmental store channels when it cozied up to mass merchants is related to which of the following?

- ▶ reducing conflict
- ▶ Horizontal conflict
- ▶ **Vertical conflict**
- ▶ Conflict management

http://books.google.com.pk/books?id=Lx5dxjc_Kq0C&pg=PA315&lpg=PA315&dq=Revlon+comes+into+serious+conflict+with+its+departmental+store+channels+when+it+cozied+up+to+mass+merchants+is+related+to&source=bl&ots=xbEJKq_91T&sig=ocIDDwMYLlaihY_4E294ucvWiYg&hl=en&ei=jXxNTfDuJJSFhQfz_M33Dg&sa=X&oi=book_result&ct=result&result=2&ved=0CBsQ6AEwAQ#v=onepage&q&f=false

Question No: 53 (Marks: 1) - Please choose one

Which of the following distribution are used by most television, furniture and small-appliance brands?

- ▶ **Selective distribution**
- ▶ Exclusive distribution
- ▶ Intensive distribution
- ▶ None of the given options

Question No: 54 (Marks: 1) - Please choose one

Which store sells standard merchandise at lower prices by accepting lower margins and selling higher volume?

- ▶ Specialty stores

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▶ **Discount store**

- ▶ Supermarkets
- ▶ Convenience stores

Question No: 55 (Marks: 1) - Please choose one

Which of the following is part of the four competitive positions?

- ▶ Market controller

▶ **Market follower**

- ▶ Market positional
- ▶ Market observer

Question No: 56 (Marks: 1) - Please choose one

Which of the following discounts encourage purchases earlier than demand?

- ▶ Quantity discount
- ▶ Cash discount

▶ **Seasonal discount**

- ▶ Trade discount

Question No: 57 (Marks: 1) - Please choose one

Rs.3.00 is rounded to Rs.3.00 while Rs.2.99 is rounded to Rs.2.00 "plus change" relates to which of the following?

▶ **Odd-Even Pricing**

- ▶ Special-Event Pricing
- ▶ Cash Rebate
- ▶ Segmented Pricing

Question No: 58 (Marks: 1) - Please choose one

Through which of the following internet source companies can easily provide their information to customers?

▶ **Websites**

- ▶ Search engines
- ▶ Email
- ▶ Chat rooms

Question No: 59 (Marks: 1) - Please choose one

Which of the following claim that certain marketing practices hurt individual consumers, society as a whole, and other business firms?

▶ **Social critics**

- ▶ Marketing ethics
- ▶ Environmentalism
- ▶ Public policy

Question No: 60 (Marks: 1) - Please choose one

All of the following critics come under the marketing's impact on society as a whole EXCEPT:

- ▶ Too much political power

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- ▶ producing too few social goods
- ▶ Cultural pollution
- ▶ **Deceptive pricing**

Question No: 61 (Marks: 1) - Please choose one

Which of the following environmentalism strategy involves more than pollution control, which means eliminating or minimizing waste before it is created?

- ▶ **Pollution prevention**
- ▶ Product stewardship
- ▶ Sustainability vision
- ▶ New environmental technologies

Question No: 62 (Marks: 1) - Please choose one

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action. Which of the following action will your company take in this situation?

- ▶ Close your business
- ▶ Raise perceived quality
- ▶ With draw your product
- ▶ **Hold the same price**

Question No: 63 (Marks: 1) - Please choose one

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action. Which of the following action will your company take in this situation?

- ▶ **Hold the same price**
- ▶ Close your business
- ▶ Launch low-price "Fighting Brand"
- ▶ With draw your product

Question No: 64 (Marks: 1) - Please choose one

Which of the following is the disadvantage of personal selling?

- ▶ It can be adapted for individual customers
- ▶ **It is costly to develop and operate a sales force**
- ▶ It can be focused on prospective customers
- ▶ It results in the actual sale

Paper#20

FINAL TERM EXAMINATION

Spring 2010

MGT301- Principles of Marketing (Session - 3)

Time: 90 min

Marks: 69

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Question No: 1 (Marks: 1) - Please choose one

Which one of the following environment includes laws, government agencies, and pressure groups that influence and limit various organizations and individuals in a given society?

- ▶ Natural environment
- ▶ **Political environment**
- ▶ Societal environment
- ▶ Cultural environment

Question No: 2 (Marks: 1) - Please choose one

Maslow has a list of human needs from the most pressing to the least pressing. They include all of the following **EXCEPT**:

- ▶ Physiological needs
- ▶ Safety needs
- ▶ **Need recognition**
- ▶ Self-actualization

Question No: 3 (Marks: 1) - Please choose one

In which of the following cases two established brand names of different companies are used on the same product?

- ▶ Brand extension
- ▶ Brand equity
- ▶ **Co-branding**
- ▶ Cannibalization

Question No: 4 (Marks: 1) - Please choose one

If BATA Company Ltd. has slow sales growth, profits are nonexistence and there are heavy expenses incurred. Which of the following stage is being faced by the BATA?

- ▶ **Introduction**
- ▶ Growth
- ▶ Maturity
- ▶ Decline

Question No: 5 (Marks: 1) - Please choose one

When establishing prices, a marketer's first step is to:

- ▶ **Develop pricing objectives**
- ▶ Select a pricing policies
- ▶ Evaluate competitors' prices
- ▶ Determine a pricing methods

Question No: 6 (Marks: 1) - Please choose one

When Kodak sets the general price range, low for its cameras and set high for its related film, it is practicing which one of the following pricing?

