

MOCK TEST

1) The marketing messages committed to customers wishes is a part of _____

- a) **Permission marketing**
- b) Activity marketing
- c) Supplier marketing
- d) Direct marketing

2) The method used to assess real cost of providing services to an individual customer is Cost based accounting _____

- a) **Activity based accounting**
- b) Turnover based accounting
- c) Price based accounting
- d) Unit based accounting

3) _____ is any occasion on which the brand or product is used by end customers.

- a) **Customer touch point**
- b) Retailers touch point
- c) Company touch point
- d) Agent touch point

4) _____ is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants.

- a) **Consumer behaviour**
- b) Product cycle
- c) Purchase behaviour
- d) Industrial behaviour

5) This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost.

- a) Database marketing
- b) Customer relationship management
- c) **CRM analytics**
- d) B2C

6) CRM stands for _____

- a) **Customer relationship management**
- b) Customer relations management
- c) Corporate Retail Management
- d) Consumer Retail Management

7) B2B stands for_____

- a) Business to Government
- b) Business to Business**
- c) Business to Broker
- d) Broker to Business

8) B2C stands for_____

- a) Business to Government
- b) Business to Consumer**
- c) Business to Business
- d) Business to Company

9) B2G stands for_____

- a) Business to government**
- b) Business to consumer
- c) Business to business
- d) Broker to Government

10) C2C stands for_____

- a) Business to government**
- b) Business to consumer
- c) Business to business
- d) Consumer to consumer

11) An example of C2C is _____

- a) Irctc.com
- b) Ebay.com**
- c) Max
- d) Amazon.com

12) Which of the following strategies is suited to the Old Economy?

- a) Customisation**
- b) Personalisation
- c) Improve sales
- d) Increase in profit

13) Which of the following strategies is suited to the New Economy?

- a) Retailing
- b) Higher point of sales
- c) Personalisation**
- d) Improve in profit

14) CRM is _____

- a) Business centric
- b) Money centric**
- c) Profit centric

d) **Customer centric**

15) What Are The CRM Technology Components?

- a) **Front-Office Solutions**
- b) Acquiring the right customer
- c) Motivating employees
- d) Acquiring, processing and motivating employees

16) What is the last stage of the consumer decision process?

- a) Problem recognition
- b) **Post purchase behaviour**
- c) Alternative evaluation
- d) Purchase

17) CRM technology can help in _____

- a) Designing direct marketing efforts
- b) Developing new pricing models
- c) Processing transactions faster
- d) **All of the above**

18) A _____ is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.

- a) **Customer database**
- b) Customer mailing list
- c) Business database
- d) Retail database

19) _____ uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.

- a) **Data mining**
- b) Data survey
- c) CRM
- d) MIS

20) The main drawback of CRM is _____

- a) Implementing CRM before creating a customer
- b) strategy Rolling out CRM before changing the organization to match
- c) Business database
- d) **Implementation, rolling and Stalking customer**

21) In buyer decision process, percentage of potential customers in a given target market is called _____

- a) Customer funnel
- b) Company funnel
- c) **Marketing funnel**
- d) Retailers funnel

22) This is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, and so on.

- a) Customer managed relationship
- b) Customer life cycle
- c) **Customer segmentation**
- d) Change management

23) CRM technology can help in _____

- a) **Designing direct marketing efforts**
- b) Rolling out CRM before changing the organization to match
- c) Stalking, not wooing, customers
- d) Implementation, rolling and Stalking customer

24) The type of website that engages consumers in interactions that will move them closer to a direct purchase is known as a _____ website.

- a) Customer service
- b) **Interactive**
- c) Corporate
- d) Marketing

25) When preparing a website, designers should ensure that the site enables user-to-user communication. This design feature is known as _____

- a) Commerce
- b) **Context**
- c) Community
- d) Connection

SET-1

**(CRM)Customer Relationship Management
Semester V**

Multiple Choice Questions with Answers:-

1. Customer Relationship Management is about_____

- A. Acquiring the right customer
- B. Instituting the best processes
- C. Motivating employees
- D. Acquiring, processing and motivating employees

Answer:D

2. CRM technology can help in_____

- A. Designing direct marketing efforts
- B. Developing new pricing models
- C. Processing transactions faster
- D. Processing, developing and designing efforts

Answer:D

3. A _____is an organized collection of detailed information about individual customers or prospects that is accessible, actionable and current for marketing purposes such as lead generation and others.

- A. Customer database
- B. Customer mailing list
- C. Business database
- D. Company data base

Answer:A

4. _____uses sophisticated mathematical and statistical techniques such as neural networking and cluster analysis.

- A. Data mining
- B. Data survey
- C. CRM
- D. MIS

Answer:A

5. The main drawback of CRM is_____

- A. Implementing CRM before creating a customer strategy
- B. Rolling out CRM before changing the organization to match
- C. Stalking, not wooing, customers
- D. Implementation, rolling and Stalking customer

Answer:D

6. The marketing messages committed to customers wishes is a part of_____

- A. Permission marketing
- B. Activity marketing

C. Supplier marketing

Answer:A

7. The method used to assess real cost of providing services to an individual customer is_____

- A. Cost based accounting
- B. Activity based accounting
- C. Turnover based accounting
- D. Price based accounting

Answer:B

8. _____is any occasion on which the brand or product is used by end customers.

