

Principles of Marketing Questions

1. Ato Amsalu needs to purchase new cloth. He has gone to shop and ask the brand; the marketer has shown all available brands like China, Turkey, Thailand and Bangladesh. After evaluating all brands, he has determined to buy the Thailand brand cloth which convenient to his culture. Which core concept of marketing is appropriate for the above statements?
A. Need B. Want C. Demand D. Desire
2. An organization with a _____ believes that it exists not only to satisfy customer wants and needs and to meet organizational objectives but also to preserve or enhance individuals' and society's long-term best interests.
A. Production concept C. Product concept
B. Societal concept D. Marketing concept
3. Which of the following terms best describes the environment that includes the forces close to the company that affect its ability to serve its customers; suppliers, marketing channel firms, customer markets, competitors, and publics?
A. Microenvironment C. Global environment
B. Macroenvironment D. Internal environment
4. For Unwholesome products such as cigarettes, alcohol, and hard drugs which marketing task is required?
A. Counter marketing C. Maintain Marketing
B. De-marketing D. Synchronic marketing
5. Which of the following marketing philosophy believes and operates with the guiding force that the consumers will prefer those products which are mostly available, inexpensive at the right time and at right places?
A. Production concept C. Product concept
B. Selling concept D. Marketing concept
6. Anything can be offered to a market for attention, acquisition, use or consumption that might satisfy some customer need or want is called
A. Demand B. Value C. Product D. Donation

7. Mr. Ayalew has purchased low-cost product frequently, and he didn't consider the normal buying steps instead he made purchase decisions based on his brand familiarity. What type of buying behavior he has shown?
- A. Complex buying behavior
B. Habitual buying behavior
C. Dissonance-reducing behavior
D. Variety-seeking buying behavior
8. Buyers at the marketplace receive several advertisements and much information from the marketers. However, they are more likely to notice messages that related to their current needs. This is known as:
- A. Selective distortion
B. Selective retention
C. Selective attention
D. None of the above
9. AMU is placed on the stages of preparation to open a new Hospital. AMU's Purchasing department is decided to purchase medical laboratory equipment which were not experienced previously by purchasing/ buying department of the University. Which types of buying situation is going to under taken by the AMU?
- A. Straight Re-buy
B. New task buying
C. Modified Re-buy
D. None of the above
10. Actors such as supplier reputation for repair and servicing capabilities are important criteria for evaluation at which stage in the business buying process?
- A. Problem recognition
B. Supplier selection
C. Supplier search
D. Order-routine specification
11. Your firm has decided to localize its products and services to meet local market demands. Which bases of segmentation is best for the above statement.
- A. Geographic Segmentation
B. Psychographic segmentation
C. Demographic segmentation
D. Behavioral segmentation
12. When Solomon was a university student, he enjoyed rock music and regularly purchased fashionable clothing. However, five years later, Solomon becomes an accountant, his preference shifted toward formal and normal clothing. Which of the following characteristics is likely to have had the most influence on Solomon's preference during his university life?
- A. Age
B. Gender
C. Income
D. Education

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20. Mr. Abebe is the product manager for a soft drink processing company. In the existing market, soft drink products are saturated. He is introducing different flavors, sizes, and more outlets. What stage of the product life cycle is this?
- A. Growth B. Maturity C. Decline D. Introduction
21. The marketing director of a manufacturing company says, "If my wholesaler exceeds the sales record from last month, I agree to give him 50% discount on my product." This technique is a form of:
- A. Sales promotion C. Personal selling
B. Advertising D. Direct marketing
22. The process of supplying goods in as many retail outlets as possible is known as:
- A. Exclusive distribution C. Selective distribution
B. Intensive distribution D. None of the above
23. Which type of market segmentation divides the market based on variables such as age, gender, income, and education?
- A. Geographic segmentation C. Psychographic segmentation
B. Demographic segmentation D. Behavioral segmentation
24. Which of the following is not a characteristic of services?
- A. Perishability C. Variability
B. Tangibility D. Inseparability
25. A skimming pricing strategy involves:
- A. Setting a low price to enter a competitive market
B. Setting a high initial price and then gradually lowering it
C. Matching competitors' prices
D. Setting different prices for different market segments