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- ▶ Market-penetration pricing
- ▶ Market-skimming pricing
- ▶ Product line pricing
- ▶ **Captive-product pricing**

Question No: 7 (Marks: 1) - Please choose one

Which one of the following statements reflects competition-oriented pricing?

▶ **Used when costs and revenues are considered secondary to competitors' prices**

- ▶ Not useful as a method of increasing or maintaining market share
- ▶ Of little use if the competing products are homogenous
- ▶ Most often used when competing products are heterogeneous

Question No: 8 (Marks: 1) - Please choose one

Which might be the effect of a successful price increase on profits?

- ▶ Profit can decrease
- ▶ No change observed in profits
- ▶ Infinite change in profits
- ▶ **Profit can increase**

Question No: 9 (Marks: 1) - Please choose one

Which one of the following is considered as an independent business that sells complementary products of several producers in assigned territories and is compensated through commissions?

- ▶ Industrial distributor
- ▶ Production agent
- ▶ Wholesaler
- ▶ **Manufacturers' agent**

Question No: 10 (Marks: 1) - Please choose one

Eliminating a wholesaler from a marketing channel results in which of the following?

- ▶ Will cut costs and lead to lower prices in the market
- ▶ May or may not lower prices and will not eliminate the functions performed by the wholesaler
- ▶ Will eliminate the functions performed by the wholesaler and will lower costs
- ▶ **Will reduce channel conflict among the channel members**

Question No: 11 (Marks: 1) - Please choose one

Which one of the following is the primary purpose of a broker?

- ▶ Take title to a producer's goods
- ▶ Sell directly to the final consumer
- ▶ Sell directly to producers
- ▶ **Bring buyers and sellers together**

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Question No: 12 (Marks: 1) - Please choose one

Which of the following is considered as huge superstores, perhaps as large as six football fields?

- ▶ **Hypermarket**
- ▶ Department store
- ▶ General merchandise retailer
- ▶ Discount store

Question No: 13 (Marks: 1) - Please choose one

Location is extremely important to a retailer due to which one of the following reasons?

- ▶ Suppliers charge more to service stores in certain trading areas.
- ▶ **A desirable location appeals to consumers' emotions and encourages them to buy.**
- ▶ Location is the major determinant of store image.
- ▶ Location determines the trading area from which the store must draw its customers.

Question No: 14 (Marks: 1) - Please choose one

Communication through a news story regarding an organization or its products that is transmitted through a mass medium at no charge, refers to which one of the following promotion mix?

- ▶ Advertising
- ▶ Sales promotion
- ▶ Personal selling
- ▶ **Public relations (Publicity)**

Question No: 15 (Marks: 1) - Please choose one

If you are attempting to create primary demand toward your product, you will use which type of the following ads?

- ▶ **Informative**
- ▶ Persuasive
- ▶ Reminder
- ▶ Cooperative

Question No: 16 (Marks: 1) - Please choose one

Which one of the following advertising is required by a product in the maturity stage?

- ▶ Informative
- ▶ Comparative
- ▶ Persuasive
- ▶ **Reminder**

Question No: 17 (Marks: 1) - Please choose one

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Advertisers are increasingly shifting larger portions of their budgets to media that cost less and target more effectively. All of the following are benefits greatly from this shift **EXCEPT**:

- ▶ Outdoor advertising
- ▶ Cable television
- ▶ **Network television**
- ▶ Shopping carts

http://wps.pearsoned.co.uk/ema_uk_he_harker_mktgintro_1/127/32609/8348002.cw/content/index.html Question#24

Question No: 18 (Marks: 1) - Please choose one

The phase in the selling process in which the salesperson gathers as much information about the prospective client before the sales call refers to which one of the following option?

- ▶ **Reproach**
- ▶ Approach
- ▶ Prospecting
- ▶ Qualifying

Question No: 19 (Marks: 1) - Please choose one

Which one of the following is the major benefit of using event sponsorship?

- ▶ **Provides large amounts of free media coverage**
- ▶ Enhances personal selling efforts
- ▶ Neutralizes the effects of unfavorable public relations
- ▶ Provides an excellent back-drop for advertisements

Question No: 20 (Marks: 1) - Please choose one

Which one of the following authorities might use several tools like news, speeches and special events for the marketing purpose?

- ▶ Advertising agencies
- ▶ Advertising specialists
- ▶ **Public relation professionals**
- ▶ Computer programmers

Question No: 21 (Marks: 1) - Please choose one

A broad set of communication activities used to create and maintain favorable relations between the organization and its publics reflects which one of the following marketing communication mix?

- ▶ Advertising
- ▶ Public relations
- ▶ Personal Selling
- ▶ **Publicity**

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Question No: 22 (Marks: 1) - Please choose one

Which one of the following faces three challenges: expanding the total market, protecting market share and expanding market share?

- ▶ **Market leader**
- ▶ Market challenger
- ▶ Market follower
- ▶ Market niche

Question No: 23 (Marks: 1) - Please choose one

GATT stands for which one of the following?

- ▶ General Agreement on Tariffs and Tax
- ▶ General Agreement on Tax and Trade
- ▶ General Agreement on Traffic and Trade
- ▶ **General Agreement on Tariffs and Trade**

Question No: 24 (Marks: 1) - Please choose one

All of the following are accurate descriptions of the benefits of internet buying **EXCEPT**:

- ▶ Internet buying is convenient for the customers
- ▶ Internet offers buyers the benefit of comparative shopping
- ▶ Internet provides buyers with greater product access and selection
- ▶ **Internet buying is easy and private for the customers**

Question No: 25 (Marks: 1) - Please choose one

An effective form of direct marketing today is using the 30-minute television advertising programs for a single product to get instant feedback from customers refers to which of the following concepts?

