

COURSE TITLE: *PRINCIPLES OF MARKETING*

- 1. Marketing is a process of converting the potential customers into**
- A. actual customers
 - B. prospective customers
 - C. Marketers
 - D. none of these

Answer: A. actual customers

- 2. Marketing is aprocess**
- A. goal oriented
 - B. Exchange
 - C. Social
 - D. all of these

Answer: D. all of these

- 3. Which of the following is not included in the function of physical supply?**
- A. Standardization
 - B. Storage
 - C. Transport
 - D. Packaging

Answer: A. standardization

- 4. All forces or factors that affect marketing policies, decisions and operations of a business constitute**
- A. marketing mix
 - B. marketing environment
 - C. marketing control
 - D. none of these

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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- 4. All forces or factors that affect marketing policies, decisions and operations of a business constitute**

Answer: B. marketing environment

- 5. The group of elements price, product, promotion and place constitute**

- A. market mix
- B. marketing mix
- C. product mix
- D. promotion mix

Answer: B. marketing mix

- 6. The concept of marketing mix was developed by**

- A. Philip Kotler
- B. Stapleton
- C. N.H. Borden
- D. albert w emery

Answer: C. N.H Borden

- 7. Market where goods are transacted on the spot or immediately**

- A. future market
- B. spot market
- C. perfect market
- D. none of these

Answer: B. spot market

- 8. Market where there is no physical delivery of goods**

- A. future market
- B. spot market
- C. perfect market
- D. none of these

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8. Market where there is no physical delivery of goods

Answer: A. future market

9. Markets which are organized and regulated by statutory measure are

- A. regulated markets
- B. unregulated markets
- C. world market
- D. none of these

Answer: A. regulated markets

10. The markets in which goods are bought and sold in bulk quantities.

- A. wholesale market
- B. retail market
- C. world market
- D. none of these

Answer: A. wholesale market

11. Market in which gold and silver are sold

- A. commodity market
- B. produce market
- C. bullion market
- D. none of these

Answer: C. bullion market

12. Market where money is lend and borrowed

- A. money market
- B. foreign exchange market
- C. stock market
- D. none of these

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12. Market where money is lend and borrowed

Answer: A. money market

13. Marketing is applicable in

- A. Goods
- B. Events
- C. Property
- D. all of these

Answer: D. all of these

14. Risk bearing is a function of.....

- A. Research
- B. Exchange
- C. physical supply
- D. Facilitating

Answer: D. facilitating

15. Marketing is important to

- A. Economy
- B. Companies
- C. Consumers
- D. all of these

Answer: D. all of these

16. Profit through Customer Satisfaction Is aimed in Concept

- A. Production
- B. Holistic
- C. Marketing

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16. Profit through Customer Satisfaction Is aimed in Concept

D. Selling

Answer: C. marketing

17. Marketing Environment is

A. largely uncontrollable

B. changing fast

C. influencing marketing decisions

D. all of these

Answer: D. all of these

18. Marketing that converts negative demand to positive demand is known as

A. Conversional

B. Maintenance

C. Remarketing

D. developmental

Answer: A. conversional

19. Which of the following is not included in the micro environment

A. Suppliers

B. Publics

C. Economic

D. Customers

Answer: C. economic

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20. Consumers show while buying their products on regular basis

- A. dissonance reduction buying behaviour
- B. variety seeking buying behavior
- C. complex buying behavior
- D. habitual buying behavior

Answer: D. habitual buying behaviour

21. “We guarantee every product we sell” appeal to.....motive

- A. Curiosity
- B. Variety
- C. Quality
- D. Comfort

Answer: C. quality

22. The negative feeling which arise after purchase causing inner tension is known as.....

- A. cognitive dissonance
- B. post purchase dissonance
- C. buyer's remorse
- D. all of these

Answer: D. all of these

23. Social class is an element of.....factor

- A. Social
- B. Cultural
- C. Personal
- D. Economic

Answer: B. cultural

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24. Sub-dividing of market into homogeneous sub-sections of customers is known as

- A. target marketing
- B. market segmentation
- C. product differentiation
- D. none of these

Answer: B. market segmentation

25. The essential criteria for effective segmentation is

- A. Homogeneity
- B. Measurability
- C. Profitability
- D. all of these

Answer: D. all of these

26. The strategy where the producer or marketer does not differentiate between different type of customers

- A. undifferentiated marketing
- B. differentiated marketing
- C. concentrated marketing
- D. customized or personalized marketing

Answer: A. undifferentiated marketing

27. The concentration of all marketing efforts on one selected segment within the total market.

- A. undifferentiated marketing
- B. differentiated marketing
- C. concentrated marketing
- D. customized or personalized marketing

Answer: C. concentrated marketing

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28. Identifying and providing different marketing mix for each of the segments is known as.....

- A. undifferentiated marketing
- B. differentiated marketing
- C. concentrated marketing
- D. customized or personalized marketing

Answer: B. differentiated marketing

29. Civil engineers designing flats, villas, bridges etc., are an example of....

- A. undifferentiated marketing
- B. differentiated marketing
- C. concentrated marketing
- D. customized or personalized marketing

Answer: D. customized or personalized marketing

30. Shiny hair in case of a shampoo is autility

- A. Primary
- B. Evolved
- C. Generic
- D. none of these

Answer: B. evolved

31. Which of the following is not an element of demographic segmentation

- A. family size
- B. population density
- C. Income
- D. Religion

Answer: C. income

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32. Motives which are driven by learning, perception and attitude are known as..

- A. emotional motives
- B. patronage motives
- C. psychological motives
- D. rational motives

Answer: D. rational motives

33. The process of assessing the relative worth of different market segments and selecting one or more segments in which to compete is called

- A. target marketing
- B. market segmentation
- C. product differentiation
- D. none of these

Answer: A. target marketing

34. An organization directs its marketing efforts at two or more segments by developing a marketing mix for each segment. This is_____.

- A. total market approach
- B. concentration approach
- C. multi-segment approach
- D. none of these

Answer: C. multi-segment approach

35. Which of the following are the elements of product positioning?

- A. the product
- B. the company
- C. the consumer
- D. all of these

Answer: D. all of these

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36. Using the names of company's powerful brands for line extensions is.....

- A. positioning by product attributes and benefits
- B. positioning by brand endorsement
- C. positioning by use, occasion and time
- D. positioning by corporate identity

Answer: B. positioning by brand endorsement

37. The companies that have become a tried and trusted household name are

- A. positioned by product attributes and benefits
- B. positioned by brand endorsement
- C. positioned by use, occasion and time
- D. positioned by corporate identity

Answer: D. positioned by corporate identity

38. Positioning by emphasizing the special attributes and benefits of the product is known as.....

- A. positioning by product attributes and benefits
- B. positioning by brand endorsement
- C. positioning by use, occasion and time
- D. positioning by corporate identity

Answer: A. positioning by product attributes and benefits

39. Anything that has the ability to satisfy a consumer need is known as.....

- A. Price
- B. Package
- C. Product
- D. Promotion

Answer: C. product

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40. Products adapted to the perceived unique characteristics of national markets

- A. local products
- B. multinational products
- C. international products
- D. global products

Answer: A. local products

41. Products seen as having extension potential into other markets

- A. local products
- B. multinational products
- C. international products
- D. global products

Answer: D. global products

42. Products seen as only suitable in one single market

- A. local products
- B. multinational products
- C. international products
- D. global products

Answer: A. local products

43. Products designed to meet global segments

- A. local products
- B. multinational products
- C. international products
- D. global products

Answer: D. global products

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44. Trade mark is a

- A. Name
- B. registered brand
- C. Symbol
- D. Design

Answer: B. registered brand

45. Brands owned and developed by producers are known as

- A. manufacturer brands
- B. individual brands
- C. family brands
- D. Dealer

Answer: A. manufacturer brands

46.brands indicate only the product category

- A. Dealer
- B. Licensed
- C. Generic
- D. Individual

Answer: C. generic

47. Which of the following is not a limitation of branding?

- A. it is expensive
- B. it reduces selling efforts
- C. it promotes unfair competition
- D. it leads to brand monopoly

Answer: B. it reduces selling efforts

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48. The only revenue producing element in the marketing mix is.

- A. product.
- B. price.
- C. place.
- D. promotion.

Answer: B. price.

49. Brands add value for both customers and the firm by

- A. facilitating purchase.
- B. establishloyalty.
- C. both (a) and (b).
- D. none of these.

Answer: C. both (a) and (b).

50. Which of the following is not a component of brand equity.

- A. brand awareness.
- B. brand association.
- C. brandloyalty.
- D. brand cohorts.

Answer: D. brand cohorts.

51. Which is not a level of brand loyalty?

- A. brand preference.
- B. brand recognition.
- C. brand insistence.
- D. brand equity.

Answer: D. brand equity.

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52. Trading down is a method of product line modification by.

- A. product line expansion.
- B. product line contraction.
- C. quality variation.
- D. none of these.

Answer: C. quality variation.

53. Air conditioners are an example ofgoods.

- A. brown.
- B. white.
- C. Red
- D. orange.

Answer: B. white.

54. American expression for fast moving consumer goods is.....goods.

- A. brown.
- B. white.
- C. Red
- D. orange.

Answer: C. red

55. Yellow goods includegoods.

- A. red& white.
- B. white& brown.
- C. orange & red

Answer: B. white & brown.

56.goods are purchased without any planning or search effort.

- A. staple.

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56.goods are purchased without any planning or search effort.

- B. impulse.
- C. emergency.
- D. none of these.

Answer: B. impulse.

57.goods are purchased on a regular basis.

- A. staple.
- B. impulse.
- C. emergency.
- D. none of these.

Answer: A. staple.

58.influence product line decisions.

- A. customer preference.
- B. change in demand
- C. product specialization
- D. all of these.

Answer: D. all of these.

59. Rising profits is a feature ofstage of PLC.

- A. growth.
- B. introduction.
- C. Maturity
- D. saturation.

Answer: A. growth.

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60. Revival plans to reintroduce the product in more modified form is adopted instage of PLC.

- A. introduction.
- B. maturity.
- C. decline.
- D. growth.

Answer: C. decline.

61. The set of all the products a firm made available to consumers buy is called_____.

- A. product line.
- B. product mix
- C. product category.
- D. none of these.

Answer: A. product line.

62. Setting price on the basis of the demand for the product is known as.....

- A. cost based pricing
- B. demand based pricing
- C. competition based pricing
- D. value based pricing

Answer: B. demand based pricing

63. Setting price on the basis of the competition for the product is known as.....

- A. cost based pricing
- B. demand based pricing
- C. Competition-based pricing
- D. value based pricing

Answer: C. competition-based pricing

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64. Pricing method based on customer value is known as.....

- A. cost based pricing
- B. demand based pricing
- C. competition based pricing
- D. value based pricing

Answer: D. value based pricing

65. Which of the following is not a method of cost based pricing

- A. cost plus pricing
- B. marginal cost pricing
- C. differential pricing
- D. target pricing

Answer: C. differential pricing

66. Which of the following is a method of Competition Based Pricing

- A. going rate pricing
- B. sealed bid pricing
- C. customary pricing
- D. all of these

Answer: D. all of these

67. Premium Pricing is a method of.....

- A. cost based pricing
- B. demand based pricing
- C. competition based pricing
- D. value based pricing

Answer: A. cost-based pricing

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68. The approach used when the marketer wants the consumer to respond on an emotional, rather than rational basis

- A. predatory pricing
- B. economy pricing
- C. psychological pricing
- D. penetration pricing

Answer: D. penetration pricing

69. Razor manufacturer will charge a low price and recoup its margin (and more) from the sale of the only design of blades which fit the razor. This is an example of.....

- A. predatory pricing
- B. economy pricing
- C. psychological pricing
- D. captive product pricing

Answer: C. psychological pricing

70. Where sellers combine several products in the same package is known as.....

- A. psychological pricing
- B. captive product pricing
- C. product bundle pricing
- D. promotional pricing

Answer: D. promotional pricing

71. Which of the following is not a factor influencing pricing policy

- A. Cost
- B. Competitors
- C. business objectives
- D. none of these

Answer: D. none of these

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72. Which of the following are possible pricing objectives

- A. to maximize profits
- B. to achieve a target market share
- C. to match the competition, rather than lead the market
- D. all of these.

Answer: D. all of these.

73. When there is a large potential market for a product, the firm will adopt.

- A. skimming price policy
- B. penetration price policy.
- C. premium price policy.
- D. none of these.

Answer: C. premium price policy

74. A price reduction to buyers who pay their bills promptly is called.

- A. trade discount.
- B. cash discount.
- C. seasonal discount.
- D. quality discount.

Answer: B. cash discount.

75. -----are the retailers who have no fixed place of business.

- A. large scale retailers
- B. itinerant retailers
- C. small scale retailers
- D. none of these

Answer: B. itinerant retailers

76. Departmental store is an example of

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75. -----are the retailers who have no fixed place of business.

- A. second hand goods seller
- B. large scale retailer
- C. multiple shop
- D. none of these

Answer: B. large scale retailer

77. -----are retail stores owned by a group of consumers themselves

- A. super bazar
- B. shopping mall
- C. consumer co-operative store
- D. none of these

Answer: C. consumer co-operative store

78. -----marketing uses telecommunication devices to reach
prospective customers

- A. direct marketing
- B. Telemarketing
- C. catalogue marketing
- D. all of these

Answer: B. telemarketing

79. **Transport system creates----- utility.**

- A. place utility
- B. time utility
- C. customer utility
- D. all of these

Answer: B. time utility

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80. Warehousing creates -----utility

- A. product utility
- B. place utility
- C. time utility
- D. customer utility

Answer: A. product utility

81. -----is a system of selling goods directly to customers through a network of self employed people

- A. multilevel marketing
- B. whole sale marketing
- C. vertical marketing
- D. none of these

Answer: A. multilevel marketing

82. Multilevel marketing is also called

- A. pyramid selling
- B. hybrid selling
- C. horizontal selling
- D. none of these

Answer: A. pyramid selling

83. -----is called shopping by post

- A. self service
- B. mail order business
- C. retail chain
- D. none of these

Answer: B. mail order business

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84. The strategy of using as many outlets as possible is called

- A. intensive distribution
- B. cohesive distribution
- C. wide distribution
- D. all of these

Answer: A. intensive distribution

85. The best channel of distribution for Vacuum cleaner is

- A. direct marketing
- B. mail order business
- C. self service
- D. None

Answer: A. direct marketing

86. -----means the set of marketing intermediaries through which the goods flow from the producer to consumer.

- A. channel of distribution
- B. direct marketing
- C. intensive distribution
- D. none of these

Answer: A. channel of distribution

87. -----means moving of finished goods from one end of a producer to consumer.

- A. exchange of goods
- B. transfer of goods
- C. physical distribution
- D. none of these.

Answer: C. physical distribution

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88. In a small market -----is better

- A. three level channel
- B. two level channel
- C. direct marketing
- D. all of these

Answer: C. direct marketing

89. Sorting and grading of goods is considered as the function of

- A. wholesalers
- B. Retailers
- C. managers
- D. none of these

Answer: B. retailers

**90. ----- are those who obtain title to goods with a view to selling them
at profit**

- A. merchant middlemen
- B. agent middle men
- C. Facilitators
- D. all of these

Answer: A. merchant middlemen

**91. The four major elements of distribution mix are channels of
distribution, transportation, Warehousing, and -----**

- A. Inventory
- B. Channel
- C. direct marketing
- D. none of these

Answer: A. inventory

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92. The three major types of non-store retailing are direct selling, direct marketing and-----

- A. automatic vending
- B. Self-service store
- C. retail chain
- D. none of these

Answer: A. automatic vending

93. Which of the following is not a non-store retailing?

- A. kiosk marketing
- B. retail chains
- C. direct marketing
- D. telemarketing

Answer: D. telemarketing

94. Direct marketing is found more suitable to which of the following products?

- A. agriculture products
- B. TV
- C. Shoes
- D. vacuum cleaner

Answer: D. vacuum cleaner

95. Which company is the pioneer in the direct marketing?

- A. Cypla
- B. Avon cosmetics
- C. Johnson&Johnson
- D. Eureka forbs

Answer: D. eureka forbs

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96. -----is a system of branch shops operated under a centralized management and dealing in similar lines of goods.

