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Q1. Every _____ delivers an impression that can strengthen or weaken a customer's view of the company.

- (a) brand equity
- (b) brand contact
- (c) salesman
- (d) featured ad
- (e) direct-mail piece

Q2. Marketing communications activities contribute to brand equity in all of the following ways EXCEPT _____.

- (a) by enhancing brand performance
- (b) by creating brand awareness
- (c) by eliciting positive brand judgments
- (d) by linking the right associations to the brand image in consumers' memories
- (e) by facilitating a stronger consumer-brand connection

Q3. One implication of the concept of brand equity is that the manner in which brand associations are formed does not matter. In other words, if a consumer has an equally strong, favorable, and unique brand association between two media, then the impact in terms of brand equity should be _____.

- (a) prominent
- (b) identical
- (c) different
- (d) measurable
- (e) actionable

Q4. Blogs and chat rooms are examples of the _____ communication platform.

- (a) personal selling
- (b) events and experiences
- (c) public relations and publicity
- (d) word-of-mouth marketing
- (e) direct and interactive marketing

Q5. Marketers need to assess which experiences and impressions will have the most influence at each _____ of the buying process.

- (a) stage
- (b) Domain
- (c) consumer
- (d) Attribute
- (e) none of the above



Q6. The argument for _____ marketing is that it creates the largest potential market, which leads to the lowest costs, which in turn can lead to lower prices or higher margins.

- (a) niche
- (b) micro
- (c) macro
- (d) differentiated
- (e) mass

Q7. A _____ consists of a group of customers who share a similar set of needs and wants.

- (a) market target
- (b) market group
- (c) market slice
- (d) market segment
- (e) market level

Q8. All of the following are disadvantages of customerization EXCEPT that _____.

- (a) it requires more prior information about the customer than most customers are willing to share
- (b) it is difficult to implement for complex products
- (c) it can raise the cost of goods by more than the customer is willing to pay
- (d) some customers don't know what they want until they see the actual product
- (e) the product may be hard to repair and have little sales value

Q9. A housewife requests a new treadmill for her birthday. With respect to consumer decision roles, which role is the housewife currently playing?

- (a) Initiator
- (b) Influencer
- (c) Decider
- (d) Buyer
- (e) Gatekeeper

Q10. If a marketer is seeking to segment a business market, which of the following variables is generally felt to be the most important?

- (a) Personal characteristics
- (b) Demographic variables
- (c) Situational factors
- (d) Operating variables
- (e) Purchasing approaches

Q11. In the modern customer-oriented organizational chart, which of the following is considered to be at the top of the organizational pyramid?

- (a) Sales
- (b) The president
- (c) Front-line people
- (d) Customers
- (e) Middle management

Q12. _____ is the difference between the prospective customer's evaluation of all the benefits and all the costs of an offering and the perceived alternatives.

- (a) Perceived usefulness
- (b) Failure avoidance rate
- (c) Report rating
- (d) Customer-perceived value
- (e) Competitors' market share rate

Q13. One key to customer retention is _____. It would be wise for a company to measure this factor frequently.

- (a) heavy promotion
- (b) deep discounts for intermediaries
- (c) to have an ethics officer
- (d) customer satisfaction
- (e) to have customers on the board of directors

Q14. Sales promotion tools that impart a selling message along with the deal, as in the case of free samples and premiums when they are related to the product, are called _____.

- (a) promotions
- (b) retailer promotions
- (c) manufacturer franchise building
- (d) retailer franchise building
- (e) consumer franchise building

Q15. Customer relationship management enables companies to provide excellent real-time customer service through the effective use of _____.

- (a) reports from mystery shoppers
- (b) survey data from customers who have defected
- (c) market research into overall consumption trends
- (d) individual account information
- (e) demographic trend data

The advertisement features the Career Power logo at the top, which includes a stylized figure and the text 'CAREER POWER AN IIT/IIM ALUMNI COMPANY'. Below this is the Syndicate Bank logo, featuring a lion and the text 'सिंडिकेट बैंक Syndicate Bank' along with the tagline 'सत्यमेव जयते' and 'A Govt. of India Undertaking'. The main text in the advertisement reads 'SYNDICATE PO 2018 SCALE-I' and '10 FULL LENGTH MOCKS'. At the bottom, there is a blue button with the word 'Bilingual'.