- ▶ TV commercial
- ▶ **Infomercials**
- ▶ Home shopping TV
- ▶ Publicity

Question No: 26 (Marks: 1) - Please choose one

All of the following are the examples of public relations tools **EXCEPT**:

- ▶ Speeches
- ▶ **Feature articles**
- ▶ Special events
- ▶ News stories

Question No: 27 (Marks: 1) - Please choose one

Product cost price value customer

This is related to which of the following pricing?

- ▶ Value based pricing

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▶ **Cost based pricing**

- ▶ Competition-based Pricing
- ▶ Going-rate pricing

Question No: 28 (Marks: 1) - Please choose one

All of the following are examples of items with elastic demand EXCEPT:

▶ **Wheat**

- ▶ Car
- ▶ Computer
- ▶ Gold jewelry

Question No: 29 (Marks: 1) - Please choose one

In a textile firm if the director of marketing is concerned with the buyer-readiness stages of his customers, the best promotional tool for him to use would be:

- ▶ Public relations and publicity
- ▶ Sales promotion
- ▶ Advertising

▶ **Personal selling**

Question No: 30 (Marks: 1) - Please choose one

The challenges faced by market leader include all of the following EXCEPT:

- ▶ Expanding the total market
- ▶ Protecting market share

▶ **Indirect attack**

- ▶ Expanding market share

Question No: 31 (Marks: 1) - Please choose one

Which of the following is part of the four competitive positions?

- ▶ Market positional
- ▶ Market observer
- ▶ Market controller

▶ **Market follower**

Question No: 32 (Marks: 1) - Please choose one

Which of the following has a lesser amount of risk, control and profit potential?

- ▶ Joint Venturing
- ▶ Direct Investment

▶ **Exporting**

- ▶ Licensing

<http://wps.pearsoned.ca/wps/media/objects/4733/4847129/animations/ch18/fig18-2.html>

Question No: 33 (Marks: 1) - Please choose one

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Offering Pepsi at a lower price during the month of Ramadan is related to which of the following?

- ▶ Odd-Even Pricing
- ▶ **Special-Event Pricing**
- ▶ Segmented Pricing
- ▶ Skimming Pricing

Question No: 34 (Marks: 1) - Please choose one

With reference to E-Marketing, which one of the following can be used to increase company profitability?

- ▶ **Technology**
- ▶ Virtual business
- ▶ Market positioning
- ▶ Brand awareness

Question No: 35 (Marks: 1) - Please choose one

Internet began to expand with the World Wide Web in which of the following year?

- ▶ **1991**
- ▶ 1992
- ▶ 1993
- ▶ 1994

Question No: 36 (Marks: 1) - Please choose one

Which of the following provide connection and interaction between the consumer and company?

- ▶ **Virtual communities**
- ▶ Business to consumer
- ▶ Business to business
- ▶ E-Marketing

Question No: 37 (Marks: 1) - Please choose one

Which of the following claim that certain marketing practices hurt individual consumers, society as a whole, and other business firms?

- ▶ **Social critics**
- ▶ Marketing ethics
- ▶ Environmentalism
- ▶ Public policy

Question No: 38 (Marks: 1) - Please choose one

If your competitor has cut the price of its product and it is affecting the sale of your product and profit margin of your company, then you might decide to take some action. Which of the following action will your company take in this situation?

- ▶ With draw your product

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- ▶ Close your business
- ▶ Improve quality & increase price
- ▶ **Hold the same price**

Once the company has determined that the competitor has cut its price and that this price reduction is likely to harm company sales and profits, it might simply decide to hold its current price and profit margin.

Question No: 39 (Marks: 1) - Please choose one

Mr. X prefers Toyota over Honda, because he considers Toyota to be cheaper, faster, more economical and reliable. The evaluation performed by Mr. X is known as:

- ▶ **Customer Perceived Value**
- ▶ Customer Preference
- ▶ Customer's Choice
- ▶ Customer Satisfaction

Question No: 40 (Marks: 1) - Please choose one

A network which is meant for the exclusive use of the organization and its associates (customers, employees, members, suppliers, etc.) is known as:

- ▶ Intranet
- ▶ Internet
- ▶ **Extranet**
- ▶ World Wide Web

Question No: 41 (Marks: 1) - Please choose one

The car manufacturers in order to compete with its rival brands are inserting Air bags, Disc players, Cushions and Seat belts. This is done to:

- ▶ Reduce the possibility of accidents
- ▶ Increase short run customer satisfaction
- ▶ **Increase long run customer satisfaction**
- ▶ Add style to its cars

Question No: 42 (Marks: 1) - Please choose one

A marketing department organization where a product manager develops a complete strategy for a product or brand is called:

- ▶ Functional Organization
- ▶ Geographic Organization
- ▶ **Product Management Organization**
- ▶ Customer Management Organization

Question No: 43 (Marks: 1) - Please choose one

Which environmental factor is made up of institutions and other forces that affect a society's basic values, perceptions, preferences, and behaviors?

- ▶ Technological

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- ▶ Political
- ▶ Demographic
- ▶ **Cultural**

Question No: 44 (Marks: 1) - Please choose one

The consumer buyers' characteristics are affected by which of the following factors?

- ▶ Cultural and Social
- ▶ Personal and Political
- ▶ Psychological and Demographical
- ▶ **All of the given options**

Question No: 45 (Marks: 1) - Please choose one

All of Ali's friends try to follow him in his style and dressing. In his group Ali is regarded as a/an:

- ▶ Charismatic
- ▶ All of the given options
- ▶ **Opinion leader**
- ▶ Important

Question No: 46 (Marks: 1) - Please choose one

The tendency for people to screen out most of the information to which they are exposed is called:

- ▶ **Selective Attention**
- ▶ Selective Retention
- ▶ Selective Distortion
- ▶ None of the given option

Question No: 47 (Marks: 1) - Please choose one

Identify the ways that a company can lengthen its product line.

