

## Marketing Awareness - III

1. **An imbalance between consumer's actual and desired state in which recognition that a gap or problem needs resolving is called?**
  - a) Motive development
  - b) An attitude
  - c) A self-concept
  - d) Product evaluation
  - e) None of these
2. **Increase in Market Share of the bank means the \_\_\_\_ base of the bank gets enlarged.**
  - a) productivity
  - b) profitability
  - c) popularity
  - d) customer
  - e) None of these
3. **Which of the following is an example of Cross - Selling?**
  - a) Selling insurances to saving A/c holder
  - b) Bancassurance
  - c) Only a
  - d) Both a & b
  - e) None of these
4. **During the maturity stage of a product, the profit margins will be \_\_\_\_.**
  - a) low
  - b) high
  - c) reducing margins
  - d) nil
  - e) None of these
5. **Every product has four stages in its life cycle i.e. Introduction, Growth, Maturity and Decline. Which of the following banking products in India is at the introductory stage?**
  - a) Tele Banking
  - b) Home Banking
  - c) Debit Cards
  - d) All of these
  - e) None of these
6. **Product lines have product lengths depending upon the number of items. Which of the following can be said not to belong to 'Retail Product Line' in Banking?**
  - a) Cash management services
  - b) Savings Bank
  - c) Recurring deposits
  - d) Fixed deposits
  - e) None of these
7. **Which of the following banking product is in 'Decline Stage' of the product life cycle?**
  - a) Outside cheque collection
  - b) Demand Draft
  - c) Fixed deposit
  - d) Both a & b
  - e) None of these
8. **The formal marketing research project can be viewed as a series of steps called as:**
  - a) Research Problem
  - b) Research Project
  - c) Research Process
  - d) Research Report
  - e) None of these
9. **Which stage of 'Hierarchy of effects' is 'Point of Purchase Display' more useful for?**
  - a) Awareness
  - b) Conviction
  - c) Knowledge
  - d) Linking
  - e) None of these
10. **Setting price for a whole line of products is known as \_\_\_\_\_**
  - a) Wholesale Pricing
  - b) Retail Pricing
  - c) Full - Line Pricing
  - d) Secondary Pricing
  - e) None of these

11. 'Setting at very low prices to attract the customers and once the customer is in the store trying to sell more expensive models or brands' is called:
- Cheating
  - Disguised pricing
  - Misleading
  - Bait pricing
  - None of these
12. A distributed data processing configuration in which all activities must pass through a centrally located computer is called:
- Star Network
  - Spider Network
  - Ring Network
  - Sun Network
  - None of these
13. Some customers feel that costly products are good quality products. Some Showrooms & Shopping Malls display Economy & Premium segments in different sections - it makes the customers believe that they are getting good quality superior products. This kind of Strategy is called:
- Superior pricing
  - Skimming pricing
  - Psychological pricing
  - Quality pricing
  - None of these
14. Which of the following is a hierarchy of effects or sequential model used to explain how advertising works?
- ADD
  - AIDA
  - PESTLE
  - SWOT
  - None of these
15. Which of the following is the interpersonal communication about products or services where a receiver regards the communicator is impartial and not attempting to sell products or services?
- Word Of Mouth (WOM)
  - Personal Selling (PS)
  - Direct Marketing (DM)
  - Customer Service (CS)
  - None of these
16. The place where all the people who participate in or influence a purchase is known as:
- Market
  - Buying Centre
  - Selling Centre
  - Mall
  - None of these
17. Which of the following is not one of the categories of research design?
- Exploratory research
  - Descriptive research
  - Causal research
  - Desk research
  - None of these
18. A market with broadly similar needs and a seller offering various & often diverse ways of satisfying those needs is known as:
- Open Market
  - Specific Market
  - Dedicated Market
  - General Market
  - None of these
19. The products a consumer need, but is not willing to spend much time or efforts for shopping, are known as?
- Convenience Products
  - Industrial Products
  - Hobbing Products
  - Luxury Products
  - None of these
20. A brand name that is used for several products is known as \_\_\_\_\_.
- Common Brand
  - General Brand
  - Family Brand
  - Generic Brand
  - None of these

21. Offering new or improved products for present markets is known as \_\_\_\_\_.
- Product Research
  - Product Specialty
  - Product Liking
  - Product Development
  - None of these
22. Separating products into grades & qualities desired by different target markets is known as \_\_\_\_\_.
- Product Differentiation
  - Sorting
  - Assortment
  - Product Selection
  - None of these
23. Trying to sell the top of the demand curve at a high price before aiming at more price sensitive customers is known as \_\_\_\_\_.
- Sieving Pricing Policy
  - Skimming Pricing Policy
  - Full line pricing Policy
  - Premium Pricing Policy
  - None of these
24. Stores for which the customers have developed a strong attraction are known as \_\_\_\_\_.
- Attractive Stores
  - General Purpose Stores
  - All Purpose Stores
  - Specialty Stores
  - None of these
25. Moving into totally different lines of business, which may include entirely unfamiliar products, markets or even levels in the product marketing systems is known as:
- Spreading the Wings
  - Generalization
  - Diversification
  - Globalization
  - None of these
26. Which sampling techniques are often selected in qualitative research?
- Probability sampling
  - Random sampling
  - Stratified sampling
  - Non-probability sampling
  - None of these
27. Since the sale of landline phones gets affected by the growth of mobile phones, mobile phone can be termed as \_\_\_\_\_ products to land phones.
- rival
  - competitive
  - substitute
  - complementary
  - None of these
28. Though 'Pizza huts' are located in posh, air conditioned premises, they continue to call themselves as 'Pizza huts'. This is to take care advantage of \_\_\_\_\_.
- Brand Value
  - Brand Extension
  - Brand Recognition
  - Psychological sentiment of wanting to eat in 'huts'
  - None of these
29. The internationally reputed magazine 'economist' is priced higher in India, to cover the transportation cost, than in UK, where it is published. This type of pricing is called:
- Transportation Cost Pricing
  - Full Absorption Cost Pricing
  - Geographical Pricing
  - International Pricing
  - None of these
30. When color TVs were introduced in India for the first time, the manufacturers priced them very high. After the initial enthusiasm gradually decreased, the prices were reduced. This type of pricing strategy is called?