- A. Customer touch point
- B. Retailers touch point
- C. Company touch point

Answer:A

9. _____is the study of how individuals, groups and organizations select, buy, use and dispose off goods, services, ideas or experiences to satisfy their needs and wants.

- A. Consumer behavior
- B. Product cycle
- C. Purchase behavior

Answer:A

10. A consumer buying behavior is influenced by_____

- A. Cultural and social factors
- B. Personal factors
- C. Cultural, social and cultural factors
- D. Psychological

Answer:C

11. _____exerts the broadest and deepest influence on buying behavior.

- A. Social factors
- B. International factors
- C. Personal factors
- D. Cultural factors

Answer:D

12. _____is the fundamental determinant of a person's wants and behavior.

- A. Culture
- B. Attitude
- C. Value
- D. Social

Answer:A

13. Indian marketers use a term called socioeconomic classification, which is based on the_____of chief wage earner.

- A. Education

- B. Occupation
- C. Education and occupations
- D. Attitude

Answer:C

14. Socioeconomic system classifies urban households into _____broad categories.

- A. 4
- B. 8
- C. 6
- D. 2

Answer:B

15. For the rural areas, the socioeconomic system use _____of the chief wage earner.

- A. Occupation and Type of home
- B. Education and occupation
- C. Education and type of home
- D. education

Answer:A

16. Socioeconomic system classifies rural households into _____broad categories.

- A. 8
- B. 6
- C. 4
- D. 5

Answer:C

17. Social class is indicated by_____ variables.

- A. Single
- B. Several
- C. Double
- D. Triple

Answer:B

18. A person's _____are all the groups that have a direct or indirect influence on their attitudes or behavior.

- A. Inspirational groups
- B. Reference groups
- C. Dissociative groups
- D. Associative group

Answer:B

19. Process of manage information about customers to maximize loyalty is said to be_____

- A. company relationship management
- B. supplier management
- C. retailers management
- D. customer relationship management

Answer:D

20. In buyer decision process, percentage of potential customers in a given target market is called_____

- A. customer funnel
- B. company funnel
- C. marketing funnel
- D. retailers funnel

Answer:C

21. Aggregate value of customer's base is classified as_____

- A. shareholder value
- B. base value
- C. retention value
- D. marketers base value

Answer:A

22. Record which is based on business customers past purchases, sales price and volumes is classified as_____

- A. business database
- B. customer database
- C. databases marketing
- D. company marketing

Answer:A

23. Whole cluster of benefits when company promises to deliver through its market offering is called_____

- A. value proposition
- B. customer proposition
- C. product proposition
- D. brand proposition

Answer:A

24. Third step in customer's value analysis_____

- A. assessing attributes importance
- B. assessing company's performance
- C. monitoring competitors performance
- D. assessing company's performance & monitoring competitors performance

Answer:D

25. All costs customer expects to incur to buy any market offering is called_____

- A. total economic cost
- B. total functional cost
- C. total customer cost
- D. total functional cost

Answer:C

SET-2

1. Percentage or number of customers who move from one level to next level in buying decision process is called _____

- A. conversion rates
- B. marketing rates
- C. shopping rates
- D. loyalty rates

Answer:A

2. Customized products and services for customers and interaction to individual customers are part of_____

- A. retailers management
- B. customer relationship management
- C. company relationship management
- D. supplier management

Answer:B

3. Company's 'customer relationship capital' is another name of_____

- A. satisfied customers
- B. dissatisfied customers
- C. customer retention
- D. customer conversion

Answer:A

4. Company's monetary, time and energy cost, all are included in_____

- A. total customer cost
- B. psychological cost
- C. personal benefits
- D. image benefits

Answer:A

5. A person or company that yields a revenue more than incurred costs of selling and serving is called_____

- A. dissatisfaction
- B. superior value
- C. profitable customers
- D. satisfied customers

Answer:C

6. Customers lifetime purchases that generate net present value of future profit streams is called_____

- A. customer lifetime value
- B. customer purchases value
- C. customer cost incurred
- D. customer relationships

Answer:A

7. 'total customer benefits' includes_____

- A. product benefits
- B. services benefit
- C. image benefit
- D. Product, services and Image benefit

Answer:D

8. Programs designed for customers which is limited to any affinity group are classified

as_____

- A. club membership programs
- B. royalty programs
- C. loyalty programs
- D. group membership programs

Answer:A

9. First step in analysis of customer value is to_____

- A. identify customers value attributes
- B. assessing attributes importance
- C. assessing company's performance
- D. assessing competitors performance

Answer:A

10. Difference between customers evaluation including all costs incurred and benefits is called_____

- A. customer perceived value
- B. company market value
- C. customer affordability
- D. customer reliability

Answer:A

11. Process of building, organizing and using databases of customers to build customer relationship is classified as_____

