

**VPM's**  
**Programme: PGP (2017-18)**  
**Batch: Seventh**  
**First Semester Examination January 2018**

<b>Subject Name</b>	<b>Marketing Management</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>60</b>	<b>Duration</b>	<b>2 Hours</b>
<b>Total No. of pages</b>	<b>4</b>	<b>Date</b>	<b>7.01.2018</b>

**1. Out of following which is not one of the types of segmentation.**

- A. Demographic segmentation
- B. Behavioral segmentation
- C. Industrial segmentation
- D. Geographic segmentation

**2. Out of following which is not one of the marketing pillars.**

- A. Segmentation
- B. Pricing
- C. Positioning
- D. Differentiation

**3. In product distribution management, B2C term means**

- A. Buy to Cost
- B. Buy to Clear
- C. Business to Consumer
- D. None of the above

**4. To be able to make it register able, the brand must have the following characteristic in it**

- A. It should be suggestive
- B. It should be appropriate
- C. It should be easy to remember
- D. It should be unique and distinctive

**5. 'Videocon' as a brand name can be easily adapted to which of the following**

- A. To a new range of clothing
- B. To a newly entered car
- C. To a men's hair salon
- D. To a newly featured Home theater system

**6. Which out of the following is considered as a 'Product' variant?**

- A. Discount
- B. Channels
- C. Promotion
- D. Design

**7. In product distribution management, GT term means**

- A. Gained Taxes
- B. General Trade
- C. Game Task

D. None of the above

**8. In case of BMW what will be the core product?**

- A. Best engineering
- B. Fast travel
- C. Status symbol
- D. Value for money

**9. \_\_\_\_\_ of all new product ideas come from internal sources according to one study**

- A. 35%
- B. 55%
- C. 50%
- D. None of the above

**10. Fast Track watches are targeting which of the following segments.**

- A. 18-30
- B. 35-45
- C. 45-65
- D. 65-70

**11. In marketing term IMC means.**

- A. I am cartoon
- B. Integrated Marketing Communication
- C. Intelligent Marketing Chart
- D. Indian Merchant Corporation

**12. Which of the following can be considered as Environmental factor in PESTLE analysis**

- A. Population growth
- B. Endangered species
- C. Political stability
- D. Tax policy

**13. \_\_\_\_\_ Information on a product or brand received from and obtained by friends or family.**

- A. Political
- B. External
- C. Internal
- D. Unwanted

**14. Which of the following can be considered as the political factor in PESTLE analysis**

- A. Population growth
- B. Economic growth

- C. Technological incentives
- D. Employment laws

**15. Which of the following is Self esteem need**

- A. Winning a competition
- B. Realizing true potential
- C. Understanding who am I
- D. Friendship

**16. Which of the following is Safety need**

- A. Health
- B. Food
- C. Family
- D. Money

**17. How does the market size is measured in**

- A. Only in Sq. ft.
- B. Value or Volume or both
- C. Only in Value
- D. Only in Volume

**18. Which out of the following is considered as a 'Promotion' variant?**

- A. Advertising
- B. Sizes
- C. Services
- D. Prices

**19. Which out of the following is considered as a 'Price' variant?**

- A. Quality
- B. Credit period
- C. Sales team
- D. location

**20. Market penetration means.**

- A. New products in New market
- B. New products in Existing market
- C. Existing products in Existing market
- D. Existing products in New market

**21. Which of the following tools is used to assess the Business Environment**

- A. GE model
- B. BCG matrix
- C. 4 Ps Model
- D. PESTLE

**22. In product distribution management, B2B term means**

- A. Buy to Basics
- B. Busy to Busy
- C. Business to Business
- D. None of the above

**23. Which is the competition product for Dettol's Antiseptic Liquid.**

- A. Soframycin

- B. Savlon
- C. Cronin
- D. Vico Turmeric

**24. Which of the following can be considered as the social factor in PESTLE analysis**

- A. Political stability
- B. Population growth
- C. Economic growth
- D. Technological incentives

**25. As per the buying decision process, once the information collected, the consumer**

- A. Buys the product
- B. Go to sleep
- C. Evaluates the product
- D. Opens his own shop

**26. Which out of the following activities done by the company to differentiate the Hero Honda Pleasure Scooty.**

- A. Gifted diamond along with the scooty
- B. Exclusive 'For Her' Showrooms across the country
- C. Free movie tickets on the purchase
- D. Free seat cover.