- A. super market
- B. multiple shops
- C. Self-service store
- D. none of these

Answer: B. multiple shops

97. ----- is not a vertically integrated channel

- A. Administered
- B. Contractual
- C. Corporate
- D. none of these

Answer: D. none of these

98. ----- channel is one in which two or companies join together to exploit a marketing opportunity either by themselves or by creating an independent unit

- A. horizontal channel
- B. vertical channel
- C. cross channel
- D. none of these

Answer: A. horizontal channel

99. -----is not a function of wholesaler

- A. Warehousing
- B. transporting
- C. risk bearing
- D. none of these

Answer: D. none of these

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100. -----is a retailer who has fixed place of business in a locality but goes on changing his place to exploit the market opportunities.

- A. cheap-jacks
- B. Hawkers
- C. market traders
- D. none of these

Answer: A. cheap-jacks

101. -----factor is not considered as an important one while selecting channel of distribution

- A. Product
- B. market factor
- C. Color
- D. none of these

Answer: C. color

102. -----is not included in the product factor

- A. physical nature
- B. technical nature
- C. Suitability
- D. none of these

Answer: C. suitability

103. The retailer sells goods in -----

- A. huge quantity
- B. small quantity
- C. not sufficient
- D. none of these

Answer: B. small quantity

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104. MILMA is an example of -----type of shop

- A. multiple shop
- B. departmental store
- C. super bazaar
- D. none of these

Answer: A. multiple shop

105. If marketing is done through information and ordering machine placed in stores, it is known as

- A. kiosk marketing
- B. television marketing
- C. tele-marketing
- D. all of these

Answer: A. kiosk marketing

106. If goods directly move from producer to consumer, it is known as

- A. one level channel
- B. zero level channel
- C. two level channel
- D. none of these

Answer: B. zero level channel

107. -----retailers open their shops on fixed days or dates in a specified area.

- A. Hawkers
- B. Kiosks
- C. market traders
- D. none of these

Answer: C. market traders

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108. ----- are generally food stores that are much smaller in size than in supermarkets.

- A. convenient store
- B. discount store
- C. specialty store
- D. none of these

Answer: A. convenient store

109. Selling includes -----

- A. advertising
- B. transfer of title from the seller to the buyer
- C. sales promotion
- D. none of these

Answer: B. transfer of title from the seller to the buyer

110. If the product passes through a longer channel of distribution, the marketer will have to give importance to

- A. advertising
- B. personal selling
- C. direct selling
- D. none of these

Answer: A. advertising

111. If advertising give focus on a particular product or brand, it is known as

- A. product advertisement
- B. market advertisement
- C. institutional advertisement
- D. None

Answer: A. product advertisement

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112. When the advertisement is to create an image or reputation of the firm, it is a case of

- A. product advertisement
- B. institutional advertisement
- C. reminder advertising
- D. None

Answer: B. institutional advertisement

113. Advocacy advertising is also called

- A. support advertising
- B. rapport advertising
- C. cause advertising
- D. none of these

Answer: C. cause advertising

114. -----= advertisement stresses on comparative features of two brands

- A. comparative advertisement
- B. complimentary advertisement
- C. niche advertisement
- D. none of these

Answer: A. comparative advertisement

115. -----is not a commercial advertising

- A. consumer ad
- B. industrial ad
- C. trade ad
- D. shortage ad

Answer: D. shortage ad

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116. When manufacturers, wholesalers and retailers jointly share the expenditure on advertising, it is called

- A. joint advertising
- B. co-operative advertising
- C. sponsored advertising
- D. none of these

Answer: B. co-operative advertising

117. -----is not a step in advertising campaign

- A. market analysis
- B. determining ad objectives
- C. selecting ad media
- D. supply of goods

Answer: D. supply of goods

118. A good catchy phrase used and repeated often in an advertisement is -----

- A. Idea
- B. brand name
- C. trade mark
- D. Slogans

Answer: D. slogans

119. USP stands for

- A. universal service provider
- B. upper service position
- C. unique selling proposition
- D. none of these

Answer: C. unique selling proposition

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120. ----- is not a pre-test to evaluate advertising effectiveness

- A. portfolio test
- B. consumer jury method
- C. recognition test
- D. none of these

Answer: C. recognition test

121. ----- is not a post-test to evaluate advertising effectiveness

- A. real test
- B. opinion research
- C. association test
- D. portfolio test

Answer: D. portfolio test

122. ----- is not a consumer promotion scheme

- A. Samples
- B. advertising material
- C. Coupons
- D. Rebates

Answer: B. advertising material

123. In ----- appeals are emotional

- A. consumer promotion
- B. advertising
- C. dealer promotion
- D. all of these

Answer: B. advertising

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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124. -----is not a dealer promotion scheme.

- A. free goods
- B. trade allowance
- C. Coupons
- D. all of these

Answer: C. coupons

125. ----- is not a sales force promotion scheme.

- A. bonus to sales force
- B. slotting allowance
- C. sales force contests
- D. none of these

Answer: B. slotting allowance

126. Dealer promotion is also known as

- A. trade promotion
- B. goods promotion
- C. commerce promotion
- D. none of these

Answer: A. trade promotion

127. Which of the following is not an element of promotion mix

- A. advertisement
- B. branding
- C. personal selling
- D. sales promotion

Answer: B. branding

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

128. -----type of advertisement is used when the product enters into growth stage of PLC

- A. selective advertising
- B. reminder advertising
- C. primary advertising
- D. none of these

Answer: A. selective advertising

129. The strategy of choosing one attribute to excel to create competitive advantage is known as

- A. under positioning
- B. unique selling proposition
- C. over positioning
- D. none of these

Answer: B. unique selling proposition

130. The Concept of USP was introduced by

- A. Rosser Reeves
- B. Theodore Levitt
- C. N.H. Borden
- D. none of them

Answer: A. Rosser Reeves

131. Which of the following is not a sales promotion tool

- A. Discount
- B. dealer contest
- C. advertisement
- D. consumer contest

Answer: C. advertisement

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

132. The process of direct communication between the sales person and a prospect is called_____.

- A. personal selling
- B. direct marketing
- C. advertising
- D. none of these

Answer: A. personal selling

133. In marketing, MRP stands for

- A. managing public relation
- B. marketing public relation
- C. monitoring public relation
- D. none of these

Answer: B. marketing public relation

134. AIDAS stands for

- A. attention, interest, desire, action, satisfaction
- B. action, interest, decision , attention, service
- C. attention, interest, attitude, action, satisfaction
- D. none of these

Answer: A. attention, interest, desire, action, satisfaction

135. Any paid form of non -personal presentation of ideas, goods, or services by an identified sponsor is known as -----

- A. advertisement
- B. marketing
- C. Selling
- D. none of these

Answer: A. advertisement

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

136. -----is not a feature of advertising

- A. it helps in stimulating sales
- B. it may be oral or written
- C. it reduces sales
- D. None

Answer: C. it reduces sales

137. ----- is all the written or spoken matter in an advertisement expressed in words or sentences and figures designed to convey the message.

- A. Matter
- B. ad medium
- C. ad copy
- D. none of these

Answer: C. ad copy

138. Which of the following is not the main objective of personal selling?

- A. generate sales
- B. build awareness and appreciation for the product
- C. create personal contact
- D. none of these

Answer: D. none of these

139. Which of the following is the major advantage of personal selling?

- A. targeted message
- B. reach and frequency
- C. more sales
- D. none of these

Answer: A. targeted message

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

140. A major portion of the rural population consists ofincome groups.

- A. Low
- B. High
- C. Medium
- D. all of these

Answer: A. low

141. Many companies are now turning their attention tomarkets.

- A. Urban
- B. Rural
- C. World
- D. none of these

Answer: B. rural

142. For rural marketingpricing is more suitable.

- A. penetration
- B. skimming
- C. going rate
- D. none of these

Answer: A. penetration

143. Markets popularly known as haats and shandies are markets.

- A. Rural
- B. Urban
- C. National
- D. none of these

Answer: A. rural

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

144. General rural markets where rural /tribal people gather once or twice a week on a fixed day to exchange/to sell their produce is called.....

- A. regular periodic market
- B. seasonal market
- C. daily market
- D. rural market

Answer: A. regular periodic market

145. Permanent rural market with continuous trading activity is called.....

- A. regular periodic market
- B. seasonal market
- C. daily market
- D. rural market.

Answer: C. daily market

146. White revolution refers to

- A. aquaculture
- B. Milk
- C. Poultry
- D. none of these

Answer: B. milk

147. Blue revolution refers to

- A. aquaculture
- B. Milk
- C. Poultry
- D. none of these

Answer: A.aquaculture

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

148. Yellow revolution refers to

- A. aquaculture
- B. Milk
- C. Poultry
- D. none of these

Answer: C. poultry

149. Moderate quality products are preferred byconsumers.

- A. Urban
- B. Rural
- C. educated
- D. none of these

Answer: B. rural

150. Goods are sold in small packets inmarkets.

- A. Urban
- B. Rural
- C. world
- D. none of these

Answer: B. rural

151. Rural consumers are

- A. price sensitive
- B. less price sensitive
- C. quality conscious
- D. none of these

Answer: A. price sensitive

152. Profiling the rural market is a part ofstage of rural marketing strategy.

- A. planning

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

152. Profiling the rural market is a part ofstage of rural marketing strategy.

- B. execution
- C. feedback
- D. none of these

Answer: A. planning

153. Marketing research is a part ofstage of rural marketing strategy.

- A. planning
- B. execution
- C. feedback
- D. none of these

Answer:A.planning

154.pricing means assigning a low price tag for a product and providing the benefits of low-cost mass production to the customers.

- A. cost plus
- B. Value
- C. power price points
- D. Penetration

Answer:B. value

155. Price points of Re1, Rs 2,3,4 etc. are used for FMCG brands is known aspricing

- A. cost plus
- B. Value
- C. power price points
- D. Penetration

Answer: C. power price points

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

156. Introducing a product at low price and increasing the price once the brand succeeds is known as Pricing.

- A. Penetration
- B. Skimming
- C. going rate
- D. none of these

Answer: A. penetration

157. Smaller companies tying up with leading companies to distribute through its network is known as Distribution.

- A. Syndicated
- B. Selective
- C. Exclusive
- D. Intensive

Answer: A. syndicated

158.distribution system can be used to penetrate the rural market.

- A. Satellite
- B. Selective
- C. Exclusive
- D. Intensive

Answer: A. satellite

159. Services are

- A. Intangible
- B. perishable
- C. both a & b
- D. none of these

Answer: A. intangible

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

160.refers to the way a service provider and his employees anticipate what the customers want and provide them before they ask for service to make them delighted and surprised.

- A. Pro-activeness
- B. Productivity
- C. professionalization
- D. none of these

Answer: A. pro-activeness

161. Which of the following is not a characteristic of service marketing?

- A. Intangibility
- B. Separability
- C. heterogeneity
- D. Perishability

Answer: B. separability

162. Medical treatment with Ayurvedic massage is an example of

- A. pure tangible good
- B. Hybrid
- C. pure service
- D. none of these

Answer: C. pureservice

163. Which of the following is not a services?

- A. Hospital
- B. Banking
- C. Insurance
- D. none of these

Answer: D. none of these

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

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

- A. People
- B. packaging
- C. Process
- D. physical evidence

Answer: B. packaging

165.was first used by Eugene J Kelly.

- A. de-marketing
- B. meta marketing
- C. mass marketing
- D. mega marketing

Answer: B. meta marketing

166. Which of the following is known as market aggregation?

- A. De-marketing
- B. meta marketing
- C. mass marketing
- D. mega marketing

Answer: C. mass marketing

167. Which of the following involves targeting bulk purchasers and offering them special benefits and privileges?

- A. frequency marketing
- B. event marketing
- C. viral marketing
- D. none of these

Answer: A. frequency marketing

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

168. Which of the following is not responsible for the emergence of relationship marketing?

- A. growth of service economy
- B. rapid technological advancement
- C. an increase in the level of customer awareness and education
- D. changing role of woman.

Answer: D. changing role of woman.

169. Is a strategy of entering into an unreceptive or blocked country and practices marketing by using economic, psychological, political and public relation skills etc. in that country.

- A. de marketing
- B. meta marketing
- C. mass marketing
- D. mega marketing

Answer: D. mega marketing

170. is also called ambush marketing.

- A. event marketing
- B. morph marketing
- C. guerilla marketing
- D. none of these

Answer: A. event marketing

171. The basic objective behind the is to add value to the product significantly for winning the customers' loyalty.

- A. event marketing
- B. morph marketing
- C. guerilla marketing
- D. none of these

Answer: B. morph marketing

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

172.is also known as buzz marketing.

- A. word of mouth marketing
- B. viral marketing
- C. guerilla marketing
- D. morph marketing

Answer: A. word of mouth marketing

173. In Japanmarketing is known as 'Kuchikomi'.

- A. word of mouth
- B. Viral
- C. Guerilla
- D. Morph

Answer: A. word of mouth

174. The term Marketing was coined by Steven Jurvetson in 1997.

- A. word of mouth
- B. Viral
- C. Guerilla
- D. Morph

Answer: B. viral

175. Undermarketing every customer is treated as unique.

- A. word of mouth
- B. Viral
- C. Guerilla
- D. one-on-one

Answer: D. one-on-one

176. An airline working with a tour operator or a hotel group is an example of.....marketing

- A. Partnership

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

175. Undermarketing every customer is treated as unique.

- B. Viral
- C. Guerilla
- D. Morph

Answer: A. partnership

177. Marketing to babies in the womb ismarketing.

- A. galimatias
- B. Viral
- C. Guerilla
- D. Morph

Answer: A. galimatias

178. is the marketing of products that are regarded to be safe for the environment.

- A. green marketing
- B. social marketing
- C. gaimatias marketing
- D. none of these

Answer: A. green marketing

179. A product with the is a green product.

- A. Eco-mark
- B. Ag-mark
- C. Isi-mark
- D. none of these

Answer: A. Eco-mark

180.is the marketing of a social message with a view to change behavior of people's habit.

- A. green marketing

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

180.is the marketing of a social message with a view to change behavior of people's habit.

- B. social marketing
- C. gaimatias marketing
- D. none of these

Answer: B. social marketing

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

- A. product
- B. Price
- C. distribution
- D. people

Answer: D. people

182. Utilizing electronic medium in everyday business activities is known as

- A. e-marketing
- B. e-business
- C. e-commerce
- D. none of these.

Answer: B. e-business

183. Buying and selling over the internet is known as.....

- A. e-marketing
- B. e-business
- C. e-commerce
- D. none of these.

Answer: C. e-commerce

184. The marketing side of E-commerce is known as

- A. e-marketing

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

184. The marketing side of E-commerce is known as

- B. e-business
- C. interactive marketing
- D. none of these

Answer: A. e-marketing

185. SEM means.....

- A. search engine marketing
- B. social environment marketing
- C. save energy marketing
- D. none of these

Answer: A. search engine marketing

186.marketing refers to achieving marketing objectives through applying digital technologies such as web sites.

- A. Internet
- B. Digital
- C. Email
- D. Viral

Answer: B. digital

187. Word of mouth marketing through electronic channels like email, internet etc. is known as

- A. Internet
- B. Digital
- C. Email
- D. Viral

Answer: D. viral

188.can be defined as convergence of branding, information dissemination and sales transactions all in one place.

- A. e-advertising

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

188.can be defined as convergence of branding, information dissemination and sales transactions all in one place.

- B. e-branding
- C. e-commerce
- D. e-marketing

Answer: A. e-advertising

189. Which of the following is importance of e-marketing?

- A. Sell
- B. serve
- C. sizzle
- D. all of these

Answer: D. all of these

190. ...is a low cost communication tool that can be easily tested, refined and rolled out.