Q16. Although actual costs vary from business to business depending on the complexity of the sales process, the most expensive customer acquisition method based on cost per solicitation is _____.

- (a) personal selling
- (b) direct mail
- (c) telemarketing
- (d) banner advertisements
- (e) e-mail

Q17. Another term for high customer _____ is *customer churn*.

- (a) retention
- (b) defection
- (c) value
- (d) perception
- (e) belief

Q18. An organized collection of comprehensive information about individual customers or prospects that is current, accessible, and actionable for such marketing purposes as lead generation, lead qualification, sale of a product or service, or maintenance of customer relationships is called _____.

- (a) a customer database
- (b) a customer mail list
- (c) target market segments
- (d) customer segments
- (e) relationship markets

Q19. _____ involves the use of sophisticated statistical and mathematical techniques such as cluster analysis, automatic interaction detection, predictive modeling, and neural networking.

- (a) Data management
- (b) Data marketing
- (c) Target market analysis
- (d) Data accumulation
- (e) Data Mining

Q20. Marketers from which of the following are most likely to use database marketing?

- (a) An airline
- (b) A candy bar manufacturer
- (c) A grand piano maker
- (d) A toothpaste manufacturer
- (e) None of the above would use database marketing.

Q21. _____ provide diagnostic information about how and why we observe certain effects in the marketplace, and what that means to marketers.

- (a) Marketing insights
- (b) Marketing metrics
- (c) Marketing diagnostics
- (d) Marketing intelligence
- (e) Marketing-mix models

Q22. _____ is the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company.

- (a) Marketing intelligence
- (b) MIS (marketing information system)
- (c) Marketing research
- (d) Demographics
- (e) Marketing management

Q23. _____ are data that were collected for another purpose and already exist.

- (a) Primary data
- (b) Secondary data
- (c) Tertiary data
- (d) Inordinate data
- (e) Ordinate data

Q24. One of the biggest obstacles to conducting international research is _____.

- (a) cost
- (b) lack of consistency
- (c) language difficulties
- (d) religious bias
- (e) lack of management's commitment in this area

Q25. In _____ marketing, the seller engages in the mass production, mass distribution, and mass promotion of one product for all buyers.

- (a) group
- (b) mass
- (c) general
- (d) segmented
- (e) differentiated

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Q26. The argument for _____ marketing is that it creates the largest potential market, which leads to the lowest costs, which in turn can lead to lower prices or higher margins.

- (a) niche
- (b) micro
- (c) macro
- (d) differentiated
- (e) mass

Q27. When segmenting on the basis of family life cycle, all of the following are segment categories EXCEPT _____.

- (a) young, single
- (b) male, female
- (c) young, married
- (d) older, married, no children under 18
- (e) young, married, youngest child 6 or over

Q28. If a marketing manager segments the market into culture-oriented, sports-oriented, or outdoor-oriented groups, he or she is segmenting on the basis of _____.

- (a) personality
- (b) behavioral occasions
- (c) user status
- (d) psychographic lifestyle
- (e) readiness stage

Q29. According to the VALS segmentation system, _____ are successful, sophisticated, active, “take-charge” people with high self-esteem. Their purchases often reflect cultivated tastes for relatively upscale, niche-oriented products and services.

- (a) innovators
- (b) thinkers
- (c) achievers
- (d) experiencers
- (e) believers

Q30. Mothers-to-be are potential users who will turn into heavy users of infant products and services. By targeting mothers-to-be as future heavy users, producers of these products and services are segmenting consumers on the basis of _____.

- (a) usage rate
- (b) buyer-readiness stage
- (c) loyalty status
- (d) user status
- (e) benefits

Q31. If a buyer is loyal to two or three different brands of soap, this buyer's loyalty status can be described as being among the _____.

- (a) switchers
- (b) shifting loyals
- (c) split loyals
- (d) hard-core loyals
- (e) antiloyals

Q32. Volkswagen concentrates on the small-car market and Porsche on the sports car market. These would be examples of what is called _____.