**27. Market segmentation means**

- A. Doing advertisement in the market
- B. Identification of the portions of the market
- C. Sending material from one place to another
- D. Checking what competition is doing

**28. What makes a brand unique?**

- A. An over- used name
- B. A distinctive symbol
- C. An over- worked image
- D. Repetitive words Best engineering

**29. Process of New Product Development starts with**

- A. Idea generation
- B. Designing
- C. Selling the product
- D. Buying the product

**30. As per buying decision process after consumer has evaluated the different solutions and products.**

- A. He goes to sleep
- B. He checks with his neighbor
- C. He selects and buys it
- D. He checks company website

**31. Which of the following can be considered as Legal factor in PESTLE analysis**

- A. Population growth
- B. Copyrights
- C. Political stability
- D. Air and water pollution

**32. Out of following which is considered in demographic segmentation.**

- A. Packaging
- B. Pricing
- C. Family size
- D. Transportation

**33. \_\_\_\_\_ Need comes from a desire for social recognition.**

- A. Political
- B. Social
- C. Celebrity
- D. Active

**34. Which of the following can be considered as the economic factor in PESTLE analysis**

- A. Population growth
- B. Exchange rate
- C. Technological incentives
- D. Employment laws

**35. The prevailing attitude and approach of the Marketing orientated era is –**

- A. “Consumers favor products that are available and highly affordable”.
- B. “Consumers favor products that offer the most quality, performance and innovative features”.
- C. “Consumers will buy products only if the company promotes/sells these products.”
- D. “Consumers look for better satisfaction of their need among the options available to them”.

**36. \_\_\_\_\_ is only the visible part of the buying decision process created by the consumer.**

- A. Search of information
- B. Need recognition
- C. Purchase
- D. Product evaluation

**37. The Consumer Buying Decision Process starts with**

- A. Search of information
- B. Need recognition
- C. Purchase
- D. Product evaluation

**38. Out of following products which product falls under need category**

- A. Car

- B. Electronic Car
- C. Water
- D. School bag

**39. Which of the following products is not manufactured by Dettol.**

- A. Hand sanitizer
- B. Shaving cream
- C. Body wash
- D. Dish Washing Bar

**40. New products in New market means.**

- A. Market Development
- B. Diversification
- C. Market Penetration
- D. Product development

**41. Which of the following brands can be example of diversification?**

- A. Vico
- B. Kent
- C. Dettol
- D. Tata

**42. Which of the following can be termed as an augmented product**

- A. Product delivery
- B. Travel
- C. Ice cream
- D. Bank account

**43. Which of the following can be considered as Technological factor in PESTLE analysis**

- A. Population growth
- B. Employment laws
- C. Political stability
- D. Automation

**44. Which of the following can be considered as Environmental factor in PESTLE analysis**

- A. Population growth
- B. Conservation of Mangroves
- C. Political stability
- D. Tax policy

**45. To make the brand name easy to remember**

- A. It should be suggestive
- B. It should be registerable
- C. It should be adaptable to new products
- D. It should be easy to read, pronounce and spell

**46. Out of following which is not one of the marketing pillars.**

- A. Segmentation
- B. Quality
- C. Positioning
- D. Differentiation

**47. New products in Existing market means.**

- A. Product development
- B. Diversification
- C. Market Penetration
- D. Market Development

**48. What is the tag line of the 'Hero Honda Pleasure' Scooty.**

- A. Why should girls have all the fun?
- B. Why fun when pleasure?
- C. Why should boys have all the fun?
- D. Why should boys not have all the fun?

**49. Marketing mix is also known as**

- A. Mixture
- B. Asnoff matrix
- C. BCG
- D. 4Ps

**50. Which out of the following is considered as a 'Product' variant?**

- A. Quality
- B. Credit period
- C. Sales team
- D. location

**51. Which of the following can be termed as an actual product**

- A. Product delivery
- B. Travel
- C. Ice cream
- D. Warranty

**52. Dettol's products have targeted mainly.**

- A. the women
- B. the children
- C. both the women and children
- D. the doctors

**53. Which out of the following is considered as a 'Place' variant?**

- A. Features
- B. Transport
- C. Allowances

D. Public relations

**54. As per the buying decision process consumer evaluates two aspect of the information**

- A. Now and then
- B. Black and white
- C. Right and wrong
- D. Objective and subjective

**55. The goal of a market analysis is to**

- A. To pass the time when you have it
- B. To determine the attractiveness of a market
- C. To purchase new products
- D. To decide price of existing product

**56. Which are those five factors that influence the market profitability?**

- A. Price, product, promotion, place, people
- B. Loans, buildings, tenants, agents, shops
- A. Buyers, Suppliers, Barriers, Substitutes, Rivalries among firms
- B. Trees, rains, crops, tractors, rivers

**57. Which of the following is Physiological need**

- A. Finance
- B. Air
- C. Love
- D. Winning

**58. Once the product concept is developed, it is to be tested with**

- A. The consumers
- B. The employees
- C. The sales team
- D. None of the above

**59. In Marketing Promotions what does POP mean**

- A. Point of Price
- B. Precious point
- C. Peace of price
- D. Point of Purchase

**60. Which of the following can be termed as core product**

- A. Product delivery
- B. Convenience of travel
- C. Ice cream
- D. Warranty