- A. opt- in- e-mail
- B. i- tv
- C. i- radio
- D. i-kiosks

Answer: A. opt- in- e-mail

191. Which of the following is not an e-marketing tool?

- A. mobile phone
- B. Cinema
- C. i- radio
- D. i-kiosks

Answer: B. cinema

192. A financial instrument which can be used more than once to borrow money or buy goods and services on credit is

- A. debit card

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

192. A financial instrument which can be used more than once to borrow money or buy goods and services on credit is

- B. credit card
- C. smart card
- D. none of these

Answer: B. credit card

193. Which of the following is not a risk in internet based transaction?

- A. eavesdropping
- B. spoofing
- C. encryption
- D. unauthorized action

Answer: C. encryption

194. A security tool to verify the authenticity of the message and claimed identity of the sender and to verify the message integrity is

- A. Encryption
- B. Firewalls
- C. digital certificates
- D. digital signature

Answer: D. digital signature

195. An electronic file that uniquely identifies individuals and websites on the internet and enables secure, confidential communications.

- A. digital signature
- B. digital certificates
- C. Encryption
- D. firewalls

Answer: B. digital certificates

196.is online identity theft.

- A. eavesdropping

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

196.is online identity theft.

- B. phishing
- C. spoofing
- D. none of these

Answer: B. phishing

197.is not an e-payment media.

- A. credit card
- B. debit card
- C. electronic cheque
- D. wallet

Answer: D. wallet

198. The financial exchange that takes place online between buyers and sellers is known as

- A. e-branding
- B. e-marketing
- C. e-advertisement
- D. e-payment system

Answer: D. e-payment system

199. EFT means

- A. electronic fund transfer
- B. efficient fund transfer
- C. eligible fund transfer
- D. none of these

Answer: A. electronic fund transfer

200. A computer based system that facilitates the transfer of money or the processing of financial transactions between two financial institutions the same day or overnight is.....

- A. Etb

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

200. A computer based system that facilitates the transfer of money or the processing of financial transactions between two financial institutions the same day or overnight is.....

- B. Eft
- C. e-cash
- D. e-money

Answer: B. Eft

**COURSE TITLE:
CONSUMERBEHAVIOUR**

1. Any individual who purchases goods and services from the market for his/her end-use is called a.....

- A. Customer
- B. Purchaser
- C. Consumer
- D. all these

Answer: C. consumer

2. ----- is nothing but willingness of consumers to purchase products and services as per their taste, need and of course pocket.

- A. consumer behavior
- B. consumer interest
- C. consumer attitude
- D. consumer perception

Answer: B. consumer interest

3. ----- is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.

- A. consumer behaviour
- B. consumer interest
- C. consumer attitude

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

3. ----- is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.

D. consumer perception

Answer: A. consumer behaviour

4. ----- refers to how an individual perceives a particular message

A. consumer behaviour

B. consumer interest

C. consumer attitude

D. consumer interpretation

Answer: D. consumer interpretation

5. "----- is the action and decisions process or people who purchase goods and services for personal consumption."

A. consumer behaviour

B. consumer interest

C. consumer attitude

D. consumer interpretation

Answer: A. consumer behaviour

6. _____ emphasize(s) that profitable marketing begins with the discovery and understanding of consumer needs and then develops a marketing mix to satisfy these needs.

A. the marketing concept

B. the strategic plan

C. the product influences

D. the price influences

Answer: A. the marketing concept

7. _____ is one of the most basic influences on an individual's needs, wants, and behaviour.

A. brand

B. culture

C. product

D. price

Answer: B. culture

8. In terms of consumer behaviour; culture, social class, and reference group influences have been related to purchase and _____.

A. economic situations

B. situational influences

C. consumption decisions

D. physiological influences

Answer: C. consumption decisions

9. Many sub-cultural barriers are decreasing because of mass communication, mass transit, and a _____.

A. decline in the influence of religious values

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

9. Many sub-cultural barriers are decreasing because of mass communication, mass transit, and a _____.

- B. decline in communal influences
- C. strong awareness of brands in the market
- D. strong awareness of pricing policies in the market

Answer: A. decline in the influence of religious values

10. _____ develop on the basis of wealth, skills and power.

- A. economical classes
- B. purchasing communities
- C. Competitors
- D. social classes

Answer: D. social classes

11. _____ (is) are transmitted through three basic organizations: the family, religious organizations, and educational institutions; and in today's society, educational institutions are playing an increasingly greater role in this regard.

- A. consumer feedback
- B. marketing information systems
- C. market share estimates
- D. cultural values

Answer: D. cultural values

12. In large nations, the population is bound to lose a lot of its homogeneity, and thus _____ arise.

- A. multilingual needs
- B. Cultures
- C. Subcultures
- D. product adaptation requirements

Answer: C. subcultures

13. _____ are based on such things as geographic areas, religions, nationalities, ethnic groups, and age.

- A. multilingual needs
- B. Cultures
- C. subcultures
- D. product adaptation requirements

Answer: C. subcultures

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

- A. sales strategies
- B. marketing concepts
- C. cultural values
- D. brand images

Answer: C. cultural values

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

15. _____ has become increasingly important for developing a marketing strategy in recent years.
- A. change in consumers' attitudes
 - B. inflation of the dollar
 - C. the concept and the brand
 - D. age groups, such as the teen market, baby boomers, and the mature market

Answer: D. age groups, such as the teen market, baby boomers, and the mature market

16. Two of the most important psychological factors that impact consumer decision-making process are product _____ and product involvement.
- A. Marketing
 - B. Strategy
 - C. Price
 - D. knowledge

Answer: D. knowledge

17. Which of the following is the most valuable piece of information for determining the social class of your best friend's parents?
- A. the number of years schooling that they had
 - B. their ethnic backgrounds
 - C. their combined annual income
 - D. their occupations

Answer: D. their occupations

18. Changes in consumer values have been recognized by many business firms that have expanded their emphasis on _____ products.
- A. latest technology
 - B. timesaving, convenience-oriented
 - C. health related
 - D. communication

Answer: B. timesaving, convenience-oriented

19. Many sub cultural barriers are decreasing because of mass communication, mass transit, and _____.
- A. the rising unemployment situation
 - B. an influence of political power
 - C. the use of new technology
 - D. a decline in the influence of religious values

Answer: C. the use of new technology

20. Different social classes tend to have different attitudinal configurations and _____ that influence the behaviour of individual members.
- A. personalities
 - B. values
 - C. finances
 - D. decision makers

Answer: B. values

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

21. In terms of consumption decisions, middle class consumers prefer to

- _____.
- A. buy at a market that sells at a whole sale rates
 - B. buy what is popular
 - C. buy only the brands which sell at affordable prices
 - D. analyze the market and select the best at the lowest prices

Answer: B. buy what is popular

22. _____ refers to the buying behaviour of final consumers.

- A. consumer buyer behaviour .
- B. target market buying
- C. market segment buying
- D. business buying behavior

Answer: A. consumer buyer behaviour

23. _____ is individuals and households who buy goods and services for personal consumption.

- A. the target market
- B. a market segment
- C. the consumer market .
- D. the ethnographic market

Answer: C. the consumer market

24. Understanding consumer buying behavior is not easy. The answers are often locked deep within the consumer's head. The central question for marketers is:

- A. how much money is the consumer willing to spend?
- B. how much does the consumer need the product being offered for sale?
- C. how much does a discount or a coupon affect the purchase rate?
- D. how do consumers respond to various marketing efforts the company might use? .

Answer: D. how do consumers respond to various marketing efforts the company might use?

25. The starting point in understanding how consumers respond to various marketing efforts the company might use is the:

- A. Lipinski model of buying behavior.
- B. Stimulus-response model of buyer behavior. .
- C. Freudian model of buying behavior.
- D. Maslow's model of life-cycle changes.

Answer: B. stimulus-response model of buyer behavior

26. According to the stimulus-response model of buyer behavior (as presented in your text), the place where consumers process marketing stimuli prior to making purchase decision is called the:

- A. consumer's value chain.
- B. consumer's cognitive schema.
- C. consumer's black box. .

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

25. The starting point in understanding how consumers respond to various marketing efforts the company might use is the:

- D. consumer's thoughts-emotions network.

Answer: C. consumer's black box.

27. Consumer purchases are influenced strongly by cultural, social, personal, and:

- A. psychographic characteristics.
- B. psychological characteristics. .
- C. psychometric characteristics.
- D. supply and demand characteristics.

Answer: B. psychological characteristics

28. _____ is the most basic cause of a person's wants and behaviors.

- A. culture
- B. social class
- C. personality
- D. lifestyle

Answer: A. culture

29. Marketers are always trying to spot _____ in order to discover new products that might be wanted.

- A. opinion graphers
- B. dissonant groups
- C. cultural shifts .
- D. Benchmarks

Answer: C. cultural shifts

30. The cultural shift toward _____ has resulted in more demand for casual clothing and simpler home furnishings.

- A. liberal political causes
- B. conservative political causes
- C. informality
- D. Downsizing

Answer: C. informality

31. A _____ is a group of people with shared value systems based on common life experiences and situations.

- A. culture
- B. Subculture
- C. lifestyle composite
- D. social class

Answer: B. subculture

32. The greatest barrier to effectively marketing to the Asian American market is thought to be:

- A. reluctance to grant credit to this group
- B. language and cultural traditions
- C. the urban nature of their neighborhoods

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

32. The greatest barrier to effectively marketing to the Asian American market is thought to be:

- D. lack of a mass media that reaches this group

Answer: B. language and cultural traditions.

33. Relatively permanent and ordered divisions in a society whose members share similar values, interests, and behaviors are called:

- A. Cultures
- B. subcultures
- C. social classes
- D. social factors

Answer: C. social classes

34. As a form of a reference group, the _____ are ones to which the individual wishes to belong.

- A. secondary groups
- B. facilitative groups
- C. primary groups
- D. aspiration groups

Answer: D. aspiration groups

35. The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.

- A. Facilitator
- B. referent actor
- C. opinion leader
- D. social role player

Answer: C. opinion leader

36. Even though buying roles in the family change constantly, the _____ has traditionally been the main purchasing agent for the family.

- A. wife
- B. husband
- C. teenage children
- D. grandparent

Answer: A. wife

37. A major reason for the changing traditional purchasing roles for families is that:

- A. the economic conditions are forcing more teens to work.
- B. more women than ever hold jobs outside the home. .
- C. children are spending more time on the web.
- D. men and women now shop together or “shop until you drop” for entertainment purposes.

Answer: B. more women than ever hold jobs outside the home

38. A(n) _____ consists of the activities people are expected to perform according to the persons around them.

- A. Behavior

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

38. A(n) _____ consists of the activities people are expected to perform according to the persons around them.

- B. Attitude
- C. role .
- D. Status

Answer: C. role

39. The stages through which families might pass as they mature over time is a description of what is called the:

- A. adoption process
- B. lifestyle cycle
- C. values and lifestyle topology
- D. family life cycle

Answer: D. family life cycle

40. The basic premise of the _____ is that people's possessions contribute to and reflect their identities; that is, "we are what we have."

- A. lifestyle concept
- B. self-concept
- C. personality concept
- D. cognitive concept

Answer: B. self-concept

41. A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.

- A. motive
- B. Want
- C. Demand
- D. requirement

Answer: A. motive

42. A good synonym for motive is a(n) _____.

- A. Omen
- B. Need
- C. Drive
- D. Cue

Answer: C. drive

43. The theory of motivation that views people as responding to urges that are repressed but never fully under control was developed by:

- A. Marshall
- B. Kant
- C. Freud
- D. Maslow

Answer» C. Freud

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

44. According to Maslow's Hierarchy of Needs, the lowest order of needs are called:

- A. self-actualization needs
- B. social needs
- C. safety needs
- D. physiological needs

Answer: D. physiological needs

45. According to Maslow's Hierarchy of Needs, the highest order of needs are called:

- A. self-actualization needs
- B. social needs
- C. safety needs
- D. physiological needs

Answer: A. self-actualization needs

46. _____ is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

- A. readiness
- B. selectivity
- C. Perception
- D. Motivation

Answer: C. perception

47. People can form different perceptions of the same stimulus because of three perceptual processes. These processes are best described as being:

- A. selective attention, selective distortion, and selective retention. .
- B. subliminal perception, selective remembrance, selective forgetting.
- C. closure, modeling, and perceptual screening.
- D. needs distortion, wants analysis, and perceptual screening.

Answer: A. selective attention, selective distortion, and selective retention.

48. _____ describes changes in an individual's behavior arising from experience.

- A. modeling
- B. motivation
- C. perception
- D. Learning

Answer: D. learning

49. A _____ is a strong internal stimulus that calls for action.

- A. drive
- B. Cue
- C. Response
- D. perception

Answer: A. drive

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

50. If a consumer describes a car as being the “most economical car on the market,” then this descriptor is a(n):

- A. Rule
- B. Attitude
- C. Belief
- D. Cue

Answer: C. belief

51. If a consumer tells friends “I like my car more than any other car on the road,” then the consumer has expressed a(n):

- A. rule
- B. attitude
- C. belief
- D. cue

Answer: B. attitude

52. _____ puts people into a frame of mind of liking or disliking things, of moving toward or away from them.

- A. a rule
- B. an attitude
- C. a belief
- D. a cue

Answer: B. an attitude

53. Which of the following is NOT one of the five stages of the buyer decision process?

- A. need recognition
- B. brand identification
- C. information search
- D. purchase decision

Answer: B. brand identification

54. According to the buyer decision process suggested in the text, the first stage is characterized as being one of:

- A. awareness
- B. information search
- C. need recognition
- D. demand formulation

Answer: C. need recognition

55. The buying process can be triggered by a(n) _____ when one of the person’s normal needs—hunger, thirst, sex—rises to a level high enough to become a drive.

- A. Awareness
- B. external stimuli
- C. internal stimuli
- D. experiential motivation

Answer: C. internal stimuli

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

56. The stage in the buyer decision process in which the consumer is aroused to search for more information is called:

- A. information search
- B. evaluation of alternatives
- C. search for needs
- D. perceptual search

Answer: A. information search

57. The consumer can obtain information from any of several sources. If the consumer were to obtain information from handling, examining, or using the product, then the consumer would have obtained the information by using a(n):

- A. personal source
- B. commercial source
- C. informative source
- D. experiential source

Answer: D. experiential source

58. Generally, the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. These two factors are best described as being:

- A. the cost and availability of the product.
- B. the attitude of others and the cost of the product.
- C. the availability of the product and unexpected situational factors.
- D. the attitude of others and unexpected situational factors. .

Answer: D. the attitude of others and unexpected situational factors.

59. With respect to post purchase behavior, the larger the gap between expectations and performance:

- A. the greater likelihood of re-purchase.
- B. the greater the customer's dissatisfaction.
- C. the less likely the consumer will be influenced by advertising.
- D. the less likely the consumer will need sales confirmation and support.

Answer: B. the greater the customer's dissatisfaction

60. Cognitive dissonance occurs in which stage of the buyer decision process model?

- A. need recognition
- B. information search
- C. evaluation of alternatives
- D. post purchase conflict

Answer: D. post purchase conflict

61. A company must always guard against dissatisfying customers. On average, a satisfied customer tells 3 people about a good purchase experience. A dissatisfied customer, however, on average gripes to _____ people.

- A. 7
- B. 9
- C. 11

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

61. A company must always guard against dissatisfying customers. On average, a satisfied customer tells 3 people about a good purchase experience. A dissatisfied customer, however, on average gripes to _____ people.

D. 30

Answer: C. 11

62. The _____ is the mental process through which an individual passes from first hearing about an innovation to final adoption.

A. adoption process

B. consumption process

C. innovation process

D. new product development process

Answer: A. adoption process

63. All of the following are part of the adoption process that consumers may go through when considering an innovation EXCEPT:

A. Awareness

B. Process

C. Interest

D. Trial

Answer: B. process

64. With respect to adopter categories, the _____ are guided by respect, are the opinion leaders in their communities, and adopt new ideas early but carefully.

A. Seekers

B. Innovators

C. early adopters

D. early majority

Answer: C. early adopters

65. With respect to adopter categories, the _____ are skeptical and they adopt an innovation only after a majority of people have tried it.

A. early adopters

B. early majority

C. late majority

D. Laggards

Answer: C. late majority

66. Several characteristics are especially important in influencing an innovation's rate of adoption. _____ is the degree to which the innovation may be tried on a limited basis.