- ▶ **Line stretching and line filling**
- ▶ Line stretching and product width
- ▶ Line filling and product line development
- ▶ All of the given options

Question No: 48 (Marks: 1) - Please choose one

Some companies place information and ordering machines at stores, airports and other location. This is called _____.

- ▶ **KIOSK Marketing**
- ▶ Database Marketing
- ▶ Catalog Marketing
- ▶ None of the given option

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Paper#21

Question No: 1 (Marks: 1) - Please choose one

Which one of the following option is **NOT** a benefit for buyer with E-commerce?

- ▶ Convenience
- ▶ Easy and private
- ▶ **Reliability**
- ▶ Greater product access

Question No: 2 (Marks: 1) - Please choose one

Which one the following option is related with this statement “Rapid imitation of leader or challenger with moderate country market coverage and emphasis on price sensitive markets. The result is overall moderate share with high shares in selected country markets.”

- ▶ Global leader strategy
- ▶ Global challenger strategy
- ▶ **Global follower strategy**
- ▶ Global niche strategy

Question No: 3 (Marks: 1) - Please choose one

If a food company gives 5 percent discount in particular burger to increase sales, it is altering which one of the following elements of the marketing mix?

- ▶ **Promotion**
- ▶ Price
- ▶ Product
- ▶ Place

Question No: 4 (Marks: 1) - Please choose one

Unique psychological characteristics that lead to relatively consistent and lasting responses to one’s own environment refers to which one of the following?

- ▶ Belief
- ▶ Culture
- ▶ **Personality**
- ▶ Self-awareness

Question No: 5 (Marks: 1) - Please choose one

With concentrated marketing, the marketer goes after a _____ share of _____.

- ▶ Small; a small market
- ▶ Small; a large market
- ▶ **Large; one or a few niches**
- ▶ Large; the mass market

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Question No: 6 (Marks: 1) - Please choose one

Product planners need to think about products and services on three levels. Each level adds more customer value. Which one of the following is the most basic level that addresses the question, “What is the buyer really buying?”

- ▶ Actual product
- ▶ Augmented product
- ▶ **Core benefit**
- ▶ Co-branding

Question No: 7 (Marks: 1) - Please choose one

The purpose of idea generation is to create a _____ of ideas. The purpose of succeeding stages is to _____ that number.

- ▶ Small number; reduce
- ▶ Small number; increase
- ▶ Large number; increase
- ▶ **Large number; reduce**

Question No: 8 (Marks: 1) - Please choose one

A review of the sales, costs and profit projections for a new product to find out whether they satisfy the company’s objectives refers to which one of the following concepts?

- ▶ Business feasibility
- ▶ Feasibility study
- ▶ **Business analysis**
- ▶ Product acceptance

Question No: 9 (Marks: 1) - Please choose one

A firm that practices price competition engages in which one of the following strategy?

- ▶ **Setting prices only as low as the second-lowest competitor**
- ▶ Letting other firms cut price while it retains profitability
- ▶ Competing in both price and product differentiation
- ▶ Beating or matching the prices of competitors

Question No: 10 (Marks: 1) - Please choose one

A firm establishes which of the following pricing objectives to maintain or increase its product's sales in relation to total industry sales?

- ▶ Cash flow
- ▶ Sales potential
- ▶ Product quality

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▶ **Market share**

Question No: 11 (Marks: 1) - Please choose one

A marketer sometimes uses temporary price reductions for which of the following objectives?

- ▶ Increase the number of competitors
- ▶ Decrease volume sold
- ▶ **Gain market share**
- ▶ Increase revenue per item

Question No: 12 (Marks: 1) - Please choose one

Which one of the following advantages reflects the advantage of product bundle pricing?

- ▶ **It can promote the sales of products consumers might not otherwise buy**
- ▶ It offers consumers more value for the money
- ▶ It combines the benefits of the other pricing strategies
- ▶ It provides a more complete product experience for consumers

Question No: 13 (Marks: 1) - Please choose one

In which of the following pricing the seller selects a given city as a "basing point" and charges all customers the freight cost from that city to the customer location, regardless of the city from which the goods are actually shipped?

- ▶ **Base-point pricing**
- ▶ Freight absorption pricing
- ▶ Transfer pricing
- ▶ Zone pricing

Question No: 14 (Marks: 1) - Please choose one

ABC Company, the sportswear designer and manufacturer, decided to open its own specialty shops to sell its merchandise, the firm was engaging in which of the following channels?

- ▶ **Vertical channel integration**
- ▶ A conventional marketing channel
- ▶ Horizontal channel integration
- ▶ Channel expansion

Question No: 15 (Marks: 1) - Please choose one

To reduce inventory management costs, many companies use a system where they carry only small inventories of parts or merchandise, often only enough for a few days of operation refers to which of the following concepts?

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▶ **Just-in-time logistics**

- ▶ Limited inventory logistics
- ▶ Supply chain management
- ▶ Economic order quantity

Question No: 16 (Marks: 1) - Please choose one

Which one of the following statements refers to manual order processing?

- ▶ integrates the order processing and production planning
- ▶ **is flexible in special situations**
- ▶ is practical for a large volume of orders
- ▶ is the most widely used form of order processing

Question No: 17 (Marks: 1) - Please choose one

Which of the following statements is considered to be a **DISADVANTAGE** of using industrial distributors?