- A. database marketing
- B. customer database
- C. detailed database
- D. company database

Answer:A

12. Perceived monetary value of all benefits which customers expect from a given product because of brand image is called_____

- A. total customer benefit
- B. total customer cost
- C. total economic cost
- D. total functional cost

Answer:A

13. System includes all experiences while using market offering is classified as_____

- A. customer proposition
- B. value delivery system
- C. product proposition
- D. distinctive proposition

Answer:B

14. Number of customers or potential customers who will help in company's growth is classified as_____

- A. customer base
- B. retailer base

- C. distributors base
- D. marketers base

Answer:A

15. Any occasion on which brand or product is encountered by end customers is called_____

- A. customer touch point
- B. company touch point
- C. retailers touch point
- D. relationship touch point

Answer:A

16. Technique which tries to identify real cost of serving an individual customer is called_____

- A. activity based accounting
- B. cost based accounting
- C. price based accounting
- D. turnover based accounting

Answer:A

17. Process of manage information about customers to maximize loyalty is said to be_____

- A. company relationship management
- B. supplier management
- C. retailers management
- D. customer relationship management

Answer:D

18. In buyer decision process, percentage of potential customers in a given target market is called_____

- A. customer funnel
- B. company funnel
- C. marketing funnel
- D. retailers funnel

Answer:C

19. Aggregate value of customer's base is classified as_____

- A. shareholder value
- B. base value
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Answer:A

20. Record which is based on business customers past purchases, sales price and volumes is classified as_____

- A. business database
- B. customer database
- C. databases marketing
- D. company marketing

Answer:A

21. Whole cluster of benefits when company promises to deliver through its market offering is called_____

- A. value proposition
- B. customer proposition
- C. product proposition
- D. brand proposition

Answer:A

22. This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive _____marketing information.

- A. customer managed relationship data mining
- B. permission marketing
- C. one-to-one marketing
- D. batch processing

Answer:C

23. This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost.

- A. clickstream analysis
- B. database marketing
- C. C) customer relationship management
- D. CRM analytics

Answer:D

24. This is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions.

- A. best practice
- B. data mart
- C. business information warehouse
- D. business intelligence

Answer:D

25. This is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers) that is maintained in a company's databases.

- A. database marketing
- B. marketing encyclopedia
- C. application integration
- D. service oriented integration

Answer:A

SET-3

1. This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).

- A. spend management
- B. supplier relationship management
- C. hosted CRM
- D. Customer Information Control System**

Answer:C

2. This is an XML-based metalanguage developed by the Business Process Management Initiative (BPMI) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise data.

- A. BizTalk

- B. BPML
- C. e-biz
- D. ebXML

Answer:B

3. This is a central point in an enterprise from which all customer contacts are managed.

- A. contact center
- B. help system
- C. multichannel marketing
- D. call center

Answer:A

4. This is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests, spending habits, and so on.

- A. customer service chat
- B. customer managed relationship
- C. customer life cycle
- D. customer segmentation

Answer:D

5. This is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.

- A. customer managed relationship
- B. data mining
- C. permission marketing
- D. one-to-one marketing

Answer:C

6. In an Internet context, this is the practice of tailoring Web pages to individual users' characteristics or preferences.

- A. Web services
- B. customer-facing
- C. C) client/server
- D. Personalization

Answer:D

7. This is the processing of data about customers and their relationship with the enterprise in order to improve the enterprise's future sales and service and lower cost.

- A. clickstream analysis
- B. database marketing
- C. CRM analytics
- D. B2C

Answer:C

8. This is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions.

- A. best practice
- B. data mart

- C. business information warehouse
- D. business intelligence

Answer:D

9. This is a systematic approach to the gathering, consolidation, and processing of consumer data (both for customers and potential customers) that is maintained in a company's databases.

- A. database marketing
- B. marketing encyclopedia
- C. service oriented integration
- D. business technology management

Answer:A

10. This is an arrangement in which a company outsources some or all of its customer relationship management functions to an application service provider (ASP).

- A. spend management
- B. supplier relationship management
- C. hosted CRM
- D. online transaction processing

Answer:C

11. This is an XML-based metalanguage developed by the Business Process Management Initiative (BPMI) as a means of modeling business processes, much as XML is, itself, a metalanguage with the ability to model enterprise data.

- A. BizTalk
- B. BPML
- C. ebXML
- D. ECB

Answer:B

12. This is a central point in an enterprise from which all customer contacts are managed.

- A. contact center
- B. help system
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- A. customer service chat
- B. customer managed relationship
- C. customer life cycle
- D. customer segmentation

Answer: D

14) Customer Relationship Management is about _____

- a) **Acquiring the right customer**
- b) Supplier management
- c) Acquiring the right retailer
- d) Acquiring the right wholesaler

15) Process of manage information about customers to maximize loyalty is said to be _____

- a) Company relationship management
- b) Supplier management
- c) Retailer's management
- d) **Customer relationship management**

16) Customers lifetime purchases that generate net present value of future profit streams is called _____

- a) **Customer lifetime value**
- b) Customer purchases value
- c) Customer cost incurred
- d) Customer relationships