A. relative advantage

B. synchronization

C. Compatibility

D. divisibility

Answer: D. divisibility

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

67. If a company makes products and services for the purpose of reselling or renting them to others at a profit or for use in the production of other products and services, then the company is selling to the:

- A. business market
- B. international market
- C. consumer market
- D. private sector market

Answer: A. business market

68. All of the following are among the primary differences between a business market and a consumer market EXCEPT:

- A. purchase decisions to satisfy needs
- B. market structure and demand
- C. the nature of the buying unit
- D. the types of decisions and the decision process involved

Answer: A. purchase decisions to satisfy needs

69. The business marketer normally deals with _____ than the consumer marketer does.

- A. far greater but smaller buyers
- B. far greater and larger buyers
- C. far fewer but far larger buyers
- D. far fewer and smaller buyers

Answer: C. far fewer but far larger buyers

70. When demand comes (as it does in the business market) from the demand for consumer goods, this form of demand is called:

- A. kinked demand
- B. inelastic demand
- C. cyclical demand
- D. Derived demand

Answer: D. Derived demand

71. That business markets have more buyers involved in the purchase decision is evidence of which of the following characteristic differences between business and consumer markets?

- A. market structure and demand
- B. the nature of the buying unit .
- C. types of decisions made
- D. type of decision process itself

Answer: B. the nature of the buying unit

72. The place in the business buying behavior model where interpersonal and individual influences might interact is called the:

- A. Environment
- B. Response
- C. Stimuli
- D. buying center

Answer: B. response

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

73. In a _____, the buyer reorders something without any modifications.

- A. habitual rebuy
- B. straight rebuy
- C. modified rebuy
- D. new task buy

Answer: B. straight rebuy

74. In a _____, the buyer wants to change something about product specifications, prices, terms, or suppliers.

- A. habitual rebuy
- B. straight rebuy
- C. modified rebuy
- D. new task buy

Answer: C. modified rebuy

75. When a firm buys a product or service for the first time, it is facing a:

- A. habitual rebuy situation
- B. straight rebuy situation
- C. modified rebuy situation
- D. new task situation

Answer: D. new task situation

76. The “in” suppliers are most likely to get nervous and feel pressure to put their best foot forward in which of the following types of buying situations?

- A. modified rebuy
- B. new task buying
- C. straight rebuy
- D. indirect rebuy

Answer: A. modified rebuy

77. The decision-making unit of a buying organization is called its _____: all the individuals and units that participate in the business decision-making process.

- A. buying center
- B. purchasing center
- C. bidding center
- D. demand-supply center

Answer: D. demand-supply center

78. The stage of the business buying process where the buyer describes the characteristics and quantity of the needed item is called:

- A. problem recognition
- B. general need description
- C. product specification
- D. proposal solicitation

Answer: B. general need description

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

79. If a buying team is asked by the purchasing department to rank the importance of reliability, durability, price, and other attributes of an item, then the team is going through a business buying process stage called:

- A. problem recognition
- B. general need description
- C. product specification
- D. proposal solicitation

Answer: B. general need description

80. _____ is the stage of business buying where an organization decides on and specifies the best technical product characteristics for a needed item.

- A. problem recognition
- B. general need description
- C. product specification
- D. proposal solicitation

Answer: C. product specification

81. Factors 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 search
- C. supplier selection
- D. order-routine specification

Answer: C. supplier selection

82. Blanket contracts are typically part of which of the following stages in the business buying process?

- A. general need description
- B. product specification
- C. supplier selection
- D. order-routine specification

Answer: D. order-routine specification

83. The stage of the business buying process in which the buyer writes the final order with the chosen supplier(s), listing the technical specifications, quantity needed, expected time of delivery, return policies, and warranties is called:

- A. general need description
- B. product specification
- C. supplier selection
- D. order-routine specification

Answer: D. order-routine specification

84. The _____ may lead the buyer to continue, modify, or drop the arrangement that has been entered into by the buyer and seller.

- A. performance review
- B. order-routine specification
- C. supplier selection

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

84. The _____ may lead the buyer to continue, modify, or drop the arrangement that has been entered into by the buyer and seller.
- D. general need description

Answer: A. performance review

85. For the marketing manager, social class offers some insights into consumer behavior and is potentially useful as a _____.
- A. market research information
B. market segmentation variable
C. source of understanding competition's strategy
D. source to predict future trends

Answer: B. market segmentation variable

86. _____ is the definition of reference groups.
- A. groups that an individual looks to when forming attitudes and opinions
B. groups of people who have been referred to by someone they know
C. groups of office colleagues
D. chat groups on the internet

Answer: A. groups that an individual looks to when forming attitudes and opinions

87. _____ are factors that have been shown to affect consumer behavior.
- A. brand name, quality, newness, and complexity
B. advertising, marketing, product, and price
C. outlets, strategies, concept, and brand name
D. quality, advertising, product positioning, and strategy

Answer: A. brand name, quality, newness, and complexity

88. The reason that higher prices may not affect consumer buying is _____.
- A. most consumers prefer brand names which have higher prices
B. 70% of the total population looks for quality services and is willing to pay higher prices
C. consumers believe that higher prices indicate higher quality or prestige
D. most consumers feel that the price is actually affordable

Answer: C. consumers believe that higher prices indicate higher quality or prestige

89. _____ are the groups that individuals look to when forming attitudes and opinions.
- A. reference groups
B. teenage groups
C. religious groups
D. adult groups

Answer: A. reference groups

90. For which of the following products would the reference group influence be the strongest?
- A. a best-seller novel

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

90. For which of the following products would the reference group influence be the strongest?

- B. a pickup truck
- C. a loaf of bread
- D. a pair of jeans

Answer: B. a pickup truck

91. Secondary reference groups include _____.

- A. family and close friends
- B. sports groups
- C. ethnic and religious groups
- D. fraternal organizations and professional associations

Answer: D. fraternal organizations and professional associations

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

- A. consumer decision-making
- B. sales strategies
- C. advertising strategies
- D. export strategies

Answer: A. consumer decision making

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

- A. cognitive dissonance
- B. product knowledge
- C. product research
- D. marketing research

Answer: B. product knowledge

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

- A. to make products easily visible and available
- B. to promote sales of products
- C. to differentiate their products from those of competitors .
- D. to do marketing surveys

Answer: C. to differentiate their products from those of competitors

95. Praveen doesn't really like Chicken fry but when all of his friends ordered chicken fry, he felt that to be part of the gang he needed to buy one for himself. Which situational influence explains Terence's purchase of a grapefruit martini?

- A. its marketing mix
- B. task features
- C. current conditions
- D. social features

Answer: D. social features

96. _____ can influence the consumers' thoughts about products.

- A. marketing and popularity

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

96. _____ can influence the consumers' thoughts about products.

- B. advertising, sales promotions, salespeople, and publicity
- C. sales promotion, popularity, and marketing
- D. none of these

Answer: B. advertising, sales promotions, salespeople, and publicity

97. It is important for marketers to devise communications that offer _____, and are placed in media that consumers in the target market are likely to use.

- A. consistent messages about their products .
- B. better pricing
- C. product information to the customers
- D. a new marketing strategy

Answer: A. consistent messages about their products

98. Marketing communications play a critical role in informing consumers about _____ including where they can be purchased and in creating favourable images and perceptions.

- A. buying their products
- B. price reductions
- C. products and services
- D. the advantage over competition

Answer: C. products and services

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

- A. order processing
- B. order booking
- C. ready availability
- D. information about warranty

Answer: C. ready availability

100. Marketers can create brand equity _____.

- A. by selling them in prestigious outlets
- B. by overpricing the product
- C. preparing comparative information about competitive brands
- D. by making the products available in all locations

Answer: A. by selling them in prestigious outlets

101. Situational influences that have considerable effect on product and brand choice are ---- ----- , social features, time, task features and current conditions.

- A. physical features
- B. Price
- C. Guarantees
- D. Packaging

Answer: A. physical features

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

102. Product knowledge refers to the amount of information a consumer has stored in memory about particular product classes, product forms, _____, models, and ways to purchase them.

- A. Prices
- B. brands
- C. packaging
- D. warranties

Answer: B. brands

103. Product involvement refers to _____ or personal relevance of an item.

- A. a consumer's perception of the importance
- B. the need of the product
- C. the price the product
- D. the amount of people who bought the product

Answer: A. a consumer's perception of the importance

104. If the purchase is for a high-involvement product, consumers are likely to develop a high degree of _____ so that they can be confident that the item they purchase is just right for them.

- A. brand loyalty
- B. society
- C. product knowledge
- D. References

Answer: C. product knowledge

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

- A. limited decision making
- B. need recognition
- C. routine decision making
- D. post purchase evaluation

Answer: A. limited decision making

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

- A. advertising, marketing, selling, and profit making
- B. handling, examining, and trying the product while shopping
- C. buying after a demonstration
- D. buying the product directly from a manufacturer

Answer: B. handling, examining, and trying the product while shopping

107. A purchase involves many decisions, which include product type, brand, model, _____ among other factors.

- A. credit facility available
- B. group purchase discount schemes
- C. dealer selection and method of payment .
- D. availability of money

Answer: C. dealer selection and method of payment

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

108. Group, marketing and _____ determine the initial level of product knowledge as well as change in it.

- A. consumer feedback
- B. situational influences
- C. information available
- D. consumers' perceptions

Answer: B. situational influences

109. _____ refers to the tendency for consumers to try to reduce risk in their decision making.

- A. risk tolerance
- B. guarantee terms
- C. perceived risk
- D. dissonance

Answer: C. perceived risk

110. _____ is the most common type of consumer decision process and the way consumers purchase most packaged goods.

- A. limited decision making
- B. extended decision making
- C. routine decision making
- D. alternative search

Answer: C. routine decision making

111. The occurrence of post decision anxiety is related to the concept of _____.

- A. extensive decision making
- B. cognitive dissonance
- C. limited decision making
- D. marketing strategy

Answer: B. cognitive dissonance

112. The disconfirmation paradigm is used to study _____.

- A. need satisfaction
- B. decision-making roles within the purchase process
- C. the relationship between product knowledge and product involvement
- D. post purchase dissonance

Answer: D. post purchase dissonance

113. What does cognitive dissonance state?

- A. the individual often has doubts and second thoughts about the choice made
- B. individual consumers use limited decision making to reduce their anxiety levels
- C. consumers usually buy products based on emotion
- D. marketers can sell more products by increasing choices available to consumers

Answer: A. the individual often has doubts and second thoughts about the choice made

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

114. One implication of the _____ view for marketers is that care must be taken not to raise pre-purchase expectations to such a level that the product cannot possibly meet them.

- A. post purchase evaluation
- B. purchase decision
- C. Pre-purchase decision
- D. routine decision making

Answer: A. post purchase evaluation

115. All those factors particular to a time and place that do not follow from knowledge of the stable attributes of the consumer and the stimulus and that have an effect on current behaviour are known as _____.

- A. situational influence
- B. Motivators
- C. consumption triggers
- D. consumption influencers

Answer: A. situational influence

116. Which of the following also includes a situation-specific component?

- A. personality
- B. self-concept
- C. involvement
- D. demographics

Answer: C. involvement

117. Which of the following is a situation in which consumer behavior occurs?

- A. communications situation
- B. purchase situation
- C. usage situation
- D. all of the above

Answer: D. all of the above

118. Which of the following is NOT a situation in which consumer behaviour occurs?

- A. communications situation
- B. purchase situation
- C. usage situation
- D. all of the above are situations in which consumer behaviour occurs

Answer: D. all of the above are situations in which consumer behaviour occurs

119. Meti has to purchase a gift for her mother and only has this afternoon to do so because her birthday party is that evening. She's wondering how she will be able to get to the mall in time to pick out the perfect gift. This is an illustration of which situation characteristic?

- A. physical features
- B. social surroundings

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

119. Meti has to purchase a gift for her mother and only has this afternoon to do so because her birthday party is that evening. She's wondering how she will be able get to the mall in time to pick out the perfect gift. This is an illustration of which situation characteristic?

- C. temporal perspective
- D. task definition

Answer: C. temporal perspective

120. Which of the following is NOT an individual characteristic influencing consumer behaviour?

- A. Culture
- B. Attitudes
- C. task definition
- D. social class

Answer: C. task definition

121. Which of the following is NOT a consumption response?

- A. task definition
- B. problem recognition
- C. Purchase
- D. Disposition

Answer: A. task definition

122. The situation interacts with the marketing activity and the individual to determine behaviour. Which of the following is a marketing activity?

- A. Lifestyle
- B. temporal perspective
- C. Package
- D. Purchase

Answer: C. package

123. ----- consumer research is also known as positivism

- A. Qualitative
- B. quantitative
- C. Selective
- D. none of these

Answer: B. quantitative

124. ----- consumer research is also known as 'interpretivism'.

- A. qualitative
- B. quantitative
- C. Selective
- D. none of these

Answer: A. qualitative

125. How does music influence consumer behaviour?

- A. subliminally
- B. reduces consumers' perception of overcrowding

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

125. How does music influence consumer behaviour?

- C. changes temporal perspective
- D. influences mood

Answer: D. influences mood

126. Some consumers are highly susceptible to interpersonal influence, which is a ____.

- A. norm
- B. situation factor
- C. product factor
- D. personality trait

Answer: D. personality trait

127. Which of the following is a negative emotion influenced by both the product (e.g., hearing aids, feminine hygiene products) and the situation?

- A. embarrassment
- B. Shame
- C. Fear
- D. Anger

Answer: A. embarrassment

128. Which of the following is a reason consumer give gifts?

- A. social expectations
- B. ritualized consumption experiences
- C. as an expression of love and caring
- D. all of the above

Answer: D. all of the above

129. ----- (consumer role) is the individual who determines that some need or want is not being fulfilled and authorizes a purchase to rectify the situation.

- A. initiator
- B. gate keeper
- C. influencer
- D. Decider

Answer: A. initiator

130. Among various consumer roles ----- has the greatest expertise in acquiring and evaluating the information.

- A. Initiator
- B. gate keeper
- C. influencer
- D. decider

Answer: B. gate keeper

131. ----- is a person who, by some intentional or unintentional word or action, influences the buying decision, actual purchase and/or the use of product or service.

- A. initiator

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

131. ----- is a person who, by some intentional or unintentional word or action, influences the buying decision, actual purchase and/or the use of product or service.

- B. gate keeper
- C. influencer
- D. decider

Answer: C. influencer

132. ----- is the person or persons who actually determine which product or service will be chosen.

- A. Initiator
- B. gate keeper
- C. Influencer
- D. decider

Answer: D. decider

133. ----- is an individual who actually makes the purchase transaction.

- A. initiator
- B. gate keeper
- C. influencer
- D. buyer

Answer: D. buyer

134. ----- is a person most directly involved in the use or consumption of the

- A. initiator
- B. user
- C. influencer
- D. buyer

Answer: B. user

135. Marginal utility theory of buyer behaviour is developed by

- A. Alphred Marshall
- B. Festinger
- C. B. F. Skinner
- D. Phillip Kotler

Answer: A. Alphred Marshall

136. Stimulus response theory of buyer behaviour developed by

- A. Purlon
- B. Skinner
- C. Thorndike
- D. all of these

Answer: D. all of these

137. Cognitive theory of buyer behaviour was developed by

- A. Alphred Marshall
- B. Festinger
- C. B. F. Skinner

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

137. Cognitive theory of buyer behaviour was developed by

D. Phillip Kotler

Answer: B. Festinger

138. Psycho- Analytical theory of consumer behaviour was developed by

A. Alphred Marshall

B. Festinger

C. BF Skinner

D. Sigmund Freud

Answer: D. Sigmund Freud

139. Socio cultural theory of buyer behaviour is formulated by

A. Veblen

B. Festinger

C. BF Skinner

D. Kotler

Answer: A. Veblen

140. Socio cultural theory of buyer behaviour is also known as

A. individual theory

B. selective theory

C. group theory

D. none of these

Answer: C. group theory

141. The concept of market segmentation was introduced by

A. Philip Kotler

B. Veblen

C. Marshall

D. WR Smith

Answer: D. WR Smith

**142. ----- is the act of dividing a market into distinct groups of
buyer who might require separate products.**

A. market segmentation

B. target marketing

C. product positioning

D. none of these

Answer: A. market segmentation

143. Which of the following is not a market segmentation strategy?

A. undifferentiated marketing

B. customized marketing

C. concentrated marketing

D. retail marketing

Answer: D. retail marketing

**144. ----- Segmentation is based on product features, occasion,
benefit of the products etc.**

A. Geographic

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

144. ----- Segmentation is based on product features, occasion, benefit of the products etc.