- ▶ Industrial distributors possess considerable technical and market information.
- ▶ The traditional marketing exchange relationship is heavily focused.
- ▶ **They are less likely to handle bulky items or items that are slow sellers.**
- ▶ Industrial distributors sell specific brands aggressively.

Question No: 18 (Marks: 1) - Please choose one

“Sharing of meaning” reflects which one of the following concepts?

- ▶ Noise
- ▶ Interference
- ▶ **Communication**
- ▶ Information

Question No: 19 (Marks: 1) - Please choose one

Which one of the following advertising decisions can be classified by primary purpose, whether the aim is to inform, persuade or remind?

- ▶ **Advertising objectives**
- ▶ Advertising budgets
- ▶ Advertising strategies
- ▶ Advertising campaigns

Question No: 20 (Marks: 1) - Please choose one

Giving a free sample of a new product by attaching it to the pack of an existing product refers to which one of the following promotion?

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▶ **On-pack promotion**

- ▶ New-product promotion
- ▶ Extra-fill promotion
- ▶ Co-operative discounting

Question No: 21 (Marks: 1) - Please choose one

To reduce time demands on their outside sales forces, many companies have increased the size of their inside sales forces, which include technical support people and sales assistants. Which one of the following can also be another part of the sales force?

- ▶ Order takers
- ▶ Order getters

▶ **Telemarketers**

- ▶ Secretaries

Question No: 22 (Marks: 1) - Please choose one

Which one of the following are low-growth, low-share businesses and products (they may generate enough cash to maintain them, but do not have much future)?

▶ **Dogs**

- ▶ Cash Cows
- ▶ Stars
- ▶ Question Marks

Question No: 23 (Marks: 1) - Please choose one

Which of the following option is **NOT** related with traditional buyer's rights?

- ▶ Right not to buy a product that is offered for sale
- ▶ Right to expect the product to be safe
- ▶ Right to expect the product to perform as claimed
- ▶ **Right to ask money back even not offered by the seller**

Question No: 24 (Marks: 1) - Please choose one

Through sales management supervision, what does the company do for sales force to do a better job?

- ▶ Coaches
- ▶ **Motivates**
- ▶ Influences
- ▶ Forces

Question No: 25 (Marks: 1) - Please choose one

Areas of concern in marketing ethics include:

- ▶ Distributor relations
- ▶ Advertising standards
- ▶ Customer service
- ▶ **All of the given options**

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Question No: 26 (Marks: 1) - Please choose one

To attract customers into stores, ABC Company advertises its milk at less than cost, hoping that customers will purchase other groceries as well. It reflects which one of the following pricing strategy?

- ▶ Special-event pricing
- ▶ Experience-curve pricing
- ▶ Superficial discounting
- ▶ **Price-leader pricing**

Question No: 27 (Marks: 1) - Please choose one

Which one of the following strategy heartens the various intermediaries along the channel to stock and sell the product?

- ▶ Pricing strategy
- ▶ **Push strategy**
- ▶ Pull strategy
- ▶ Intermediary strategy

Question No: 28 (Marks: 1) - Please choose one

All of the following are disadvantages of magazine advertising EXCEPT:

- ▶ May be inappropriate mix with magazine content
- ▶ Lesser reach compared with television
- ▶ Static images only
- ▶ **Allows for better targeting of audience**

Question No: 29 (Marks: 1) - Please choose one

“Outfitters” has been selling quality belts at Rs.400 to Rs.500 which is roughly one tenth of their usual selling price. This is an example of:

- ▶ Dumping
- ▶ **Loss leader**
- ▶ Demand based pricing
- ▶ Cost based pricing

Question No: 30 (Marks: 1) - Please choose one

In an integrated marketing communications program, which of the following is NOT one of the ways in which a customer may have contact with the organization?

- ▶ Direct mail
- ▶ Personal selling
- ▶ Internet messages
- ▶ **Media advertising**

Question No: 31 (Marks: 1) - Please choose one

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Which of the following is the basic purpose of personal selling?

- ▶ Indirect written communication between buyers and sellers
- ▶ It is an inexpensive mode to convey message to buyers
- ▶ Not usually combined with other aspects of promotion in the total marketing mix
- ▶ **Gets immediate feedback from consumers**

Question No: 32 (Marks: 1) - Please choose one

All of the following positive effects can be achieved by adopting a proper market education strategy in advertising, **EXCEPT**:

- ▶ It helps to minimize sales resistance
- ▶ It helps to reduce the cost of advertising
- ▶ It makes advertising more effective
- ▶ **It restricts sales force to achieve adequate distribution**

Question No: 33 (Marks: 1) - Please choose one

Where sellers & buyers have to be together is known as:

- ▶ **Personal selling**
- ▶ Non Personal
- ▶ Personification
- ▶ Personalization

Question No: 34 (Marks: 1) - Please choose one

An activity and/or material that offer added value or incentive to resellers, salespersons or consumers is also known as:

- ▶ Advertising
- ▶ Personal selling
- ▶ Publicity
- ▶ **Sales promotion**

Question No: 35 (Marks: 1) - Please choose one

Which of the following is one of the challenges faced by market leader?

- ▶ Indirect attack
- ▶ **Expanding market share**
- ▶ Dividing the total market
- ▶ Increasing sales force

Question No: 36 (Marks: 1) - Please choose one

With reference to E-Marketing, which one of the following can be used to add customer value?

- ▶ **Technology**
- ▶ Virtual business
- ▶ Market positioning

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- ▶ Brand awareness

Question No: 37 (Marks: 1) - Please choose one

With reference to E-Marketing, which one of the following can be used to increase company profitability?