- (a) single-segment concentration
- (b) selective specialization
- (c) product specialization
- (d) market specialization
- (e) full market coverage


Q33. All of the following are benefits of following the _____ approach to target market selection: a strong knowledge of the segment's needs, a strong market presence, operating economies through specializing in production, distribution, and promotion.

- (a) single-segment concentration
- (b) selective specialization
- (c) product specialization
- (d) market specialization
- (e) full market coverage

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Q34. _____ is the strategic coordination of economic, psychological, political, and public relations skills, to gain the cooperation of a number of parties in order to enter or operate in a given market.

- (a) Metamarketing
- (b) Macromarketing
- (c) Micromarketing
- (d) Megamarketing
- (e) Modular marketing

Q35. Michael Porter has identified five forces that determine the intrinsic long-run attractiveness of a market or market segment. Which of the following would NOT be among Porter's five forces?

- (a) Industry competitors
- (b) Technological partners
- (c) Substitutes
- (d) Buyers
- (e) Potential entrants

Q36. When entry and exit barriers are high, _____.

- (a) profit potential is high, but firms face more risk because poorer-performing firms stay in and fight it out
- (b) firms easily enter and leave the industry, and returns are stable and low
- (c) few new firms can enter the industry, and poorly performing firms can easily exit
- (d) firms enter during good times but find it hard to leave during bad times, resulting in chronic overcapacity and depressed earnings for all
- (e) none of the above

Q37. A(n) _____ is a group of firms that offer a product or class of products that are close substitutes for one another.

- (a) industry
- (b) cartel
- (c) cooperative
- (d) monopoly
- (e) demand field

Q38. Using the market approach, _____ are companies that satisfy the same customer need.

- (a) partners
- (b) competitors
- (c) entrepreneurs
- (d) innovators
- (e) followers


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35 TOTAL TEST

- 20 FULL LENGTH MOCKS
- 15 PRACTICE SETS

Bilingual

Q39. A firm that serves small market segments not being served by bigger firms is known as a _____.

- (a) market challenger
- (b) market leader
- (c) market follower
- (d) market nicher
- (e) market entrant

Q40. Being a market leader is often a difficult position to maintain and defend. The firm can try to increase its market share in the face of constant market size, protect its current market share through good defensive and offensive actions, or _____.

- (a) be a cost leader
- (b) find new, innovative technologies on a monthly basis
- (c) strive to win promotional awards
- (d) find ways to expand total market demand
- (e) pursue markets others do not want

Q41. Selective price cuts, intense promotional blitzes, and occasional legal action are commonplace in the strategic design of a(n) _____.

- (a) frontal attack
- (b) flank attack
- (c) bypass attack
- (d) encirclement attack
- (e) guerilla warfare

Q42. When two or more brands or companies team up on coupons, refunds, and contests to increase pulling power, it is called _____.

- (a) price packs
- (b) frequency promotions
- (c) team promoting
- (d) tie-in promotions
- (e) cross-promotions

Q43. In a _____ company, the obsession of the company is with the customer, not the competition.

- (a) niche-centered
- (b) price-centered
- (c) cost-centered
- (d) customer-centered
- (e) promotion-centered

Q44. A _____ is someone seeking a response (attention, a purchase, a vote, a donation) from another party, called the _____.

- (a) salesperson; customer
- (b) fund-raiser; contributor
- (c) politician; voter
- (d) marketer; prospect
- (e) celebrity; audience

Q45. _____ are basic human requirements; _____ are the ways in which we satisfy those requirements, and they are shaped by our society.

- (a) Wants; needs
- (b) Demands; wants
- (c) Needs; wants
- (d) Needs; demands
- (e) Demands; needs

Q46. Companies address needs by putting forth a(n) _____, a set of benefits that they offer to customers to satisfy their needs.

- (a) brand
- (b) value proposition
- (c) offering
- (d) target market
- (e) demand


Q47. A(n) _____ need is one that motivates the consumer but that the consumer is reluctant or unwilling to explicitly verbalize.

- (a) real
- (b) unstated
- (c) delight
- (d) secret
- (e) stated

Q48. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.

- (a) production
- (b) selling
- (c) marketing
- (d) product
- (e) holistic marketing





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- 30 FULL LENGTH MOCKS
- 35 PRACTICE SETS

Bilingual

Q49. Several scholars have found that companies who embrace the marketing concept achieve superior performance. This was first demonstrated for companies practicing a _____ – understanding and meeting customers' expressed needs.

