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DOON UNIVERSITY, DEHRADUN
Mid Semester Examination, Second Semester, 2013
School of Management

MBA

Course: MMS – 515: Marketing Management

Time Allowed: 2 Hours

Maximum Marks: 30

SECTION : A (Objective Type Questions) Attempt any 30 Questions.

(Total 30 Questions)

(Marks: 1x30=30)

Question 1.

Which of the following is central to any definition of marketing?

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

Question 2.

What definition best describes the function of marketing?

- a. Providing the best goods and services at the most economical price
- b. Identifying, anticipating and satisfying customer requirements profitably
- c. Anticipating consumer needs through marketing research
- d. Profitable sales volume through meeting the needs of customers
- e. Building long term relationships with regular

Question 3.

According to the simple five-step model of the marketing process, a company needs to _____ before designing a customer-driven marketing strategy.

- a. Understand the marketplace and customer needs and wants
- b. Construct key components of a marketing program
- c. Build profitable relationships with customers
- d. Use customer relationship management to create full partnerships with key customers
- e. Determine how to deliver superior value

Question 4.

When backed by buying power, wants become _____.

- a. self-esteem needs
- b. exchanges
- c. physical needs
- d. demands
- e. social needs

Question 5.

When marketers set low expectations for a market offering, they run the risk of _____.

- a. incorrectly identifying a target market
- b. failing to attract enough customers
- c. failing to understand their customers' needs
- d. decreasing customer satisfaction
- e. disappointing loyal customers

Question 6.

In addition to attracting new customers and creating transactions, the goal of marketing is to _____ customers and grow their business

- a. retain
- b. recognize
- c. educate
- d. encourage
- e. entertain

Question 7.

Consumer research, product development, communication, distribution, pricing, and service are all core _____ activities.

- a. exchange
- b. customer relationship management
- c. production
- d. management
- e. marketing

Question 8.

In the case of excess demand, _____ may be required to reduce the number of customers or to shift demand temporarily or permanently

- a. marketing
- b. surplus
- c. demarketing
- d. negotiating
- e. value marketing

Question 9.

Selecting which segments of a population of customers to serve is called _____.

- a. target marketing
- b. market segmentation
- c. customization
- d. managing the marketing effort
- e. positioning

Question 10.

_____ is the set of benefits a company promises to deliver its consumers to satisfy their needs.

- a. A money-back guarantee
- b. Low pricing
- c. A value proposition
- d. An attribute
- e. Good customer service

Question 11.

Which of the following marketing management concepts is most likely to lead to marketing myopia?

- a. customer-driven marketing
- b. societal marketing
- c. customer-driving marketing
- d. selling
- e. production

Question 12.

The product concept says that a company should _____.

- a. market only those products with high customer appeal
- b. focus on the target market and make products that meet those customers' demands
- c. devote its energy to making continuous product improvements
- d. improve marketing of its best products
- e. make promoting products the top priority

Question 13.

The _____ concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfaction better than competitors do.

- a. production
- b. selling
- c. product
- d. equity
- e. marketing

Question 14.

Which of the following reflects the marketing concept philosophy?

- a. "We don't have a marketing department, we have a customer department."
- b. "We're in the business of making and selling superior products."
- c. "When it's profits versus customers' needs, profits will always win out."
- d. "We build them so you can buy them."
- e. "You won't find a better deal anywhere."

Question 15.

When customers don't know what they want or don't even know what's possible, the most effective strategy is _____ marketing.

- a. product
- b. customer-driving
- c. customer-driven
- d. production
- e. societal

Question 16.

The _____ concept holds that firms must strive to deliver value to customers in a way that maintains or improves both the consumer's and society's well being.

- a. product
- b. selling
- c. societal marketing
- d. marketing
- e. equity

Question 17.

The set of marketing tools a firm uses to implement its marketing strategy is called the _____.

- a. marketing mix
- b. product mix
- c. TQM
- d. promotion mix
- e. marketing effort

Question 18.

Building, keeping, and growing profitable value-laden relationships with all customers of a company is called _____.

- a. database marketing
- b. customer perceived value
- c. societal marketing
- d. customer lifetime value
- e. customer relationship management

Question 19.

To capture the full essence of customer relationship management, which of the following should a marketing manager take into consideration?

- a. capturing a customer's lifetime value
- b. creating a sense of community surrounding a brand
- c. building overall customer equity
- d. owning customers for life
- e. all of the above

Question 20.

Customers buy from stores and firms that offer the highest _____.

- a. company image
- b. value for the dollar
- c. level of customer satisfaction
- d. customer perceived value
- e. concern for society's interests

Question 21.

Which of the following is the term for customers who make repeat purchases and tell others about their positive experiences with a product or service?

- a. satisfied customers
- b. full partners
- c. butterflies
- d. social customers
- e. customer evangelists

Question 22.

Frequent flyer programs offered by airlines are an example of a _____.

- a. structural benefit provided for top customers
- b. frequency marketing program
- c. club marketing program
- d. basic customer relationship
- e. consumer relationship management technique

Question 23.

Which of the following has not contributed to the deeper, more interactive nature of today's customer relationships?

- a. traditional advertising
- b. e-mail
- c. online social networks
- d. video sharing
- e. Web sites

Question 24.

The ultimate aim of customer relationship management is to produce _____.

- a. market share
- b. profits
- c. customer equity
- d. a reliable database
- e. sales volume

Question 25.

Which of the following is currently the fastest-growing form of marketing?

- a. online marketing
- b. word-of-mouth marketing
- c. social marketing
- d. consumer-generated marketing
- e. mass media marketing

Question 26.

As part of the rapid globalization of today's economy, companies are selling more locally produced goods in international markets and _____.

- a. taking a local view of their industry
- b. downplaying concerns for social responsibility
- c. reducing competition within their industry
- d. competing solely in traditional marketplaces
- e. purchasing more supplies abroad

Question 27.

Gianfranco Brown now has the buying power to purchase the computer system he has wanted for the last six months. Gianfranco's want now has become a _____.

- a. necessity
- b. demand
- c. need
- d. transaction
- e. satisfier

Question 28.

Which of the following represents the most logical progressive sequence?

- a. segmentation; targeting; positioning
- b. targeting; segmentation; positioning
- c. segmentation; positioning; targeting
- d. positioning; targeting; segmentation
- e. targeting; positioning; segmentation

Question 29.

Railroads were once operated based on the thinking that users wanted trains rather than transportation, overlooking the challenge of other modes of transportation. This reflects the :-

- a. product concept
- b. selling concept
- c. production concept
- d. societal marketing concept
- e. marketing concept

Question 30.

Read the following three statements: (i) A focus on manufacturing through making quality products (ii) A focus on actual and potential customer needs and wants (iii) A focus on selling existing products In (i), (ii) and (iii) order above, which sets of philosophies describe these?

- a. Marketing; production; sales
- b. Sales; marketing; production
- c. Production; sales; marketing
- d. Production; marketing; sales
- e. Sales; production; marketing