- ▶ **Technology**
- ▶ Virtual business
- ▶ Market positioning
- ▶ Brand awareness

Question No: 38 (Marks: 1) - Please choose one

Which of the following principles of enlightened marketing holds that a company should put most of its resources into value-building marketing investments?

- ▶ **Value marketing**
- ▶ Innovative marketing
- ▶ Consumer-oriented marketing
- ▶ Societal marketing

Question No: 39 (Marks: 1) - Please choose one

Amazon.com, a famous book-selling website, sells directly to the customers. The distribution channel used by Amazon is:

- ▶ **Direct Marketing Channel**
- ▶ Indirect Marketing Channel
- ▶ Both Direct and indirect Marketing Channel
- ▶ None of the above

Question No: 40 (Marks: 1) - Please choose one

Mr. X prefers Toyota over Honda, because he considers Toyota to be cheaper, faster, more economical and reliable. The evaluation performed by Mr. X is known as:

- ▶ **Customer Perceived Value**
- ▶ Customer Preference
- ▶ Customer's Choice
- ▶ Customer Satisfaction

Question No: 41 (Marks: 1) - Please choose one

Market intelligence can be gathered from which of the following sources?

- ▶ Distributors
- ▶ **All of the given options**
- ▶ Executives
- ▶ Suppliers

Question No: 42 (Marks: 1) - Please choose one

Which of the following statements regarding research is TRUE?

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▶ **Customers will generally gladly provide information to researchers if it would add value to the products**

- ▶ Customers will generally give information when they are given compensation for their time
- ▶ Customers do not care about the value delivered by their participation in research studies
- ▶ All of the given options

Question No: 43 (Marks: 1) - Please choose one

Self-confidence, dominance, sociability, autonomy, defensiveness, adaptability and aggressiveness are grouped into:

▶ **Personality and self concept**

- ▶ Physiological factors
- ▶ Life style
- ▶ Occupation

Question No: 44 (Marks: 1) - Please choose one

MR.Y goes to the convenience store every Saturday to buy groceries, such as salts, vegetables, fruits and rice. This behavior of Mr. Y is an example of:

- ▶ Complex Buying Behavior
- ▶ Variety Seeking Buying Behavior
- ▶ Dissonance Reducing Buying Behavior
- ▶ **Habitual Buying Behavior**

Question No: 45 (Marks: 1) - Please choose one

Business demand ultimately comes from the demand for consumer goods. This is known as _____ demand.

▶ **Derived**

- ▶ Inelastic
- ▶ Elastic
- ▶ Fluctuating

Question No: 46 (Marks: 1) - Please choose one

ABC Company is the leading manufacturer of steel, cement and other uniform building materials. Which marketing strategy would you suggest that ABC Company should adopt?

- ▶ Concentrated Marketing
- ▶ Differentiated Marketing
- ▶ **Undifferentiated Marketing**
- ▶ None of the given option

Question No: 47 (Marks: 1) - Please choose one

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A good package may:

- ▶ Protect the product
- ▶ Help to sell the product
- ▶ Raise total distribution cost
- ▶ **All of the given options**

Question No: 48 (Marks: 1) - Please choose one

The alternatives to increasing the price could be:

- ▶ Increasing product size
- ▶ Changing the product packaging
- ▶ None of the above
- ▶ **Reducing product size**

FINAL TERM EXAMINATION
Spring 2010
MGT301- Principles of Marketing (Session - 2)

Ref No:
Time: 90 min
Marks: 69

Paper#22

Question No: 1 (Marks: 1) - Please choose

Which one of the following option is related with this statement “Frontal or encirclement attack on the leader in all markets with increasing country market coverage and high global share but less than the leader.”

- ▶ Global leader strategy
- ▶ **Global challenger strategy**
- ▶ Global follower strategy
- ▶ Global niche strategy

Question No: 2 (Marks: 1) - Please choose one

Which one the following option is related with this statement “Infiltration - slow penetration of selected narrow markets with focus on selected country markets and low share of the overall market.”

- ▶ Global leader strategy
- ▶ Global challenger strategy
- ▶ Global follower strategy
- ▶ **Global niche strategy**

Question No: 3 (Marks: 1) - Please choose

Which form of data can usually be obtained more quickly and at a lower cost?

- ▶ Primary
- ▶ Census

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▶ **Secondary**

- ▶ Tertiary

Question No: 4 (Marks: 1) - Please choose one

In the previous three years, four studies have been conducted on the characteristics of ABC Company's clients. As the firm seeks to put together a report showing trends in this area, it has a hard time locating the information contained in these study reports. What does this firm seem to need?

- ▶ A marketing research manager
- ▶ **A marketing databank**
- ▶ Survey research
- ▶ Primary data

Question No: 5 (Marks: 1) - Please choose one

ABC Research Group must guard against problems during the implementation phase of marketing research for its clients. Typically, management will not encounter which of these problems?

- ▶ Respondents who refuse to cooperate or give biased answers
- ▶ Interviewers who make mistakes or take shortcuts
- ▶ **Interpreting and reporting the findings**
- ▶ Primary data that conflict with secondary data

Question No: 6 (Marks: 1) - Please choose one

The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

- ▶ Motive
- ▶ **Belief**
- ▶ Behavior
- ▶ Attitude

Question No: 7 (Marks: 1) - Please choose one

Which one of the following groups of people get the product exposure but is not often perceived by the majority of potential buyers as typical consumers?