- (a) reactive market orientation
- (b) proactive marketing orientation
- (c) total market orientation
- (d) impulsive market orientation
- (e) holistic market orientation

Q50. Intermediaries include retailers, _____, and logistical organizations.

- (a) Internet companies
- (b) wholesalers
- (c) competitors
- (d) box stores
- (e) none of the above

Q51. Retailers can position themselves as offering one of four service levels. Which of the following is NOT one of these levels?

- (a) Self-selection
- (b) Self-service
- (c) Limited service
- (d) Direct service
- (e) Full service

Q52. Nonstore retailing falls into four major categories. Which of the following is NOT one of the four nonstore retailing categories?

- (a) Buying service
- (b) Warehouse Club
- (c) Automatic vending
- (d) Direct marketing
- (e) Direct selling

Q53. Most retailers will put low prices on some items to serve as traffic builders or _____.

- (a) loss leaders
- (b) profit leaders
- (c) traffic leaders
- (d) ad items
- (e) none of the above

Q54. Fine specialty retailers most likely fall into the _____ group with respect to margins and volume

- (a) mixed markup, high-volume
- (b) low-volume, mixed markup
- (c) low-volume, low-markup
- (d) high-volume, high-markup
- (e) high-markup, lower-volume

Q55. Traditional brick-and-mortar retailers are responding to the growth of e-commerce by providing and emphasizing _____ as a strong differentiator.

- (a) celebrities on the premises
- (b) the shopping experience
- (c) expert advice in selecting merchandise
- (d) a wider selection of merchandise
- (e) the reputation of the retailer

Q56. The marketing communications mix consists of eight major modes of communications. Which of the following is NOT one of these modes?

- (a) Personal selling
- (b) Direct marketing
- (c) Sales promotions
- (d) Packaging
- (e) Advertising

Q57. Market-logistics strategies must be derived from _____, rather than solely from cost considerations.

- (a) competitive analysis
- (b) low-cost considerations
- (c) cost strategies
- (d) business strategies
- (e) marketing strategies

Q58. _____ communicates to the market the company's intended value positioning of its product or brand.

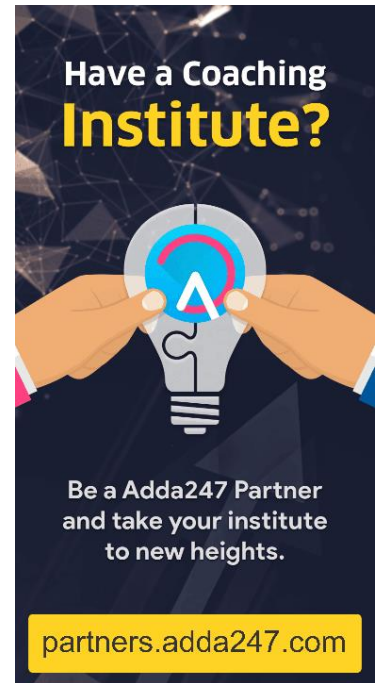
- (a) Packaging
- (b) Price
- (c) Place
- (d) Promotion
- (e) Product features

Q59. Traditionally, _____ has operated as the major determinant of buyer choice.

- (a) promotion
- (b) packaging
- (c) placement
- (d) distribution
- (e) price

Q60. Dramatic changes in consumer technologies and media habits have _____.

- (a) eroded the effectiveness of the mass media
- (b) increased the effectiveness of the mass media
- (c) expanded the appeal of mass-media marketing
- (d) reduced the cost of mass-media marketing
- (e) all of the above

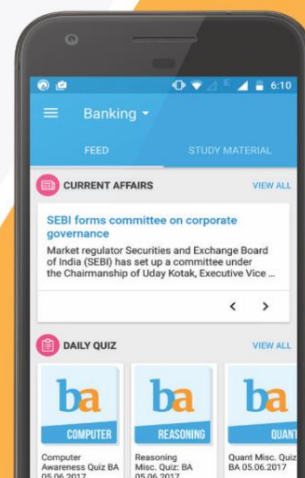




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