- B. demographic
- C. behavioural
- D. Psychographic

Answer: C. behavioural

145. ----- is a social movement to increase the right and powers of consumer

- A. consumer behaviour
- B. Consumerism
- C. Collusion
- D. Segmentation

Answer: B. consumerism

146. The extreme state of consumer satisfaction is called

- A. consumer dissonance
- B. consumer delight
- C. consumer ecstasy
- D. none of these

Answer: B. consumer delight

147. The process by which individuals select, use, or dispose of products to satisfy their needs and wants is known as:

- A. problem recognition
- B. cognitive behaviour
- C. consumer behaviour
- D. post purchase evaluation

Answer: C. consumer behaviour

148. The person who uses a product is:

- A. not always the same person who selects or pays for it .
- B. always the same person who selects it
- C. always the same person who pays for it
- D. always the buyer

Answer: B. always the same person who selects it

149. The process by which an individual selects, organizes and interprets the information he or she receives from the environment is:

- A. Perception
- B. Interpretation
- C. Sensation
- D. information processing

Answer: A. perception

150. Which of the following best describes involvement?

- A. consumers' disinterest in a product or service.
- B. the relationship users develop with selected products and services .
- C. the degree of personal relevance of a product or service to a consumer
- D. motivation to contribute to the improvement of a brand

EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS WITH ANSWERS FROM BRIDGE TUTORIALS

150. Which of the following best describes involvement?

Answer: B. the relationship users develop with selected products and services

COURSE TITLE: INTEGRATED MARKETING COMMUNICATIONS

1) What is not considered a factor when organizing advertising efforts?

- a) Size of companies
- b) Budget
- c) Market organization structure
- d) Direct selling

Answer: d) Direct selling

2) What are the three ways in which companies organize their campaign efforts?

- a) Centralized systems, decentralized systems, in house agencies
- b) Decentralized systems, centralized systems, direct selling
- c) Direct selling, personal selling, promotional advertising
- d) Sales promotion, direct selling, personal selling

Answer: a) Centralized systems, decentralized systems, in house agencies

3) What is not considered an advantage of centralized systems?

- a) Clear chain of command
- b) Fewer personnel required
- c) Reduced cost
- d) rapid response to problems

Answer: d) rapid response to problems

4) Which is not a type of advertising agency?

- a) full service agencies
- b) interactive agencies
- c) media selling agencies
- d) creative boutiques

EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS WITH ANSWERS FROM BRIDGE TUTORIALS

Answer: c) media selling agencies

5) Integrated marketing communications involves the coordination of all forms of marketing communications in a(n) _____ program that maximizes the impact on the intended audience market.

- a) long
- b) unified
- c) sales
- d) advertising

Answer: b) unified

6) Which of the following is not an element of integrated marketing?

- a) Sales promotions
- b) Event marketing
- c) Media advertisement
- d) Packaging

Answer: d) Packaging

7) What is meant by the term marketing?

- a) A place where buyers and sellers meet
- b) The activities done when buyers and sellers meet
- c) The activities and process for creating, communicating, delivering and exchanging offerings of value of value to potential customers
- d) To promote a product

Answer: c) The activities and process for creating, communicating, delivering and exchanging offerings of value of value to potential customers

8) Define the marketing concept

- a) a business philosophy that holds the key to successful business
- b) a business strategy that directs companies to achieve its goals
- c) a business philosophy that holds the key to achieve organizational goals that enables the company to be more effective than its competitors to create and deliver to target markets
- d) To deliver, create and communicate to target markets.

Answer: c) a business philosophy that holds the key to achieve organizational goals that enables the company to be more effective than its competitors to create and deliver to target markets

9) When a company writes their marketing objectives, they must be?

- a) Measurable
- b) Realistic
- c) Quantifiable

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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d) All of the above

Answer: d) All of the above

10) Customer satisfaction can be described by all the following EXCEPT?

a) Customer who is always hesitant to repurchase a good or service from a company

b) Customer whose needs and desires are always met

c) Customers who have loyalty towards a company

d) None of the above

Answer: a) Customer who is always hesitant to repurchase a good or service from a company

11) IMC begins with profiling the Customer

a) True

b) False

Answer: a) True

12) The consumer decision-making process begins with problem recognition and ends with an alternative evaluation

a) True

b) False

Answer: b) False

13) Sales promotion are designed to

a) stimulate immediate sales of a product

b) create brand awareness

c) reduce manufacturing costs

d) influence customer awareness

Answer: a) stimulate immediate sales of a product

14) Advertising is

a) is a form of person-to-person communication

b) consists of all marketing activities that stimulate quick buyer action

c) consists of all marketing activities that stimulate immediate sales of a product

d) involves direct communication that is pinpointed to each ultimate or business-to-business customer

Answer: d) involves direct communication that is pinpointed to each ultimate or business-to-business customer

15) The use of IMC is restricted to the mass media

a) True

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

b) False

Answer: b) False

16) Consumer behavior can be described as the combined acts carried out by individuals _____

- a) that define mass consumption
- b) that defy logic
- c) that are characteristics of companies
- d) when using goods and service

Answer: d) when using goods and service

17) The objective of IMC is to reach its intended target audience through on mass media

- a) True
- b) False

Answer: b) False

18) The step in the communication process which involves converting a message into a symbolic form to accelerate transmission is called:

- a) Feedback
- b) Channel
- c) Decoding
- d) Encoding

Answer: d) Encoding

19) The six stages of the hierarchy of effects model, refers to which of the following?

- a) Awareness, liking, preference, conviction, presentation, price
- b) Awareness, knowledge, purchase, interest, retention, yielding
- c) Purchase, conviction, preference, liking, awareness, evaluation
- d) None of the above

Answer: d) None of the above

20) ELM Model was devised by:

- a) John Cacioppo and Richard Petty
- b) St. Elmo Lewis and Max Weber
- c) Richard Petty and John Cacioppo
- d) Rogers and George Miller

Answer: c) Richard Petty and John Cacioppo

21) A _____ message is only addresses beneficial characteristics or advantages, while a _____ message offers both good and negative points.

- a) two-sided, one-sided
- b) verbal, visual

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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- c) one-sided, two-sided
- d) chain, refutation

Answer: c) one-sided, two-sided

22) Fear appeal is a form of advertisement appeal that promotes a product or service to be purchased by offering conviction on the benefits that the product or service can provide.

- a) True
- b) False

Answer: b) False

23) Credibility, attractiveness, and power are the three primary source attributes that were developed by:

- a) Herbert Kelman
- b) Grant McCracken
- c) St. Elmo Lewis
- d) Herbert Philips

Answer: a) Herbert Kelman

24) All the following are advantages of Direct Marketing except:

- a) It allows the advertiser to reach a significant number of people and decreases or removes the coverage of waste.
- b) Accuracy
- c) Marketers may rent or purchase lists of recent purchasers of items, car buyers, etc.
- d) Personalization

Answer: b) Accuracy

25) All are true about the customer lifetime value measure except:

- a) Provides long-term results
- b) It can be used by companies to assess future revenues and profit streams from customers.
- c) It is used to determine quantitatively which customers are the most profitable by examining frequency, monetary value or recency.
- d) It is a formula used to assist marketers in determining the dollar value associated with a long-term relationship with a customer, thus evaluating his or her worth.

Answer: c) It is used to determine quantitatively which customers are the most profitable by examining frequency, monetary value or recency.

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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26) Each medium in direct marketing generally follows a one-step or two-step approach.

- a) True
- b) False

Answer: a) True

27) An infomercial is an example of:

- a) A catalogue
- b) An interactive promotion
- c) A program-length TV commercial
- d) A sports commercial

Answer: c) A program-length TV commercial

28) An analysis of the consumption of media in present times, indicates the moving away from _____ media.

- a) Personalized
- b) Traditional
- c) Integrated
- d) Interactive

Answer: b) Traditional

29) All modern organizations utilize different media to marketing communication forms to promote their offering

- a) true
- b) false

Answer: a) true

30) when two or more brands enter into a partnership to increase both brand's equity and profitability, this is called co-branding

- a) true
- b) false

Answer: a) true

31) The market research system:

- a) gathers information about products
- b) gathers information about customers
- c) gathers information about the market
- d) gathers information not gathered by the marketing information system.

Answer: d) gathers information not gathered by the marketing information system.

32) when using demographic segmentation, variables such as _____ helps to identify target markets

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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- a)opinion
- b)age
- c)geographic location
- d)lifestyle

Answer: b) age

33)what is it called when companies focus on a very small yet profitable market segment?

- a)Micro segmentation
- b)Mini segmentation
- c)Direct segmentation
- d)Homogeneous segmentation

Answer: a)Micro segmentation

34)The goal of an IMC plan is to

- a)Outsell competition
- b)Increase brand awareness
- c)Lower production costs
- d)Affect target audiences behavior

Answer: d) Affect target audiences' behaviour

35)Which are Maslow's 5 hierarchy of needs

- a)Food, shelter, political power, luxury goods, cellphone
- b)Psychological needs, safety needs, social needs, esteem needs, self-actualization needs
- c)Social needs, luxury needs, air, safety needs, financial needs
- d)Financials needs, health needs, esteem needs, water, food.

Answer: b) Psychological needs, safety needs, social needs, esteem needs, self-actualization needs

36)Who created the Psychoanalytic Theory?

- a) Karl Marx
- b)Max Webber
- c)Sigmund Freud
- d)Herbert Spencer

Answer: c) Sigmund Freud

37) What are Mnemonics?

- a). The formation of words
- b). Images depicting words
- c) Symbols, rhymes and images that help in memory
- d). Quotes that help to reminds of a specific speech.

EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS WITH ANSWERS FROM BRIDGE TUTORIALS

Answer: **c) Symbols, rhymes and images that help in memory**

38) A feeling of psychological tension/post purchase doubt a consumer experiences after purchasing is called__

- a) Doubt
- b) Cognitive dissonance
- c) Buyers regret
- d) Relief

Answer: **b) Cognitive dissonance**

39). ____ defined as “a broad range of interactive digital media that exhibit dynamic motion, taking advantage of enhanced sensory features such as video, audio and animation.

- a) Social animation
- b) Rich media
- c) Social media
- d) Interactive video

Answer: **b) Rich media**

40) The __ and __ are designed to be complementary tools, working together to increase sales.

- a). Mobiles and internet
- b). Marketing strategies and influencers
- c) Internet and personal selling
- d). Public relations and target audience

Answer: **c) Internet and personal selling**

41) All of the following except are examples of new media :

- a) Blogs
- b) Email
- c) Newspaper
- d) Online gaming

Answer: **c) Newspaper**

42) What is the most common form of advertising on the Web?

- a). Banners
- b). Web links
- c). Pop ups
- d). 1 minute ads

Answer: **a) Banners**

43) Which is a benefit of Globalization?

- a). Tariffs
- b). Larger consumer base

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

- c). Easier marketing
- d). Less external cost

Answer: Larger consumer base

44) All modern organizations utilizedifferent media to marketing communicationforms to promote their offering

- a)True
- b)False

Answer: a) True

45) What is described as a company's target audience?

- a)The group of persons who buy a product
- b)The group of persons who like a specific product
- c)The group of persons the company aims to advertise to
- d)The group of persons who have already purchased a product

Answer: c)The group of persons the company aims to advertise to

46)Which of the following is not a stage in the communication process?

- a)Awareness
- b)Conviction
- c>Action
- d)Reception

Answer: d) Reception

47) Divergence is described as...

- a)The extent to which an ad contains elements that are novel or unusual
- b)how an ad is interpreted by its audience
- c) the demographic an ad reaches
- d) the different consumer groups attracted by an ad

Answer: a)The extent to which an ad contains elements that are novel or unusual

48) "The degree to which the elements of an ad are meaningful, useful, or valuable to the consumer" refers to....

- a).Information
- b).Relevance
- c).Interpretation
- d).Divergence

Answer: b) Relevance

49) James Webb Young created a model of the creative process containing five steps, which of the following is not a step in the model?

- a)Immersion

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

- b) Incubation
- c) Information
- d) Illumination

Answer: c) Information

50) What is 'advertising appeal'?

- a) Refers to the approach used to attract the attention of consumers and/or influence feelings towards the product
- b) The feelings a consumer gets after having bought a product
- c) The practical and functional reasons a consumer purchases a product
- d) The dominant traits of a product being advertised

Answer: a) Refers to the approach used to attract the attention of consumers and/or influence feelings towards the product

51) Which of the following is NOT an example of an execution approach?

- a) Testimonial
- b) Demonstration
- c) Factual message
- d) Transformational

Answer: d) Transformational

52) A brand is a convenient (and appropriate) label for describing only a single object of concerted marketing efforts

- a) True
- b) False

Answer: b) False

53) The positioning of the brand is an implementation decision that needs to be made in the initial stages of the marketing communication program

- a) True
- b) False

Answer: b) False

54) The types of marketing communications chosen to market a brand depend on the communication objectives of the campaign

- a) True
- b) False

Answer: a) True

55) Deciding on a campaign's creative strategy is a fundamental decision in the marketing communications program.

- a) True
- b) False

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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Answer: b) False

56) Marketing public relations does not involve non-personal communications to a mass audience.

a) True

b) False

Answer: b) False

57) Products that are high in quality and represent good value potentially possess high_____

a) brand availability

b) brand equity

c) brand personality

d) all of the above

Answer: b) brand equity

**COURSE TITLE: *PRODUCT AND BRAND
MANAGEMENT***

1. A Challenge in marketing of services is that they are

- A. Perishable
- B. Tangible
- C. Intangible
- D. Physical

Answer: C. intangible

2. The act of creating a brand is

- A. Branding
- B. brand management
- C. brand hierarchy
- D. brand building

Answer: A. branding

3. _____ are short phrases that communicate persuasive information about the brand

- A. Slogans
- B. Visual
- C. Jingle
- D. Logo

Answer: A. slogans

4. _____ occurs when the brand makes consumers feel better about themselves

- A. social approval
- B. excitement

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

4. ____ occurs when the brand makes consumers feel better about themselves
- C. Self-respect
 - D. security

Answer: C. self-respect

5. ____ methods are ideal for measuring brand association
- A. qualitative research
 - B. Awareness
 - C. Recognition
 - D. Building

Answer: A. qualitative research

6. **Brand feelings are customers**
- A. emotional responses
 - B. rational responses
 - C. moral responses
 - D. direct responses

Answer» A. emotional responses

7. ____ is the structure of brands within an organizational entity
- A. brand recognition
 - B. brand equity
 - C. brand architecture
 - D. brand monitoring

Answer: C. brand architecture

8. ____ refers to the word, phrase or clause that functions as an adjective or adverb to qualify the meaning of the other word.
- A. green marketing
 - B. brand reinforcement

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

8. ____ refers to the word, phrase or clause that functions as an adjective or adverb to qualify the meaning of the other word.
- C. global brands
- D. Modifier

Answer: D. modifier

9. A brand is defined as a/an _____ asset.
- A. Liquid
- B. Fixed
- C. Current
- D. Intangible

Answer: D. intangible

10. Which of the following is not an objective of Brand management?
- A. to establish an identity for the product or a group of products.
- B. to establish an identity for the product or a group of products.
- C. to do telly calling and acquire sales
- D. to acquire place for the product in consumers' minds for high and consistent quality.