17) 'total customer benefits' does not includes _____

- a) Product benefits
- b) Services benefit
- c) Image benefit
- d) **Price benefit**

18) Any occasion on which brand or product is encountered by end customers is called _____

- a) **Customer touch point**
- b) Company touch point
- c) Retailers touch point
- d) Relationship touch point

19) Advantage of CRM _____

- a) Cost of the Software
- b) **Improve overall relationship with customer**
- c) Customization of the Business
- d) pricing

20) Which one of the following is not the drawback of CRM _____

- a) Implementing CRM before creating a customer strategy
- b) Rolling out CRM before changing the organization to match
- c) Stalking, not wooing, customers
- d) **Customer data base**

21) Record which is based on business customers past purchases, sales price and volumes is classified as _____

- a) **Business database**

- b) Customer database
- c) Databases marketing
- d) Company marketing

22) Customized products and services for customers and interaction to individual customers are part of _____

- a) Retailer's management
- b) **Customer relationship management**
- c) Company relationship management
- d) Supplier management

23) Company's monetary, time and energy cost, all are included in _____

- a) **Total customer cost**
- b) Psychological cost
- c) Personal benefits
- d) Image benefits

24) First step in analysis of customer value is to _____

- a) **Identify customers value attributes**
- b) Assessing attributes importance
- c) Assessing company's performance
- d) Assessing competitor 'performance

25) Number of customers or potential customers who will help in company's growth is classified as _____

- a) **Customer base**
- b) Retailer base
- c) Distributor's base
- d) Marketer's base

1. Good marketing is no accident, but a result of careful planning and _____.

execution

selling

strategies

research

2. Marketing management is _____.

managing the marketing process

monitoring the profitability of the company's products and services

the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value

developing marketing strategies to move the company forward

3. 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?

An image

A service

A good

An idea

4. Marketers often use the term _____ to cover various groupings of customers.

people

buying power

demographic segment

market

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

production

selling

marketing

holistic marketing

6. Which of the following would be the best illustration of a subculture?

A religion.

A group of close friends.

Your university.

Your occupation.

7. The buying process starts when the buyer recognizes a _____.

Product

an advertisement for the product

a salesperson from a previous visit

problem or need

8. If actual performance exceeds the expected performance of the product, Then customer is

Satisfied

Dissatisfied

Delighted

Neutral

9. Bread and milk are which kind of products?

Specialty Products

Convenience products

Shopping products

Unsought products

10. Parents buy toys for their children act as _____ in the buying process.

Decider

Buyer

Maintainer

All of the above

11. If a firm is practicing _____, the firm is training and effectively motivating its customer-contact employees and all of the supporting service people to work as a team to provide customer satisfaction.

double-up marketing

interactive marketing

service marketing

internal marketing

12. A cluster of complementary goods and services across diverse set of industries is called as

Market place

Meta market

Market space

Resource Market

13. Adding new features to a product is advocated by which of the approaches?

Product Approach

Production Approach

Marketing Approach

Selling Approach

14. One of the key tasks of marketers is _____ and to create consumer perceptions that the product is worth purchasing.

To make products easily visible and available

To promote sales of products

To differentiate their products from those of competitors

To do marketing surveys

15. What is the last stage of the consumer decision process?

problem recognition

post purchase behavior

alternative evaluation

purchase

16. _____markets are made up of members of the distribution chain.

Consumer

Business-to-business (industrial)

Channel

Institutional

17. Which of the following is considered a “key player” in the marketing industry?

marketer

suppliers or vendors

distributors or retailers

all of the above

18. Marketing Mix is the most visible part of the marketing strategy of an organization.

True

False

19. Businesses spend most of their advertising rupees on business-to-business markets.

True

False

20. 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

21. _____ markets include a wide variety of profit and nonprofit organizations, such as hospitals, government agencies, and schools, which provide goods and services for the benefit of society.

Consumer

Business-to-business (Industrial)

Reseller

Institutional

22. Which of the following is NOT considered a type of reseller?

wholesaler

retailer

manufacturer

distributor

23. The promotion “P” of marketing is also known as_____.

Product Differentiation

Distribution

Cost

Marketing Communication

24. When a company distributes its products through a channel structure that includes one or more

resellers, this is known as_____.

Indirect marketing

direct marketing

multi-level marketing

integrated marketing

25. In marketing theory, every contribution from the supply chain adds_____to the product.

value

costs

convenience

ingredients

26. Institutional markets consist of people who buy products and services for personal use.

True

False

27. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?

Information search

Purchase

Evaluation of alternatives

Post purchase

28. The act of trading a desired product or service to receive something of value in return is known as which key concept in marketing?

product

exchange

production

customer

29. The most basic level of a product is called the:

core product.

central product.

fundamental product.

augmented product.

30. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):

idea.

demand.

product.

service.