- ▶ Early Majority
- ▶ Late Majority
- ▶ Early Adopter
- ▶ **Innovators**

Question No: 8 (Marks: 1) - Please choose one

If Pepsi sets the price of its six packs to match exactly the price of Coca-Cola's, Pepsi is using which of the following pricing method?

- ▶ Demand-oriented

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- ▶ Cost-oriented
- ▶ Experience curve
- ▶ **Competition-oriented**

Question No: 9 (Marks: 1) - Please choose one

Which one of the following statements reflects competition-oriented pricing?

▶ **Used when costs and revenues are considered secondary to competitors' prices**

- ▶ Not useful as a method of increasing or maintaining market share
- ▶ Of little use if the competing products are homogenous
- ▶ Most often used when competing products are heterogeneous

Question No: 10 (Marks: 1) - Please choose one

If producer offered a 25 percent discount to retailers that ordered ski boots in February for delivery in May, the retailer would have the option of taking advantage of which type of discount?

- ▶ Trade
- ▶ Cash
- ▶ Quantity
- ▶ **Seasonal**

Question No: 11 (Marks: 1) - Please choose one

Payments or price reductions to reward dealers for participating in advertising and sales support programs reflects which one of the following price-adjustment strategy?

- ▶ Seasonal discount
- ▶ **Allowance**
- ▶ Trade discount
- ▶ Cash discount

Question No: 12 (Marks: 1) - Please choose one

Which one of the following is the function of a direct channel of distribution?

- ▶ **The flow of products from producers to customers**
- ▶ Links producers to other marketing intermediaries
- ▶ Takes title to products and resells them
- ▶ Manages transportation and warehousing functions

Question No: 13 (Marks: 1) - Please choose one

In the Gillette advertisement that claims "Gillette, the best a man can get," What Gillette is showing in this statement?

- ▶ Receiver
- ▶ Transmitter

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▶ Decoder

▶ **Source**

Question No: 14 (Marks: 1) - Please choose one

Coupon is an example of which one of the following promotional tools?

▶ Personal selling

▶ **Sales promotion**

▶ Advertising

▶ Public relations

Question No: 15 (Marks: 1) - Please choose one

Fraudulent usage, inability to attract potentially brand-loyal customers and use by current customers but not new customers are believed to be disadvantages of which of the following?

▶ Money refunds

▶ **Frequent-user incentives**

▶ Coupons

▶ Premiums

Question No: 16 (Marks: 1) - Please choose one

The advertiser has to choose the pattern of the ads. Which of the following options refer to the “scheduling ads evenly within a given period” and “scheduling ads unevenly over a given time period” respectively?

▶ Continuity; Hard hitting

▶ **Continuity; Pulsing**

▶ Pulsing; Hard hitting

▶ Sequencing; Routing

Question No: 17 (Marks: 1) - Please choose one

Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?

▶ **Personal selling and direct marketing**

▶ Public relation and publicity

▶ E-commerce and e-business

▶ Advertising and sales promotion

Question No: 18 (Marks: 1) - Please choose one

In which one of the following plans management takes decisions about potential customers, sales activities and future prospects during the next 12 months?

▶ Profit-sharing plan

▶ Trade promotion plan

▶ **Annual call plan**

▶ Sales quota plan

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Question No: 19 (Marks: 1) - Please choose one

With the use of E-Commerce, world is becoming which one of the following?

▶ **Global village**

- ▶ Global city
- ▶ Global country
- ▶ Global state

Question No: 20 (Marks: 1) - Please choose one

Which of the following option is **NOT** related with “Key Principles for Public policy towards Marketing”?

- ▶ Consumer and producer freedom
- ▶ Curbing potential harm
- ▶ **Economic recession**
- ▶ Consumer education

Question No: 21 (Marks: 1) - Please choose one

Through sales management supervision, what does the company do for sales force to do a better job?

- ▶ Coaches
- ▶ **Motivates**
- ▶ Influences
- ▶ Forces

Question No: 22 (Marks: 1) - Please choose one

Competitor's price increase is more likely to be followed due to:

- ▶ Increased advertising
- ▶ Price wars
- ▶ Falling sales
- ▶ **General rising costs**

Question No: 23 (Marks: 1) - Please choose one

Nestle Foods, ran an ad promoting its new Nestle fruit juice in Ladies' Home Journal magazine. The ad contained a coupon for \$1.00 off the purchase price of two half-gallon containers of the drink. The advertising agency that created the Nestlé's ad for the magazine:

- ▶ Was engaged in feedback barrier removal
- ▶ **Was engaged in encoding the ad**
- ▶ Was responsible for decoding the ad
- ▶ Acted as the communication channel

Question No: 24 (Marks: 1) - Please choose one

Which cost varies directly with the level of production?

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- ▶ Overhead cost
- ▶ **Variable cost**
- ▶ Fixed cost
- ▶ Opportunity cost

Question No: 25 (Marks: 1) - Please choose one

Which of the following is TRUE if you change the price in B.E analysis?

- ▶ It will not change the B.E point
- ▶ It will not change the sales
- ▶ **It will shift the B.E point**
- ▶ It will change the total fixed cost

Question No: 26 (Marks: 1) - Please choose one

Which of the following direct marketing medium leads in terms of expenditures, sales and employment?

- ▶ Direct mail and catalogs
- ▶ **Telephone**
- ▶ Television
- ▶ Advertising

Question No: 27 (Marks: 1) - Please choose one

Where sellers & buyers have to be together is known as:

- ▶ **Personal selling**
- ▶ Non Personal
- ▶ Personification
- ▶ Personalization

Question No: 28 (Marks: 1) - Please choose one

Communication through a news story regarding an organization and/or its products that is transmitted through a mass medium at no charge is known as:

- ▶ Advertising
- ▶ Sales promotion
- ▶ Personal selling
- ▶ **Publicity**

Question No: 29 (Marks: 1) - Please choose one

HSY gives only a limited number of dealers the right to distribute its products in their territories. Which of the following distribution it is using?