Answer: C. to do telly calling and acquire sales

11. 3 C's of branding are _____, consistency and constancy.
- A. Continuity
- B. Coverage
- C. Collaboration
- D. Clarity

Answer: D. clarity

11. Brand _____ are a means to provide in-depth information and insights essential for setting long-term strategic direction for the brand
- A. Audit

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

- 11. Brand _____ are a means to provide in-depth information and insights essential for setting long-term strategic direction for the brand**
- B. Edit
 - C. Recalling
 - D. Rejuvenating

Answer: A. audit

- 12. A is a specific item that different organisations sell in the market to their consumers with the sole purpose of making profits.**
- A. market
 - B. Goods
 - C. Product
 - D. Things

Answer: C. product

- 13. This is a scenario in which the customers have too limited awareness of the brand.**
- A. under positioning
 - B. over positioning
 - C. confused positioning
 - D. double positioning

Answer: B. over positioning

- 14. Which of the following is not a clothing brand?**
- A. h&m
 - B. Zara
 - C. Nyka
 - D. Raymonds

Answer: C. nyka

- 15. The brand element that specifies the location of web pages.**
- A. unique resource locator

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

15. The brand element that specifies the location of web pages.

- B. uniform resource locator
- C. unique reference locator
- D. uniform reference locator

Answer: B. uniform resource locator

16. Relate marketing creates experiences by taking into account individual's desire to be a part of the social context

- A. permission marketing
- B. experiential marketing
- C. relationship marketing
- D. one to one marketing

Answer: B. experiential marketing

17. It is used to identify the brand, to enhance brand awareness and to facilitate unique brand associations.

- A. brand elements
- B. brand personality
- C. brand positioning
- D. brand marketing

Answer: A. brand elements

18. _____ is the difference between what a brand promises to deliver in its communications and what it actually does

- A. brand differentiation
- B. brand gap
- C. brand communication
- D. brand extension

Answer: B. brand gap

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

19. Three fundamental pricing approaches are market skimming pricing, neutral pricing, and?

- A. word-of- mouth pricing
- B. fair pricing
- C. market penetration pricing
- D. niche pricing

Answer: C. market penetration pricing

20. Customize products and services

- A. one to one marketing
- B. cause marketing
- C. standardized marketing
- D. relationship marketing

Answer: A. one to one marketing

21. It is an approach of selling goods and services in which a prospect explicitly agrees in advance to receive marketing information

- A. green marketing
- B. cause marketing
- C. relationship marketing
- D. permission marketing

Answer: D. permission marketing

22. The Drivers that differentiate and identify the brands are classified as?

- A. brand emotions
- B. brand elements
- C. brand conversation
- D. brand judgment

Answer: B. brand elements

23. The series of procedure in which customer is focused, helps to access brand's health and

- A. brand audit

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

22. The Drivers that differentiate and identify the brands are classified as?

- B. brand tracking
- C. brand valuation
- D. brand evaluation

Answer: A. brand audit

24. _____ is as if 'making the brand come alive'.

- A. brand personality
- B. brand image
- C. brand audit
- D. brand value

Answer: A. brand personality

25. _____ is a measure of the attachment that a customer has to a brand

- A. brand loyalty
- B. brand equity
- C. brand recall
- D. Image

Answer: A. brand loyalty

26. _____ may be tested in two forms: Aided recall & Unaided recall

- A. brand recall
- B. brand awareness
- C. relevance
- D. price

Answer: A. brand recall

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

27. What is more important in brand equity?

- A. quality
- B. quantity
- C. customer perception
- D. customer experience

Answer: A. quality

28. _____ helps consumers to justify their self-worth to others or themselves

- A. cause marketing
- B. brand reinforcement
- C. global brands
- D. brand enrichment

Answer: A. cause marketing

29. Another way of getting the brand revitalized is through the _

- A. positioning
- B. segmenting
- C. targeting
- D. Repositioning

Answer: D. repositioning

30. _____ can be seen in the way the customer thinks, feels, perceives the product along with its price and market position

- A. brand extension
- B. brand diversification
- C. brand equity
- D. brand profit

Answer: C. brand equity

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

31. Digital branding, in general need to have the consumer- specific orientation addressed to consumers in a context

- A. Geographic
- B. Natural
- C. confined
- D. Cultural

Answer: D. cultural

32. Brand Asset Valuator (BAV)

- A. comparative
- B. Qualitative
- C. quantitative
- D. Price

Answer: A. comparative

33. _____ analysis aims to find the optimum positioning between low-price-low- quality and High- Price-High-quality

- A. Market
- B. Brand
- C. Conjoint
- D. Price

Answer: C. conjoint

34.defines what the brand thinks about the consumer, as per the consumer

- A. brand attitude
- B. brand positioning
- C. brand relationship
- D. brand image

Answer: A. brand attitude

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

35. The comparison of brand equity from thousands of different brands with several categories is called?

- A. brand preference valuator
- B. brand differences valuator
- C. brand similarities valuator
- D. brand asset valuator

Answer: D. brand asset valuator

36. _____ is the added value endowed on services and products.

- A. brand value
- B. brand strategy
- C. brand equity
- D. brand image

Answer: C. brand equity

37. Four P's was initially expressed by?

- A. E J Mccarthy
- B. Kotler
- C. Rob Gray
- D. Mishkin

Answer: A. E J Mccarthy

38. In BVA, the measurement of loyalty perceptions and how well brand is respected is classified as?

- A. perceived esteem
- B. Esteem
- C. energized esteem
- D. energized similarities

Answer: B. esteem

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

39. Content Marketing consists of

- A. slogans
- B. blogging
- C. Jingles
- D. Logos

Answer: B. blogging

40. _____ helps make purchasing

- A. brand
- B. branding
- C. brand identity
- D. brand essence

Answer: B. branding

41. Which of the following statement is TRUE?

- A. Brand-essence serves as a metric to evaluate buyer's marketing strategies.
- B. Branding is a useless tool to differentiates the product and the producer
- C. Brands give consumers a reason to share the opinions positively
- D. Brand can be copied easily

Answer: C. Brands give consumers a reason to share the opinions positively

42. The model describes how to create intense, activity loyalty relationships with customers.

- A. brand positioning
- B. brand resonance
- C. brand value chain
- D. brand identity

Answer: B. brand resonance

43. Under Keller's Brand Equity Model For Building A Strong Brand "What do I think or feel about you?" mean

- A. brand identity

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

43. Under Keller's Brand Equity Model For Building A Strong Brand "What do I think or feel about you?" mean

- B. brand meaning
- C. brand responses
- D. brand relationships

Answer: C. brand responses

44. A brand identify is the centering idea of business

- A. Organization
- B. Community
- C. Personality
- D. Marketing

Answer: A. organization

45. A brand is defined as a/an _.

- A. tangible assets
- B. intangible assets
- C. long term assets
- D. short term assets

Answer: B. intangible assets

46. "Just Do It" is a tagline of which brand?

- A. Puma
- B. Adidas
- C. Nike
- D. Louis Vitton

Answer: C. Nike

47. It is a form of advertising which focuses primarily on helping

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

46. "Just Do It" is a tagline of which brand?

consumers experience a brand.

- A. experiential marketing
- B. management marketing
- C. one to one marketing
- D. cause marketing

Answer: A. experiential marketing

48. Short term

- A. Trade
- B. push money
- C. trade contest
- D. price deal

Answer: A. trade

49. The offering of all brands and the brand lines by a particular company is considered as?

- A. company portfolio
- B. brand line portfolio
- C. brand portfolio
- D. corporate portfolio

Answer: C. brand portfolio

50. The ability of the marketing program to affect the customer mind-set will depend on its

- A. technology
- B. salesperson
- C. quality
- D. Price

Answer: C. quality

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

51. In this marketing, the privilege (not the right) of delivering anticipated, personal and relevant messages is only to those people who actually want them.

- A. relationship marketing
- B. permission marketing
- C. experiential marketing
- D. one to one marketing

Answer: B. permission marketing

52. Distribution channels are categorized by number of intermediaries among manufacturers and?

- A. Employees
- B. Customers
- C. Employers
- D. Producers

Answer: B. customers

53. Which of the following car brand no longer exists?

- A. MarutiSuzuki
- B. Tesla
- C. Bmw
- D. Hummer

Answer: D. Hummer

54. This majorly focuses on maintaining the Brand Equity

- A. Sponsorship
- B. Modifier
- C. brand reinforcement
- D. Branding

Answer: C. brand reinforcement

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

55. The task of any business is to deliver _____ at a profit.

- A. customer needs
- B. customer value
- C. products and services
- D. improved quality

Answer: B. customer value

56. The solution to price competition is to develop a differentiated:_____

- A. Product, price, and promotion.
- B. Offer, delivery, and image.
- C. Package and label.
- D. International Web site.

Answer: B. Offer, delivery, and image.

57. Buying goods and services for further processing or for use in the production process refers to which of the following markets?

- A. Consumer markets
- B. Government markets
- C. Business markets
- D. International markets

Answer: C. Business markets

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

- A. Sales strategies
- B. Marketing concepts
- C. Cultural values
- D. Brand images

Answer: C. Cultural values

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

59. The _____ refers to the various companies that are involved in moving a product from its manufacturer into the hands of its buyer.

- A. distribution chain
- B. network chain
- C. supply chain
- D. promotion network

Answer: A. distribution chain

60. _____ 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. Target marketing
- B. Psychographic segmentation
- C. Product Differentiation
- D. Consumer behavior

Answer: D. Consumer behaviour

61. The Word "brand" is frequently used as a _____

- A. Customers
- B. marketing
- C. advertising
- D. Metonym

Answer: D. metonym

62. Advertising to today's consumers, we need to look beyond the _____ media of print, radio, and television.

- A. traditional
- B. non - traditional
- C. Social
- D. New

Answer: A. traditional

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

63. The cost of an advertisement or a schedule of ads is often based on

- A. _____.
- B. CPP
- C. CPR
- D. CPI
- E. CPM

Answer: D. CPM

64. Complete the following definition of advertising media. The advertising media is a marketing communications umbrella concept that covers _____ to the prospective consumer.

- A. Media vehicles
- B. Advertising messages
- C. Brand
- D. Channels

Answer: B. Advertising messages

65. Mainly, chief resource of authority throughout allocation channel is _____

- A. Company
- B. Brand
- C. Distributor
- D. Customer

Answer: B. brand

66. Clearness regarding proportions of brands is clarity in

- A. functions of brand
- B. aspects of differentiation
- C. Function & aspect of given options
- D. disadvantages of given options

Answer: C. Function & aspect of given options

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

67. Media strategy is making media decisions based on _____

- A. Understanding customers wants and needs
- B. The clients wishes
- C. Whims of the market
- D. Brand awareness

Answer: A. Understanding customers wants and needs

68. Careful brand management look for to build product or services related to the _____

- A. target audience
- B. Cost
- C. Profit
- D. Nature

Answer: A. target audience

69. Branding strategy is also called _____

- A. brand architecture
- B. branding rate
- C. brand earnings
- D. brand responsiveness

Answer: A. brand architecture

70. When companies combine existing brand with new brands, brands are called _____

- A. parent brand
- B. product extension
- C. brand extension
- D. sub-brand

Answer: D. sub-brand

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

71. Brand which is result of extension in brand or sub-brand is classified as _____

- A. brand extension
- B. sub-brand
- C. parent brand
- D. product extension

Answer: C. parent brand

- A. Customized Marketing Messages
- B. Marketing Communications Mix
- C. Marketing Mix
- D. Media that allow two-way messages between company and consumer

Answer: D. Media that allow two-way messages between company and consumer

73. Product choice is greatly affected by economic circumstances. All of the following would be among those circumstances EXCEPT _____ .

- A. spendable income
- B. savings and assets
- C. debts
- D. occupation

Answer: D. occupation

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

- A. Motive
- B. Belief
- C. Behavior
- D. Attitude

Answer: D. Attitude

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

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

- A. marketing concept
- B. selling concept
- C. production concept
- D. product concept

Answer: B. selling concept

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

- A. Product
- B. Marketing
- C. Production
- D. Selling

Answer: A. product

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

- A. product, positioning, place, and price
- B. product, production, price, and place
- C. promotion, place, positioning, and price
- D. product, price, promotion, and place

Answer: D. product, price, promotion, and place

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

- A. sells
- B. distributes
- C. prices
- D. Services

Answer: A. sells

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

79.refers to a brands objective (functional) attributes in relation to other brands.

- A. Brand position
- B. Product position
- C. Brand relationship
- D. Brand position and Product position

Answer: D. Brand position and Product position

80.defines what the brand thinks about the consumer, as per the consumer.

- A. Brand attitude
- B. Brand positioning
- C. Brand relationship
- D. Brand image

Answer: A. Brand attitude

81.includes two aspects of a brand - its associations and its personality.

- A. Brand attitude
- B. Brand positioning
- C. Brand relationship
- D. Brand image

Answer: D. Brand image

82.includes all that is linked up in memory about the brand. It could be specific to attributes, features, benefits or looks of the brand.

- A. Brand attitude
- B. Brand Associations
- C. Brand relationship
- D. Brand image

Answer: B. Brand Associations

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

83.includes two visual signals of a brand - its character (e.g. Amul girl, Pillsbury doughboy) and its logo. Both are elements of brand identity.

- A. Brand attitude
- B. Brand Image
- C. Brand Symbol
- D. Brand Positioning

Answer: C. Brand Symbol

84.can be thought of as a perceptual map of in which like products of the same company (say, toothpaste) are positioned very close to one another and compete more with one another than with brands of other companies.

- A. Brand Comparison
- B. Cannibalization
- C. Positioning
- D. Brand Associations

Answer: B. Cannibalization

85. A marketer needs to understand that some 'general traits' of a brand name are:

- A. Easy to recognize
- B. Easy to pronounce
- C. Easy to memorize or recall
- D. Easy to recognize, pronounce, recall

Answer: D. Easy to recognize, pronounce, recall

COURSE TITLE: EVENTMANAGEMENT

- 1. An event can be described as**
- A. A public assembly for the purpose of celebration, education, marketing or reunion
 - B. A Movie making
 - C. A Video editing
 - D. Attending a large gathering

Answer A: A public assembly for the purpose of celebration, education, marketing or reunion

- 2. Events can be classified on the basis of their**
- A. Size, Type and Context
 - B. Location
 - C. Budget
 - D. Chief Guest

Answer: A. Size, Type and Context

- 3. Event management is considered one of the strategic**
- A. Entertainment sector

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

- 3. Event management is considered one of the strategic**
- B. Message deliver
 - C. Marketing and communication tool
 - D. Fun factor

Answer: C. Marketing and communication tool

- 4. What are the 7 key elements of event management?**
- A. Event infrastructure, target audience, clients, event organizers, venue, media
 - B. Guest list, target audience, clients, event organizers, venue, media
 - C. Event infrastructure, money, clients, event organizers, venue,
 - D. Event infrastructure, target audience,

Answer: A. Event infrastructure, target audience, clients, event organizers, venue, media

- 5. Notifying local residents and businesses of traffic plans is a part of:**
- A. Traffic Management
 - B. Venue Management
 - C. Audience Management
 - D. Stakeholders Management

Answer: A. Traffic Management

- 6. Which department is responsible for the publicity of an event?**
- A. Hospitality department
 - B. Program coordination department
 - C. Promotion coordination department
 - D. Equipment department

Answer: C. Promotion coordination department

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

7. What is the major role of Account Planner?

- A. Analyzing feedback
- B. Creating long term relationship with the client
- C. Planning the event
- D. None of the above

Answer: B. Creating long term relationship with the client

8. Who ensures that the team sticks to the budget of the event?

- A. Event Planner
- B. Event coordinator
- C. Event Assistant
- D. None of the above

Answer: A. Event Planner

9. Liaison agreement is

- A. Rules and regulations of the event
- B. Contract between the client and agency
- C. Event plans and details
- D. List of activities

Answer: B. Contract between the client and agency

10. The information that event proposals should include

- A. Description of the Event
- B. The proposed event budget
- C. Venue and facilities offered
- D. All of these

Answer: D. All of these

11. Which among the following is not an event planning tool?

- A. Maps

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

11. Which among the following is not an event planning tool?

- B. Creative brief
- C. Models
- D. Run sheet

Answer: B. Creative brief

12. What does Gantt Chart illustrates?

- A. Project schedule
- B. Media plan
- C. list of volunteers
- D. list of vendors

Answer: A. Project schedule

13. Break-even point means

- A. Total revenues equal the total expenses
- B. Revenue is more than cost
- C. Revenue less than cost
- D. None of these

Answer: A. Total revenues equal the total expenses

14. Mishaps in an event

- A. Event Planning
- B. Event Insurance
- C. Liaison Agreement
- D. Traffic management

Answer: B. Event Insurance

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

15. Basic difference between Monitoring and controlling is

- A. monitoring is action and controlling is observing
- B. monitoring is evaluation, controlling is feedback
- C. monitoring is observing and controlling is taking action
- D. monitoring is controlling

Answer: C. monitoring is observing and controlling is taking action

16. Which of the following is not a type of event impacts

- A. social impact
- B. economic impact
- C. physical impact
- D. environmental impact

Answer: C. physical impact

17. Full form of VR and AR is

- A. Visual Reality, Augmented Reality
- B. Virtual Reality, Augmented reality
- C. Visible reality, Aerial Reality
- D. None of these

Answer: B. Virtual Reality, Augmented reality

18. Most important skill for event industry

- A. Organizational skills
- B. Management skills
- C. Marketing skills
- D. All of these

Answer: D. All of these

19. What do you mean by 'Freight'?

- A. Venue

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

19. What do you mean by 'Freight'?

- B. Decoration
- C. Bulk transportation
- D. None of the above

Answer: C. Bulk transportation

20. Event marketing is

- A. a good
- B. Tangible
- C. a service
- D. a product

Answer: C. a service

21. You've found a venue online that you think would be suitable. What should you do?

- A. Book it immediately so you have a backup at all times
- B. Visit the venue to further determine its suitability
- C. Compare its renting price with others and go with the cheapest
- D. Compare its location with others and select

Answer: B. Visit the venue to further determine its suitability

22. Why should you research into whether or not there are other similar corporate events happening around the same time as yours?