- a) Market Skimming
- b) Price Skimming
- c) Initial Skimming
- d) Introductory Skimming
- e) None of these

**31. Sometimes companies reduce the prices for a temporary period (in spite of loss) to create a sense of urgency in the buyer's mind. Wide publicity is also given to such reduction. This type of pricing strategy is called \_\_\_\_\_.**

- a) Introductory Pricing
- b) Promotional Pricing
- c) Off - Season Pricing
- d) Psychological Pricing
- e) None of these

**32. A Direct Marketing Channel is sometimes referred to what type of Channel?**

- a) Zero                      b) One                      c) Two
- d) Three                    e) None of these

**33. Which of the following statement is incorrect?**

- a) Tangible product in the form of food is an integral part of service product in air travel
- b) Core product is that what the buyer is really interested to buy. e.g.: Soap as a detergent and not something made of alkali or oil.
- c) Augmented product is that which is a bundle of total benefits that a person enjoys on getting the product
- d) Only a and b
- e) None of these

**34. The distinction between FII and FDI is:**

- a) While FIIs invest in industries, FDIs invest in capital markets
- b) While FIIs invest in capital markets, FDIs invest in industries
- c) Both can invest in capital markets

- d) All of the above
- e) None of these

**35. Bank marketing refers to:**

- a) Identifying the most profitable markets now and in the future
- b) Assessing the present and future needs of the customers
- c) Setting business development goals and making plans to meet them
- d) All of these
- e) None of these

**36. Which of the following is not a service offered for Internet Banking Customers?**

- a) View of balance and last few transactions
- b) Generate statement of account
- c) Utility bills payment facility like payment of electricity or telephone bills etc.
- d) All of the above
- e) None of the above

**37. Greater consumer control means that companies must rely more on marketing by \_\_\_\_ than by \_\_\_\_.**

- a) socialization; information
- b) producing; selling
- c) inspiration; competition
- d) interruption; involvement
- e) interaction; intrusion

**38. Which of the following is central to any definition of marketing?**

- a) Making a profit
- b) Making a sale
- c) Demand management
- d) Transactions
- e) Customer relationships

**39. Cross- selling is not effective for which one of the following products \_\_\_\_\_**

- a) Debit cards
- b) Savings accounts

- c) Internet banking
- d) Pension loans
- e) Personal loans

**40. In the process of product development, ideas are generated on the basis of which of the following:**

- a) Brain storming sessions
- b) Surveys for need identification
- c) Suggestion scheme for staff
- d) Suggestion scheme for others
- e) All the above

**41. Zero level channel implies:**

- a) Retail Trades selling through salesmen
- b) Direct selling by manufacturer to the consumer
- c) Retailer selling to consumer directly
- d) All the above
- e) None of these

**42. In respect of Marketing**

- a) The starting point is the identification of customer needs before products are designed
- b) Customer is the focal point of attention of the marketer.
- c) Marketing concept is outward looking
- d) Marketing seeks to maximise Customer satisfaction.
- e) All the above

**43. The four functions of marketing management are as follows in their natural order**

- 1) Analysis, Planning, implemen-tation, Control
- 2) Planning, implementation, Control, Analysis
- 3) Planning, Analysis, implementation, Control
- 4) Analysis, Control, planning, Implementation
- 5) None of these

**44. Intangibility, inseparability, Heterogeneity and perishability are the characteristics of**

- a) Search Goods
- b) Fast-Food items
- c) Services
- d) Fruits and vegetables
- e) None of these

**45. A set of tools that a firm uses to pursue its marketing objectives in the target market is called:**

- a) Marketing mix
- b) Marketing strategy
- c) Marketing management
- d) All the above
- e) None of these

**KEY**

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|-------|-------|-------|-------|-------|
| 1) a  | 2) d  | 3) a  | 4) c  | 5) b  |
| 6) a  | 7) d  | 8) c  | 9) a  | 10) c |
| 11) d | 12) b | 13) c | 14) b | 15) a |
| 16) b | 17) d | 18) d | 19) a | 20) c |
| 21) d | 22) b | 23) b | 24) d | 25) c |
| 26) d | 27) c | 28) c | 29) c | 30) a |
| 31) b | 32) a | 33) e | 34) b | 35) d |
| 36) e | 37) e | 38) e | 39) e | 40) e |
| 41) b | 42) e | 43) a | 44) c | 45) d |