31. In _____ consumers may share a strong need that cannot be satisfied by an existing product.

negative demand

latent demand

declining demand

irregular demand

32. Marketing is both an “art” and a “science” there is constant tension between the formulated side of marketing and the _____ side.

creative

selling

management

behavior

33. Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in_____.

consumer buying behavior

post-purchase dissonance

retail buyer behavior

business buyer behavior

34. The four unique elements to services include:

Independence, intangibility, inventory, and inception

Independence, increase, inventory, and intangibility

Intangibility, inconsistency, inseparability, and inventory

Intangibility, independence, inseparability, and inventory

35. Convenience products usually have intensive distribution because sales of these products tend to have a direct relationship to availability.

True

False

36. The _____ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being.

customer-centered business

focused business model

societal marketing concept

ethically responsible marketing

37. A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

Learning

Role selection

Perception

Motivation

38. Holistic marketers achieve profitable growth by expanding customer share, _____, and capturing customer lifetime value.

undermining competitive competencies

building customer loyalty

milking the market for product desires

renewing a customer base

39. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

Market-skimming

Value-based

Market-penetration

Leader

40. While buying milk which kind of behaviour is displayed by a person?

Extensive problem solving behaviour

Routinized buying behaviour

Variety seeking behaviour

None of the above

41. _____ markets include a wide variety of profit and nonprofit organizations, such as hospitals, government agencies, and schools, which provide goods and services for the benefit of society.

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False

56. The _____ holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer's and the society's well-being.

customer-centered business

focused business model

societal marketing concept

ethically responsible marketing

57. A change in an individual's behavior prompted by information and experience refers to which one of the following concept?

Learning

Role selection

Perception

Motivation

58. Holistic marketers achieve profitable growth by expanding customer share, _____, and capturing customer lifetime value.

undermining competitive competencies

building customer loyalty

milking the market for product desires

renewing a customer base

59. _____ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.

Market-skimming

Value-based

Market-penetration

Leader

60. While buying milk which kind of behaviour is displayed by a person?

Extensive problem solving behaviour

Routinized buying behaviour

Variety seeking behaviour

None of the above

61. Whether to sell via intermediaries or directly to consumers, how many outlets to sell through, and whether to control or cooperate with other channel members are examples of decisions marketers must make about

Promotion

Price

Distribution

Product

62. The extended Ps of service marketing mix are :

People, Product, Place

Price Physical Evidence, Promotion

Physical Environment, Process, People

Product, Process, Physical Environment

63. A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?

Selling

Advertising

Barter

Marketing

64. What is the basic property of a service which makes it different from a product.

Shape

Size

Very expensive

Intangibility

65. 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?

66. The task of any business is to deliver_____at a profit.

customer needs

customer value

products and services

improved quality

67. The solution to price competition is to develop a differentiated:

product, price, and promotion.

offer, delivery, and image.

package and label.

international Web site.

68. Red Cross blood donations are considered to be specialty products and, therefore,
have a specialty offer to the consumer.

True

False

69. You purchase cleaning supplies for your custodial help regularly. It is showing which buying situation?

Modified rebuy

Straight rebuy

Modified straight rebuy

Consumer buy

70. Internal marketing is marketing by a service firm to train and effectively motivate its customer-contact employees and all the supporting service people to work as a team to provide customer satisfaction.

True

False

71. Customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers refers to which of the following options?

Customer perceived value

Marketing myopia

Customer relationship management

Customer satisfaction

72. 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

73. The packaging concept states what the package should be or do for the product.

True

False

74. Marketing managers should adapt the marketing mix to _____ and constantly monitor value changes and differences in both domestic and global markets.

Sales strategies

Marketing concepts

Cultural values

Brand images

75. Resellers may actually take ownership of the product and participate in the marketing, including the advertising.

True

False

76. The materials and ingredients used in producing the product are obtained from other companies who are referred to as distributors.

True

False

77. The_____refers to the various companies that are involved in moving a product from its manufacturer into the hands of its buyer.

distribution chain

network chain

supply chain

promotion network

78. _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

Target marketing

Psychographic segmentation

Product Differentiation

Consumer behavior

79. A person's_____consist(s) of all the groups that have a direct (face-to-face) or indirect influence on his/her attitudes or behavior.

culture

subculture

psychographics

reference groups

demographics

80. Product choice is greatly affected by economic circumstances. All of the following would be among those circumstances EXCEPT_____.

spendable income

savings and assets

debts

occupation

borrowing power

81. _____ is a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli.

Image

Personality

Beliefs

Heredity

Culture

82. _____ portrays the “whole person” interacting with his or her environment.

Attitude

Reference group

Lifestyle

Culture

Subculture

83. A _____ when it is aroused to a sufficient level of intensity.

need becomes a motive

motive becomes a need

desire becomes a reality

unfulfilled demand becomes a crisis

personal demand exceeds the ability to rationally reject

84. The five-stage model of the consumer buying process includes all of the following stages EXCEPT_____.

problem recognition

information search

social interaction

purchase decision

85. If performance meets consumer expectations, the consumer is_____.

delighted

satisfied

disappointed

surprised.

86. The primary purpose of marketing activities is to facilitate and encourage exchange transactions with potential customers.