- A. Because you can look into what they're doing and emulate it
- B. Because hosting your event at the same time could affect its attendance
- C. Because you can suggest teaming up with them to make
- D. Because you'll know it's a good time to host your

Answer: B. Because hosting your event at the same time could affect its attendance

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

23. When booking a supplier, service, entertainer, etc., what should you determine?

- A. That they have public liability insurance
- B. That they have attended events like yours in the past
- C. That they will fully sponsor your event
- D. That they are the most local option available

Answer: A. That they have public liability insurance

24. What is the need for a liaison officer?

- A. Act as a communicator between the client and event organization
- B. Takes feedback from the event attendees
- C. Promotes the event
- D. Responsible for media coverage

Answer: A. Act as a communicator between the client and event organization

25. Which of the following is not a part of On-Site stage?

- A. Register delegates and run 'Help Desk'
- B. Manage any off-site functions
- C. Reconcile all revenue and invoices
- D. Assign staff Registration, Meeting Rooms,

Answer: C. Reconcile all revenue and invoices

26. Which department handles seating, directions and refreshments?

- A. Venue department
- B. Hospitality department
- C. Program department
- D. Equipment department

Answer: B. Hospitality department

27. 'Embracing Egalitarianism' means

- A. Equality

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

27. 'Embracing Egalitarianism' means

- B. Teamwork
- C. Employee engagement
- D. Motivation

Answer: A. Equality

28. Caps, T-shirts, items of apparel are some examples of

- A. Promotional products
- B. Merchandising items
- C. Both a & b
- D. None of the above

Answer: C. Both a & b

COURSE TITLE: SERVICES MARKETING

1. Which of the following sets of terms best describes a service?

- A. Objects, devices, and performances
- B. Effort, objects, and deeds
- C. Things, devices, and performances
- D. Deeds, effort, and performances

Answer: D. Deeds, effort, and performances

2. Businesses such as fast food restaurants would fall where along the Scale of Market Entities?

- A. On the extreme end of the intangible-dominant side

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

2. Businesses such as fast food restaurants would fall where along the Scale of Market Entities?

- B. On the extreme end of the intangible-dominant side
- C. In the middle of the continuum
- D. Left of the middle towards the tangible-dominant side

Answer: C. In the middle of the continuum

3. Which of the following fields would be least likely to be described as intangible-dominant?

- A. Manufacturing
- B. Education
- C. Insurance
- D. Banking

Answer: A. Manufacturing

4. Which of the following statements is not true?

- A. Service knowledge is obtained differently than goods knowledge.
- B. Firms that define their businesses too narrowly have developed marketing myopia.
- C. Goods are tangible-dominant.
- D. All of the above are true.

Answer: D. All of the above are true.

5. The demand for services marketing knowledge has increased for all of the following reasons except:

- A. The tremendous growth in service-sector employment
- B. Increasing service-sector contributions to the world economy
- C. The deregulation of many service industries
- D. The decline in service sector jobs

Answer: D. The decline in service sector jobs

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

6. Which linkage within The Service Triangle reflects the ease with which a customer uses a bank's ATM?

- A. The systems--the customer
- B. The service strategy--the customer
- C. The systems--the people
- D. The service strategy--the systems

Answer: D. The service strategy--the systems

7. The market-focused management model, supported by the service triangle, is based on the belief that:

- A. Front-line personnel tend to be more knowledgeable
- B. Employees want to do good work
- C. Customer satisfaction is related to employee turnover
- D. A new accounting measures should be used

Answer: A. Front-line personnel tend to be more knowledgeable

8. Services are characterized by all of the following characteristics except for:

- A. Intangibility
- B. Homogeneity
- C. Perishability
- D. Heterogeneity

Answer: D. Heterogeneity

9. Of the four unique service characteristics that distinguish goods from services, the one that is the primary source of the other three characteristics is:

- A. Intangibility
- B. Inseparability
- C. Homogeneity
- D. Perishability

Answer: B. Inseparability

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

10. Which of the following is a marketing problem caused by intangibility?

- A. Services have no costs of goods sold.
- B. The consumer is involved in the production process.
- C. Other consumers are involved in the production process.
- D. Service standardization and quality control are difficult to achieve.

Answer: B. The consumer is involved in the production process.

11. Possible solutions that minimize the problems caused by intangibility include all of the following except:

- A. The use of tangible clues.
- B. The effective management of consumers.
- C. The creation of a strong organizational image.
- D. The use of personal sources of information.

Answer: C. The creation of a strong organizational image.

12. Marketing problems caused by inseparability include all of the following except for:

- A. The service provides physical connection to the service.
- B. The involvement of the customer in the production process.
- C. Service standardization and quality control are difficult to achieve.
- D. The involvement of other customers in the production process.

Answer: A. The service provides physical connection to the service.

13. Which of the following scenarios is likely to lead to the highest levels of customer dissatisfaction?

- A. Higher demand than maximum available supply
- B. Higher demand than optimal supply levels
- C. Lower demand than optimal supply levels
- D. All of the above scenarios result in customer dissatisfaction

Answer: D. All of the above scenarios result in customer dissatisfaction

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

14. Which of the following strategies increases the supply of service available to consumers?

- A. The use of creative pricing strategies
- B. The use of reservation systems
- C. Capacity sharing
- D. Developing complementary services

Answer: A. The use of creative pricing strategies

15. Which of the following strategies increases the supply of service available to consumers?

- A. Increasing consumer participation
- B. The use of creative pricing strategies
- C. The use of reservation systems
- D. Developing complementary services

Answer: D. Developing complementary services

16. The perishability-related strategy that may sometimes be associated with consumer feelings that the service firm may be attempting to distance itself from consumers is:

- A. The use of reservation systems
- B. Training public contact personnel
- C. The use of third-parties to conduct service transactions
- D. Increasing the amount of consumer participation

Answer: B. Training public contact personnel

17. Which one of the following strategies is used to alter consumer demand?

- A. Increasing consumer participation
- B. Utilizing third parties
- C. Utilizing creative pricing strategies
- D. Sharing capacity

Answer: C. Utilizing creative pricing strategies

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

18. Which of the following would not be considered a tangible clue?

- A. The quality of instruction in an educational setting
- B. The appearance of employees
- C. The appearance of the firm's physical facilities
- D. The quality of paper stock use to produce a firm's brochures

Answer: D. The quality of paper stock use to produce a firm's brochures

19. The service sector that is the fastest growing sector in terms of employment is:

- A. Wholesale and retail trade
- B. Transportation and warehousing
- C. Financial activities
- D. Professional and business services

Answer: C. Financial activities

20. Which of the following features separate services from products? i. Perishability ii Intangibility iii Reliability iv Inseparability

- A. Only ii
- B. i, ii and iii
- C. i, ii and iv
- D. ii, iii, and iv

Answer: B. i, ii and iii

21. Which of the following attributes of services make it difficult for a service provider to evaluate them when compared to goods?

- A. High search and experience quality
- B. High experience and credence quality
- C. High credence and search quality
- D. Both b and c

Answer: B. High experience and credence quality

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

22. Classification of products into goods, services, and ideas is determined by the:

- A. Degree of labor intensiveness.
- B. Type of markets.
- C. Dominant component.
- D. Skill of the service provider.

Answer: C. Dominant component.

23. Services can be meaningfully analyzed by using a five-category classification scheme including type of market, degree of labor-intensiveness, degree of customer contact, skill of service provider, and

- A. Degree of competition within the service industry.
- B. Goal of the service provider.
- C. Market share of the service provider.
- D. Employee structure of the service provider.

Answer: A. Degree of competition within the service industry.

24. The appearance of the production facilities and the interpersonal skills of actual service providers are critical in _____ services.

- A. Low-contact
- B. Equipment-based
- C. Industrial
- D. Nonprofessional

Answer: D. Nonprofessional

25. The necessary interaction between service provider and customer that allows a service to be delivered is called

- A. Customer contact.
- B. Service exchange.
- C. Marketing
- D. Relationship marketing.

Answer: D. Relationship marketing.

26. A problem encountered by service companies that change high-

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

25. The necessary interaction between service provider and customer that allows a service to be delivered is called
contact services into low-contact services is that the

- A. Service becomes more expensive to deliver.
- B. Quality of the service usually declines.
- C. Service becomes less personalized

Answer: C. Service becomes less personalized

27. What is the 5th unique characteristic of service markets? 1. Lack of ownership 2. Intangibility 3. Inseparability

- A. Protractability
- B. Serviceability
- C. Homogeneity
- D. Perishability

Answer: A. Protractability

28. Which of the following statements is correct?

- A. Marketing is the term used to refer only to the sales function within a firm.
- B. Marketing managers don't usually get involved in production or distribution decisions.
- C. Marketing is an activity that considers only the needs of the organization; not the needs of society as a whole.

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

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

29. Select name of the country having maximum percent of GDP attributed to services

- A. United States
- B. China
- C. Germany
- D. India

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

29. Select name of the country having maximum percent of GDP attributed to services

Answer: D. India

30. Which of the following is not an element of physical evidence?

- A. Employee dress
- B. Employee Training
- C. Equipment
- D. Facility design

Answer: D. Facility design

31. Standardized and customized flow of activities, simple and complex number of steps and customer involvement by which a service is delivered is called.....

- A. Place Mix
- B. Physical Evidence Mix
- C. Process Mix
- D. People Mix

Answer: C. Process Mix

32. Professionals such as Doctors, Lawyers or Photographers often charge for missed appointments

- A. Services are inseparable from their providers
- B. Services cannot be inventoried
- C. They prefer to avoid such clients
- D. To reduce their workload

Answer: C. They prefer to avoid such clients

33. The key difference between goods and services is:

- A. People
- B. Production costs
- C. Intangibility of services
- D. Recruitment policy

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

33. The key difference between goods and services is:

Answer: B. Production costs

34. The characteristic of services marketing that it cannot be saved, stored, resold, or returned is known as:

- A. Marketing
- B. Price
- C. Promotion
- D. Advertisement

Answer: C. Promotion

35. An e-mail service is a good example of

- A. People processing service
- B. Information processing service
- C. Mental Stimulus processing service
- D. Technology processing service

Answer: D. Technology processing service

36. No two services are precisely alike. This characteristic is known as:

- A. Selling
- B. Production
- C. Heterogeneity
- D. Consumption

Answer: B. Production

37. The main characteristic of service is _____

- A. Non-existence
- B. Balanced scorecard
- C. Age and Lifecycle

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

37. The main characteristic of service is _____

D. Intangibility

Answer: C. Age and Lifecycle

38. A _____ is a form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything.

A. Service

B. Demand

C. Need

D. Physical object

Answer: D. Physical object

39. Distinct characteristic of services is _____

A. Intangibility

B. Inseparability

C. Variability

D. Perishability

Answer: A. Intangibility

40. All of the following are examples of services EXCEPT:

A. Banking

B. Hotels and motels.

C. Tax preparation.

D. Computer software.

Answer: A. Banking

41. Services are typically produced and consumed simultaneously. This is an example of the _____ characteristic of services.

A. Intangibility

B. Variability

C. Inseparability

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

41. Services are typically produced and consumed simultaneously. This is an example of the _____ characteristic of services.

D. Simultaneously

Answer: D. Simultaneously

42. Services cannot be stored. This describes the _____ characteristic of services.

A. Intangibility

B. Variability

C. Inseparability

D. Inconsistency

Answer: C. Inseparability

43. _____ describes the employee's skills in serving the client.

A. Internal Marketing

B. External Marketing

C. Relationship marketing

D. Interactive marketing

Answer: D. Interactive marketing

44. SSTS refers to _____

A. Service Standards Testing

B. Self- Service Technologies

C. Standard Service Technologies

D. Self Service Treatments

Answer: D. Self Service Treatments

45. _____ occurs when a company intentionally uses services as the stage, and goods as the props, to engage individual customers in a way that creates a memorable event.

A. Hybrid offer

B. Core service

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

45. _____ occurs when a company intentionally uses services as the stage, and goods as the props, to engage individual customers in a way that creates a memorable event.

- C. Augmented or ancillary product
- D. Experience

Answer: B. Core service

46. Top firms audit service performance by collecting measurements to probe customer satisfiers and dis-satisfiers.

- A. Customer satisfier
- B. Customer complaint
- C. Voice of the customer
- D. Psychological

Answer: D. Psychological

47. The fact that a business traveler may have one very positive check-in experience at a hotel and then a very negative check-in experience with a different employee on a subsequent visit is evidence of service:

- A. Intangibility
- B. Inseparability
- C. Variability
- D. Perishability

Answer: C. Variability

48. Service marketers consider which of the following?

- A. People/Participants, Physical evidence, Placement.
- B. Participants, Physical evidence, Products
- C. People, Products Process.
- D. People/Participants, Physical evidence, Process.

Answer: D. People/Participants, Physical evidence, Process.

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

49. Three types of customer expectations can be identified:

- A. Internal expectations; Explicit expectations, Implicit expectations.
- B. Fuzzy expectations, Explicit expectations, Implicit expectations
- C. Internal expectations, External expectations, Implicit expectations.
- D. None

Answer: B. Fuzzy expectations, Explicit expectations, Implicit expectations

50. _____ are attributes that can be discerned only after purchase or during consumption

- A. Search Qualities
- B. Experience Qualities
- C. Credence Qualities
- D. None of the above

Answer: A. Search Qualities

51. _____ are attributes that a customer might find difficult to evaluate even after production or consumption.

- A. Search Qualities
- B. Experience Qualities
- C. Credence Qualities
- D. None of the above

Answer: C. Credence Qualities

52. The highest level of Customer Expectation is _____

- A. Ideal Expectation
- B. Normative Expectation
- C. Acceptable Expectation
- D. None of the above

Answer: C. Acceptable Expectation

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

53. Which of the following factors does not influence adequate service?

- A. Lasting service intensifiers
- B. Temporary service intensifiers
- C. Self-perceived service role
- D. None of the above

Answer: A. Lasting service intensifiers

54. Which of the following does not contribute to Predicted Service?

- A. Word of mouth
- B. Past experience
- C. Personal needs
- D. Implicit service promises

Answer: A. Word of mouth

55. _____ dimension of service quality refers to the employees' knowledge and courtesy and their ability to inspire trust and confidence.

- A. Reliability
- B. Assurance
- C. Responsiveness
- D. None of the above

Answer: B. Assurance

56. Who formulated the SERVQUAL Scale?

- A. Zeithmal and Bitner
- B. Zeithmal and Berry
- C. Zeithmal, Parsuraman and Bitner
- D. Zeithmal, Parsuraman and Berry

Answer: C. Zeithmal, Parsuraman and Bitner

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

57. _____ are customers who have an above average propensity to complain.