- ▶ **Exclusive distribution**
- ▶ Intensive distribution
- ▶ Selective distribution
- ▶ None of the given options

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Question No: 30 (Marks: 1) - Please choose one

Alertness is the advantage of which of the following?

- ▶ **Competitor-centered company**
- ▶ Customer-centered company
- ▶ Market-centered companies
- ▶ None of the given options

Question No: 31 (Marks: 1) - Please choose one

“Altering the product to meet local conditions or the wants of the foreign market” is related to which of the following?

- ▶ Product invention
- ▶ **Product adaptation**
- ▶ Communication adaptation
- ▶ Straight product expansion

Question No: 32 (Marks: 1) - Please choose one

Offering Pepsi at a lower price during the month of Ramadan is related to which of the following?

- ▶ Odd-Even Pricing
- ▶ **Special-Event Pricing**
- ▶ Segmented Pricing
- ▶ Skimming Pricing

Question No: 33 (Marks: 1) - Please choose one

Which of the following is a strategy of causing products to become out of date before they actually need replacement and is a criticism leveled by consumers?

- ▶ **Planned obsolescence**
- ▶ Deceptive pricing
- ▶ Excessive markup
- ▶ High pressure selling

Question No: 34 (Marks: 1) - Please choose one

Which of the following is the advantage of personal selling?

- ▶ Expensive per contact
- ▶ Labor intensive
- ▶ Many sales calls may be needed to generate a single sale
- ▶ **It can be focused on prospective customers**

Question No: 35 (Marks: 1) - Please choose one

A manufacturer of ceiling fans has no contact, coordination and agreement with the retailers and wholesalers that are selling its products. This phenomenon is called:

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- ▶ Horizontal Marketing System
- ▶ Conventional Distribution Channel
- ▶ Vertical Marketing System
- ▶ **Contractual VMS**

Question No: 36 (Marks: 1) - Please choose one

What are the skills that a marketer should possess to successfully achieve the goals of an organization?

- ▶ Neither creativity nor critical thinking skills
- ▶ **Both creativity and critical thinking skills**
- ▶ Critical thinking skills but not creativity
- ▶ Creativity but not critical thinking

Question No: 37 (Marks: 1) - Please choose one

Which of the following is NOT a step in the strategic planning process?

- ▶ Defining the company mission
- ▶ Planning marketing and other functional strategies
- ▶ Setting company objectives and goals
- ▶ **Setting pricing policies**

Question No: 38 (Marks: 1) - Please choose one

Which of the following is the systematic design, collection, analysis and reporting of data relevant to a specific marketing situation facing the firm.

- ▶ Marketing Intelligence
- ▶ **Marketing Research**
- ▶ Marketing Survey
- ▶ Experimental Research

Question No: 39 (Marks: 1) - Please choose one

All of the following are examples of online marketing research EXCEPT:

- ▶ **Personal interviewing**
- ▶ Internet surveys
- ▶ Online focus groups
- ▶ Online panels

Question No: 40 (Marks: 1) - Please choose one

Ali is well-versed in computer technology and reads all the latest information on electronics. He also has a very charming and charismatic personality, so when he recommends certain equipment, other people tend to follow his advice. Ali is a(n) _____.

- ▶ **Opinion leader**
- ▶ Important
- ▶ Charismatic
- ▶ All of the given options

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Question No: 41 (Marks: 1) - Please choose one

The consumer buyer decision process begins with:

▶ **Need recognition**

- ▶ Information search
- ▶ Evaluation of alternative
- ▶ Purchase decision

Question No: 42 (Marks: 1) - Please choose one

KPV firm has limited resources. Which marketing strategy would you suggest that KPV should adopt?

▶ **Concentrated Marketing**

- ▶ Differentiated Marketing
- ▶ Undifferentiated Marketing
- ▶ None of the given option

Question No: 43 (Marks: 1) - Please choose one

At the _____ stage in the product life cycle, educating the market remains a goal, but now the company also needs to meet the competition.

▶ **Growth**

- ▶ Maturity
- ▶ Decline
- ▶ All of the given options

Question No: 44 (Marks: 1) - Please choose one

In the decline stage of the life cycle, there are many options available to companies with respect to the future of their products. If a company decides to reduce various product costs and hope that sales hold up, they have decided to _____ the product.

- ▶ Reinvent
- ▶ Modify
- ▶ **Harvest**
- ▶ Drop

Question No: 45 (Marks: 1) - Please choose one

The improved form of conventional distribution channel is:

- ▶ Vertical Marketing System (VMS)
- ▶ Horizontal Marketing System (HMS)
- ▶ **Vertical Management System (VMS)**
- ▶ Horizontal Management System (HMS)

Question No: 46 (Marks: 1) - Please choose one

Which of the following element is important in choosing advertising media?

- ▶ Timing

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- ▶ Cost
- ▶ Target Group
- ▶ **All of the given options**

Question No: 47 (Marks: 1) - Please choose one

Digital world comprises Value and _____.

- ▶ Customer
- ▶ Buyer
- ▶ None of the given option
- ▶ **Speed**

Question No: 48 (Marks: 1) - Please choose one

Producer and _____ are the basic elements of marketing.

- ▶ **Consumer**
- ▶ Retailer
- ▶ Manufacturer
- ▶ Shop keeper

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