True

False

87. Merchant wholesalers sell goods and services directly to final consumers for their personal, nonbusiness use.

True

False

88. A service can be defined as “any activity or benefit that one party can offer another that is essentially intangible and that does not result in the ownership of anything.”

True

False

89. The intangible nature of many services can create unique challenges for marketers.

True

False

90. Auction sites, such as eBay, QXL are examples of Consumer-to-Consumer (C2C) channels.

True

False

91. 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

92. The mental act, condition or habit of placing trust or confidence in another shows which of the following options?

Motive

Belief

Behavior

Attitude

93. 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

94. Which one of the following factor relates to family that influences consumer behavior?

Cultural

Social

Personal

Business

95. 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

96. 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

97. 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

98. 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

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

salesperson, customer

politician, voter

marketer, prospect

celebrity, audience

100. Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, and athletic shoes and equipment spend a great deal of time trying to establish a superior brand image in markets called _____.

business markets

global markets

consumer markets

nonprofit and governmental markets

service markets

101. The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.

marketing concept

selling concept

production concept

product concept

holistic marketing concept

102. The _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.

product

marketing

production

selling

holistic marketing

103. _____ marketing has the aim of building mutually satisfying long-term relations with key parties such as customers, suppliers, distributors, and other marketing partners in order to earn and retain their business.

Holistic

Demand-based

Direct

Relationship

Synthetic

104. One traditional depiction of marketing activities is in terms of the marketing mix or four Ps. The four Ps are characterized as being _____.

product, positioning, place, and price

product, production, price, and place

promotion, place, positioning, and price

place, promotion, production, and positioning

product, price, promotion, and place

105. David Packard of Hewlett-Packard once said, "Marketing is far too important to leave to _____."

the advertising boys

uninformed managers

novices

the CEO

the marketing department

106. The traditional view of marketing is that the firm makes something and then _____ it.

markets

sells

distributes

prices

services

107. _____ is the single factor that best indicates social class.

Time

Money

Occupation

Fashion

108. Marketing strategies are often designed to influence _____ and lead to profitable exchanges.

Consumer decision making

Sales strategies

Advertising strategies

Export strategies

109. _____ refers to the information a consumer has stored in their memory about a product or service.

Cognitive dissonance

Product knowledge

Product research

Marketing research

110. When consumers are seeking low-involvement products, they are unlikely to engage in extensive search, so _____ is important.

Order processing

Order booking

Ready availability

Information about warranty

111. _____ constitutes moderate consumer behavior, but still involves time and effort searching for and comparing alternatives.

Limited decision making

Need recognition

Routine decision making

Post purchase evaluation

112. Experimental sources of information for consumers refer to _____.

Advertising, marketing, selling, and profit making

Handling, examining, and trying the product while shopping

Buying after a demonstration

Buying the product directly from a manufacturer

113. Which of the following is **NOT** one of the four philosophies of marketing?

production orientation

societal marketing orientation

sales orientation

promotion orientation

114. Of the four competing philosophies, the Furniture Industry is an example of what kind of orientation:

Sales Orientation

Societal Marketing Orientation

Marketing Orientation

Production Orientation

115. Marketing is defined by the American Marketing Association as the activity, set of institutions, and processes for_____,_____,_____, and_____offerings that have value for customers, clients, partners, and society at large.

Making, Arranging, Maintaining and Selling

Creating, Communicating, Delivering, and Exchanging

Creating, Advertising, Selling, and Transferring

Performing, Displaying, Offering, and Exchanging

116. The focus of marketing today is_____.

Value and Satisfaction

Quality and Long Term Relationships

All of the Above

None of the Above

117. Which of the following firms emphasizes on product's benefits to the customers rather product attributes?

Product oriented

Market oriented

Sales oriented

Production oriented

118. Products that are usually purchased due to adversity and high promotional back up rather than desire are called:

Sought goods

Unique goods

Unsought goods

Preferred goods

119. Which product is MOST likely to be purchased through routine decision making?

Television set

Soft drink

Shirt

Car

120. Luxury products, such as Rolex watches, are also known as:

Shopping product

Convenience product

Emergency product

Specialty product

121. Which of the following is NOT included as a basic idea in the definition of marketing concepts?

Total company effort

Profit

Productivity

Customer satisfaction

122. Which of the following is the most recent stage of marketing evolution?

Marketing department era

Production era

Sales era

Marketing company era

123. Which of the following is NOT included as a basic idea in the definition of marketing concepts?

Total company effort

Profit

Productivity

Customer satisfaction

124. _____ is defined as the difference between the benefits a customer sees from a market offering and the costs of obtaining those benefits.

Customer value

Satisfaction scale

Profit margin

Competitive benefit

125. Which of the following is NOT included in the marketing management process used by the marketing manager to achieve its objectives?

Planning marketing activities

Raising funds to finance the marketing projects

Controlling marketing plans

Directing implementation of the marketing plans

126. A channel of distribution is any series of firms (or individuals) who participate in the flow of products to final user or customer.

True

False.

127. _____ is defined as communication with large numbers of customers at the same time.

Personal selling

Sales promotion

Mass selling

All of the above

128. The marketing concept applies to production firms, but not to service industries.

True

False

129. In a _____ orientation, the role of marketing research is to determine customer needs and how well the company is satisfying them.

Marketing

Production

Both of the above

None of the above

130. The marketing concept means that an organization aims the majority of its efforts at satisfying customers, at a profit.

True

False

131. When a manager focuses on making whatever products are easy to produce, and then trying to sell them, that manager has a _____ orientation.

Marketing

Production

Sales

Profit

132. Which of the following is NOT consistent with a manager having a marketing orientation?

Inventory levels are set with customer requirements and costs in mind

Customer relationship focuses on customer satisfaction before and after sale, leading to a profitable long-run relationship

Focus of advertising is on product features and how products are made

Packaging is designed for customer convenience and as a selling tool

133. Often, the best way to improve customer value, and beat the competition, is to be first to satisfy a need that others have not even considered.

True

False

134. It is more costly to retain current customers by satisfying their needs, than to get new customers by taking them away from a competitor.

True

False

135. In addition to businesses, the marketing concept is also applicable to_____.

Government agencies

Religious groups

Fine arts organizations

All of the above

136. The controllable variables a company puts together to satisfy a target group is called the _____.

Marketing strategy

Marketing mix

Strategic planning

Marketing concept

137. In order for exchange to occur:

a complex societal system must be involved.

organized marketing activities must also occur.

a profit-oriented organization must be involved.

each party must have something of value to the other party.

138. Four competing philosophies strongly influence the role of marketing and marketing activities within an organization. Which if the following is not a component of market orientation?

Customer orientation.

Profitability orientation.

Marketing orientation.

Competitor orientation.

139. A market orientation recognizes that:

price is the most important variable for customers.

market intelligence relating to current and future customer needs is important.

selling and marketing are essentially the same thing.

sales depend predominantly on an aggressive sales force.

140. When customer expectations regarding product quality, service quality, and value-based price are met or exceeded, _____ is created.

customer satisfaction

planning excellence

a quality rift

a value line

141. A critical marketing perspective is the process of determining:

the value of a product, person, or idea.

how places compete with each other.

the worth and impact of marketing activities.

which type of promotional strategy works best.

142. The way in which the product is delivered to meet the customers' needs refers to:

new product concepts and improvements.

selling.

advertising and promotion activities.

place or distribution activities.

143. The term 'marketing mix' describes:

a composite analysis of all environmental factors inside and outside the firm.

a series of business decisions that aid in selling a product.

the relationship between a firm's marketing strengths and its business weaknesses.

a blending of strategic elements to satisfy specific target markets.

144. Newsletters, catalogues, and invitations to organisation-sponsored events are most closely associated with the marketing mix activity of:

Pricing

Distribution

Product development

Promotion

145. Which of the following is not an element of the marketing mix?

Distribution.

Product.

Target market.

Pricing.

146. In relationship marketing firms focus on _____ relationships with _____.

short-term; customers and suppliers

long-term; customers and suppliers

short-term; customers

long-term; customers

147. A further 3Ps are incorporated into the marketing mix:

physical evidence, process and price.

process people and promotion.

physical evidence, people and production.

physical evidence, process and people.

148. A marketing philosophy summarized by the phrase 'a stronger focus on social and ethical concerns in marketing' is characteristic of the _____ period.

production

sales

marketing

societal marketing

149. Which of the following statements is correct?

Marketing is the term used to refer only to the sales function within a firm.

Marketing managers don't usually get involved in production or distribution decisions.

Marketing is an activity that considers only the needs of the organization; not the needs of society as a whole.

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

150. The term marketing refers to:

new product concepts and improvements.

advertising and promotion activities.

a philosophy that stresses customer value and satisfaction.

planning sales campaigns.

151. Which of the following involves designing and manufacturing the container or wrapper for a product?

Labeling

Packaging

Branding
Product line

152. The basic role of promotion is_____.

Information

Manipulation

Communication

Interpretation

153.If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of_____in the promotional mix.

Advertising

Sales promotion

Personal selling

Publicity

154.A consumer contest is an example of_____.

Personal selling

Sales promotion

Advertising

Indirect selling

155. Advertising appropriations are largest for which type of product?

Industrial products

Convenience goods

High-priced products

Specialty goods

156. A television advertisement showing the safety features of the Volvo 240 DL would be best classified as which of the following?

Product advertising

Pioneer advertising

Defensive advertising

Societal marketing

157. Need becomes_____when they are directed towards a specific object.

Actual need

Want

Satisfaction

Demand

158. Which of the following BEST describes the consumer's preference for products that are widely available to them?

Production concept

Marketing concept

Selling concept

Product concept

159. Buying and selling of mass consumer goods and services comes under which of the following markets?

Business markets

Global markets

Consumer markets

Government markets

160. Which one of the following BEST describes the human need?

Food

French-fries

Burger

Pizza

161. Which of the following firms emphasis on product's benefits to the customers rather than on product attributes.

Product oriented

Market oriented

Sales oriented

Production oriented

162. All of the following are the examples of unsought goods EXCEPT:

Course books

Encyclopedia

Funeral plots

Insurance policy

Unsought Goods

163. While considering the place for a product which of the following is important for customer.

Communication

Convenience

Cost

Solution

164. Market –oriented firms focus on:

Retailers

Distributors

Customers

Wholesalers

165. Price is the only element in the marketing mix that produces:

Fixed cost

Expense

Variable cost

Revenue

166. Identify the products that the customer usually buys frequently and with a minimum of comparison and buying effort.

Specialty

Convenience

Unsought

Augmented

167. Which of the following is NOT included in product decisions?

Styling

Brand name

Warehousing

Packaging

168. Which of the following takes place at retailer's end?

Promotion

Placing

Pricing

Exchange

169. Aggressive selling is a characteristic of which of the following concept of marketing?

Select correct option:

Production concept

Marketing concept

Selling concept

Product concept

170. Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service?

Label

Co-brand

Brand

Product

171. The consumer's estimate of the product's overall capacity to satisfy his or her needs is called:

Product Cost

Product Value

Product need

Product Satisfaction

172. According to the text, a product is

everything the customer receives in an exchange.

the physical object the customer receives in an exchange.

the service that is rendered to a customer.

the idea that the customer receives in an exchange.

173. An example of a convenience consumer product is

stereo equipment.

petrol.

a motorcycle.

a bicycle.

athletic shoes.

174. Which one of the following is NOT an industrial product?

oil to be refined into fuel for homes

transistors used as components for portable radios

paper, pens, and glue used in bank branch offices

computer software to help people complete personal tax forms

175. Sai Nath called several airlines to compare rates and chose a flight on British Midland as it had a better reputation for service and competitive prices. The airline ticket is an example of which type of product?

A)convenience

B)shopping

C)specialty

D)unsought

176. Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified as _____products.

shopping

convenience

industrial

specialty

unsought

177. Large tools and machines used in a production process for a considerable length of time are classified as

major equipment.

accessory equipment.

component parts.

raw materials.

consumable supplies.

178. Items that are purchased routinely, do not become part of the final physical product, and are treated like expense items rather than capital goods are called

raw materials.

major equipment.

accessory equipment.

component parts.

process materials.

179. Products that are used directly in the production of a final product but are not easily identifiable are categorised as

accessory products.

component parts.

consumable supplies.

assembly components.

process materials.

180. Industrial products are

purchased for personal consumption.

frequently purchased for both their functional aspects and their psychological rewards.

traditionally classified according to their characteristics and intended uses.

not purchased by non-business organisations.

181. A company designs the product with little or no input from customers, the company is practicing which of the following concept?

Product concept

Marketing concept

Selling concept

Production concept

182. Which of the following 4Ps of marketing mix involves decisions regarding channels coverage, assortments, locations, inventories or transports?

Product

Price

Place

Promotion

183. Which of the following is NOT a part of marketing communication mix?

Telemarketing

Public relations

Sales promotion

Advertising

184. A dissonance-reducing buying behavior is designed to probe consumers' hidden, subconscious motivations.

True

False

185. Consumer buying behavior refers to the buying behavior of businesses.

True

False

186. A fundamental part of the distribution function is to get the product:

To the right place at the right time

Launched into new markets

To intermediaries

To market to avoid channel conflict

187. The _____ identifies the product or brand.

Container

Label

Advertisement

Warranty

188. A(n)_____product exceeds customer expectations.

Strategic

Superior

Augmented

Anticipated

189. Which of the following are products and services bought by final consumers for personal consumption? These include convenience products, shopping products, specialty products, and unsought products.

Material and parts

Consumer products

Industrial products

Capital items

190. The skimming, penetration, bargaining and bundling are decided in the_____of the Marketing Mix strategy.

Price Decisions

Place Decisions

Product Decisions

Promotion Decisions

191. Low Consumer involvement in purchase and little significant brand difference comes in which types of buying behaviors.

Complex

buying

behavior

Dissonance-reducing

buying

behavior

Habitual

buying

behaviors

Variety-seeking buying behaviors

192. Distribution of product to get it in the marks refers to which of the following activities?

Selling Activities

Advertising activities

Promotion Activities

Place or distribution activities

193. How many stages are involved in the consumer buying / adoption process?

Six

Seven

Three

Five

194. Which one of the following factor relates to family that influences consumer behavior?

Cultural

Social

Personal

Business

195. “ Buy it now” refers to which one of the following options?

Personal selling

Advertising

Sales promotion

Publicity

196. At least how many parties should be included in “Exchange”?

Two

Three

Four

Five

197. The buyer decision process consists of five stages. Which of the following is NOT one of these stages?

Evaluation of Alternatives

Information search

Variety-seeking buying behavior

Post purchase behavior

198. You are planning to install a steel manufacturing plant in your city. For that purpose you want to have a supplier who supplies you the steel in raw form for manufacturing. Here supplier supplies you which of the following form of industrial product?

Material and parts

Capital items

Supplies and services

None of the given options

199. “How are you telling consumers in your target group about your product” This question belongs to which marketing concept?

Product

Price

Place

Promotion

200. 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