- A. Irates
- B. Voicers
- C. Activists
- D. None of the above

Answer: B. Voicers

58. The gap between a customer's desired service expectation and the adequate service expectation is

- A. Zone of tolerance
- B. Predicted service expectation
- C. Derived service expectation
- D. Implicit service promise

Answer: C. Derived service expectation

59. The ability of the service provider and his employees to use their knowledge and courteous behavior to instill trust and confidence in customers regarding the service is referred to as: -

- A. Assurance
- B. Responsiveness
- C. Empathy
- D. Reliability

Answer: C. Empathy

60. When a firm's service quality specification does not match with customer expectations the gap between the two is known as _____.

- A. Standard gap
- B. Service performance gap
- C. Communication gap
- D. Market information gap

Answer: A. Standard gap

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

61. A consumer has taken a club membership for his entire family. What kind of needs does he hope to fulfill by availing the club's services?

- A. Self-actualization needs
- B. Security needs
- C. Social needs
- D. Physiological needs

Answer: C. Social needs

62. Which of the following is not a factor that will influence customer satisfaction or dissatisfaction during the service encounter?

- A. Spontaneity
- B. Image
- C. Empathy
- D. Recovery

Answer: C. Empathy

63. A consumer took a decision to undergo painting classes. Which need is he intending to satisfy by doing so?

- A. Ego
- B. Psychological
- C. Self-actualization
- D. None of the above

Answer: B. Psychological

64. Personal services like tooth whitening and plastic surgery satisfy ____ needs of a person.

- A. Ego
- B. Psychological
- C. Self-actualization
- D. Safety

Answer: D. Safety

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

65. Which of the following is not a evidence of service as experienced by the customer?

- A. People
- B. Process
- C. Procedure
- D. Physical Evidence

Answer: B. Process

66. A service guarantee must not be ____

- A. Conditional
- B. Meaningful
- C. Easy to invoke
- D. Easy to communicate

Answer: C. Easy to invoke

67. Out of the following circumstances, a service guarantee should be used when: -

- A. Service quality is truly uncontrollable
- B. Customers perceive high risk in the service
- C. Guarantee does not fit the company's image
- D. Existing service quality in the company is poor

Answer: B. Customers perceive high risk in the service

68. Which amongst the following is a dimension of credence qualities?

- A. Competence
- B. Communications
- C. Tangibility
- D. Responsiveness

Answer: A. Competence

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

69. Which of the following is true as per Pareto's rule?

- A. 15% of customers generate 75% of the revenues of an organization.
- B. 20% of customers generate 80% of the revenues of an organization.
- C. 30% of customers generate 85% of the revenues of an organization.
- D. 15% of customers generate 90% of the revenues of an organization.

Answer: A. 15% of customers generate 75% of the revenues of an organization.

70. Identify the risk that arises from a bad product/service choice that harms one's self-image.

- A. Psychological risk
- B. Physical risk
- C. Social risk
- D. Time risk

Answer: B. Physical risk

71. The ability of the service provider to accurately perform the promised service is referred to as: -

- A. Assurance
- B. Responsiveness
- C. Reliability
- D. Tangibles

Answer: A. Assurance

72. Which of the following is not an external factor that influences consumer behavior?

- A. Social class
- B. Culture
- C. Service personnel behavior
- D. Reference groups

Answer: C. Service personnel behavior

73. The marketing services agencies includes

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

72. Which of the following is not an external factor that influences consumer behavior?

- A. Marketing consulting firms
- B. Media firms
- C. Marketing research firms
- D. All of above

Answer: D. All of above

74. Which of the following is not the element of traditional marketing mix?

- A. Production
- B. Place
- C. Price
- D. Promotion

Answer: A. Production

75. The maintenance and business advisory services are included in

- A. business services
- B. business supplies
- C. industry capital items
- D. accessory equipment

Answer: A. business services

76. The pure tangible good and pure services are two extremes of

- A. market offering
- B. exchange of goods
- C. Ownership
- D. logistic channels

Answer: B. exchange of goods

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

77. The marketing services agencies

- A. Marketing consulting firms
- B. Media firms
- C. Marketing research firms
- D. All of the above

Answer: D. All of above

78. Segmenting the market according to the customer use of the service is an example of ____ segmentation

- A. Demographic
- B. Geographic
- C. Behavioral
- D. Psychographic

Answer: C. Behavioral

79. The intangible aspect of a service spring forth for which of the following service product levels?

- A. Actual product level
- B. Core product level
- C. Augmented product level
- D. Potential product level

Answer: B. Core product level

80. Which of the following is not a type of positioning strategy used in service marketing?

- A. Attribute positioning
- B. Celebrity positioning
- C. Competitor positioning
- D. Category positioning

Answer: B. Celebrity positioning

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

81. Which of the following is not a market penetration strategy?

- A. Maintaining or increasing the market share of existing services
- B. Entering new markets with the existing services
- C. Driving away competitors by restructuring a market
- D. Inducing existing customers to use the services frequently

Answer: B. Entering new markets with the existing services

82. Which of the following is not an approach to pricing in services?

- A. Risk based approach
- B. Cost based approach
- C. Competition based approach
- D. Demand based approach

Answer: D. Demand based approach

83. Which of the following is not an issue in the pricing of services?

- A. Availability of raw materials
- B. Competitor pricing
- C. Positioning
- D. Demand levels

Answer: D. Demand levels

84. Identify the factor that does not play a major role in setting the pricing objectives of a service organization.

- A. How would a company like to position its services?
- B. Are the prices chosen compatible with the corporate objectives?
- C. How do the shareholders react to the price changes made by the company?
- D. What is the duration of the life cycle of the services?

Answer: A. How would a company like to position its services?

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

85. Which of the following is not a type of broadcast media used for advertising?

- A. TV
- B. Radio
- C. Newspapers
- D. Internet

Answer: B. Radio

86. Which type of positioning involves communicating two or more contradicting features?

- A. Under positioning
- B. Over positioning
- C. Confused positioning
- D. Irrelevant positioning

Answer: A. Under positioning

87. Which of the following is not a necessary strategy in the effective promotion of services?

- A. Effective planning
- B. Perfect timing
- C. Adherence to legal regulations
- D. Employee motivation

Answer: A. Effective planning

88. Which amongst the following is not true regarding the promotional strategies of services?

- A. Intermediaries have a key role in the promotion of services
- B. Service personnel play a larger role in promoting services
- C. Physical evidence tangibilizes the services
- D. Services cannot be inventoried

Answer: C. Physical evidence tangibilizes the services

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

89. Which of the following is not a consideration in deciding the marketing channel for services?

- A. Channels should ensure easy accessibility
- B. Channels should cover all target markets
- C. Channels should ensure expansion at any cost to the service provider
- D. Channels should ensure value addition to the customers

Answer: C. Channels should ensure expansion at any cost to the service provider

90. Location decision is not important for ____

- A. Insurance company
- B. Bank
- C. Retail outlet
- D. Health club

Answer: C. Retail outlet

91. Which of the following is not a benefit of direct distribution of services?

- A. Control over operations
- B. Healthy customer relationships
- C. Flexibility
- D. Reduced risk

Answer: A. Control over operations

92. In planning a service process, a service provider takes all the following important decisions except

- A. Conversion process
- B. Legal restrictions
- C. Flow of process
- D. Layout design

Answer: B. Legal restrictions

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

93. Which of the following is not an element of blueprinting in a service process?

- A. Onstage employee actions
- B. Line of visibility
- C. Customer role
- D. Support processes

Answer: B. Line of visibility

94. Which of the following is not an influencing factor in process efficiency?

- A. Technology
- B. External environment
- C. Planning
- D. Location and décor

Answer: C. Planning

95. Which of the following is not a major element of physical evidence?

- A. Conduct of support staff
- B. Price of service
- C. Physical environment
- D. Conduct of service personnel

Answer: A. Conduct of support staff

96. The importance of physical environment as an element of physical evidence springs forth through all of the following except

- A. Layout
- B. Communications
- C. Atmosphere
- D. Aesthetics

Answer: C. Atmosphere

97. Service Guarantees are not appropriate when

- A. It is easy to invoke

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

96. The importance of physical environment as an element of physical evidence springs forth through all of the following except

- B. Buyer resistance is high
- C. It involves restitution
- D. Price of the service is low

Answer: B. Buyer resistance is high

98. Yield Management assumes importance in the context of

- A. Waiting line strategies
- B. Supply and demand management
- C. Retention strategies
- D. Repositioning

Answer: B. Supply and demand management

99. In the event of a mistake in service delivery, the organization's priority should

- A. Justify its actions
- B. Protect its employees
- C. Revise the procedures
- D. Service recovery

Answer: D. Service recovery

100. Benchmarking is a process of comparison between the performance characteristics of separate, often competing organization, intended to enable each participant to improve its own performance in the marketplace. The process of benchmarking involves five steps. Which one of the following is the fourth step in the process of benchmarking?

- A. The organization has to identify the critical business processes or areas that need to be benchmarked for improvement
- B. The organization has to determine the methods to be used for data collection from the company used for benchmarking
- C. The management should introduce the necessary changes in the organization to remove the performance gap and improve the service quality
- D. The management should analyze the differences between the processes in

EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS WITH ANSWERS FROM BRIDGE TUTORIALS

100. Benchmarking is a process of comparison between the performance characteristics of separate, often competing organization, intended to enable each participant to improve its own performance in the marketplace. The process of benchmarking involves five steps. Which one of the following is the fourth step in the process of benchmarking?

the two companies to identify its area for improvement

Answer: D. The management should analyze the differences between the processes in the two companies to identify its area for improvement

101. Which level of investment in customer relationship building typified by the company like dell.com working continuously with their customers to discover ways to perform better?

- A. Reactive Marketing
- B. Accountable Marketing
- C. Proactive Marketing
- D. Partnership Marketing

Answer: D. Partnership Marketing

7. The tourism industry is dependent on various factors like the location of the country, its culture and tradition, the social and political status etc. This dependency has resulted in some unique characteristics or features of the industry. Which of the following are the characteristics of tourism industry? I. Stable location. II. Intangibility. III. Huge financial investments. IV. Stable demand.

- A. Both (I) and (III) above
- B. Both (II) and (IV) above
- C. (I), (II) and (III) above
- D. (I), (III) and (IV) above

Answer: A. Both (I) and (III) above

8. A service organization can deliver quality service to its customers if it follows a systematic method in identifying the customers' needs. Christopher Lovelock suggested that the various supplementary services offered across various industries can be grouped into eight categories. Which of the following is not one of these categories?

- A. Order-giving
- B. Hospitality
- C. Consultation

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

8. A service organization can deliver quality service to its customers if it follows a systematic method in identifying the customers' needs. Christopher Lovelock suggested that the various supplementary services offered across various industries can be grouped into eight categories. Which of the following is not one of these categories?
- D. Safekeeping

Answer: A. Order-giving

9. Airlines can try to influence demand for their products and control the perishability characteristic of service by:
- A. Creating a slogan that focuses on service reliability
- B. Doing away with the poor image of airplane food
- C. Offering roomier seats
- D. Cultivating non-peak demand

Answer: D. Cultivating non-peak demand

10. A customer comes to a restaurant and demands a table facing the street which is already occupied for the evening. The Floor Manager's ability to deal with the customer is an example of the restaurant's ability in:
- A. Recovery
- B. Adaptability
- C. Level of trust
- D. Coping

Answer» D. Coping

11. The relationship between a company and its customers needs to be mutually rewarding and fulfilling. Which of the following is not the four R's of rewarding relationships?
- A. Realization
- B. Reimbursement
- C. Relevance and respect
- D. Response

Answer» B. Reimbursement

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

12. To produce a better match between the number of people who want to eat at a restaurant on weekends and the availability of food and personnel to provide service to those people, a restaurant can:

- A. Use a price equilibrium strategy
- B. Eliminate the reservation system
- C. Eliminate complementary services
- D. Hire part-time employees

Answer» D. Hire part-time employees

13. Service organizations often tend to ignore the feeling of customers when they are kept waiting. —The psychology of waiting lines” is an article written by David Maister with various principles to provide more insights into ‘waiting’ for both customers as well as service providers. Which of the following is not true about the principles of waiting?

- A. Pre-process waits seem longer than in-process waits
- B. Anxiety makes the waiting period seem longer
- C. Unexplained waits are shorter than explained waits
- D. Physical discomfort makes waiting feel longer

Answer» C. Unexplained waits are shorter than explained waits

14. Eating out in a restaurant with white linen napkins, candlelight, and a wine list is an example of which of the following categories?

- A. A pure tangible good
- B. A tangible good with accompanying services
- C. A hybrid
- D. A major service with accompanying minor goods and services

Answer» C. A hybrid

15. All of the following statements about customer waiting time are true except:

- A. Unoccupied waiting time appears to be longer than occupied waiting time.
- B. Waiting before the service seems longer than waiting during the service encounter.
- C. Customer anxiety makes waiting seem longer.
- D. The more expensive and the more important a service is to the customer,

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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15.	All of the following statements about customer waiting time are true except:
	the less they are willing to wait for service.

Answer» D. The more expensive and the more important a service is to the customer, the less they are willing to wait for service.

16.	If the marketing department for a tutoring service hires a class of graduate students to conduct and tabulate research on consumer rankings of its educational offerings, the tutoring service is increasing its productivity through:
------------	---

- | | |
|----|--|
| A. | Adopting a manufacturing approach |
| B. | Requiring service providers to work more quickly |
| C. | Increasing the quality of service provided by surrendering some quantity |
| D. | Finding a more effective way to perform a necessary task |

Answer» D. Finding a more effective way to perform a necessary task

17.	Which of the following statements can be associated with the phenomenon of Marketing Myopia?
------------	---

- | | |
|----|--|
| A. | The firm produces large quantities of products to decrease the cost per unit, ignoring market requirements |
| B. | The firm believes that there are no major competitors |
| C. | The firm increases the product price, in the belief that general public is growing richer by the day |
| D. | All of the above |

Answer» D. All of the above

18.	Companies are now offering services like selling and delivering products over the internet. What is this kind of business service known as?
------------	--

- | | |
|----|---------------|
| A. | Outsourcing |
| B. | E-commerce |
| C. | Reengineering |
| D. | BPOing |

Answer» B. E-commerce

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

19.	What is benchmarking?
A.	A PA system
B.	A measure of productivity
C.	A standard against which performance is measured
D.	A process where a firm sets a target for itself
Answer» D. A process where a firm sets a target for itself	

20.	The mutual fund market can be segmented based on the investment objective of the investors. Since customer needs are different, the market can be segmented into the various funds based on the differences. Which of the following funds provides capital appreciation over the medium to long term?
A.	Income funds
B.	Growth funds
C.	Tax saving schemes
D.	Money market funds
Answer» B. Growth funds	

21.	The world's largest industry in the private sector and highest projected generator of jobs is:
A.	Business services
B.	The hospitality industry
C.	Health services
D.	Professional services
Answer» C. Health services	

22.	The service sector that is the fastest growing sector in terms of employment is:
A.	Wholesale and retail trade
B.	Transportation and warehousing
C.	Financial activities
D.	Education and health services
Answer» D. Education and health services	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

23. The leisure and hospitality industry comprises a variety of services. Which of the following is not one of them?

- A. Food service
- B. Lodging
- C. Travel and tourism
- D. All the above are part of the hospitality industry

Answer» D. All the above are part of the hospitality industry

24. The professional and business sector includes all of the following except:

- A. Computer services
- B. Legal advice
- C. Hospitals
- D. Accounting

Answer» C. Hospitals

25. Which one of the following can be considered a high-contact service?

- A. Postal service
- B. Health care
- C. Banking
- D. Dry cleaning

Answer» C. Banking

COURSE TITLE: E-MARKETING

1. Modern marketing concept is _____
A. price oriented
B. consumer oriented
C. product oriented
D. profit oriented

ANSWER: B

2. 4 P's of Marketing Mix are _____
A. Price, public, promotion, and profit
B. Place, Price, profit and promotion
C. Product, Price, Place and Profit
D. Product, Price, Place and Promotion

ANSWER: D

3. A place for buying and selling activities is called _____
A. market
B. marketing
C. market research
D. market information

ANSWER: A

4. Which one of the following statements is correct?
A. selling includes marketing
B. marketing includes selling
C. selling and marketing are the same
D. marketing not including in business

ANSWER: B

5. Marketing research is concerned with _____
A. anticipation of production
B. supply position
C. financial problems

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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D. solution to specific problems of marketing

ANSWER: D

6. Mercatus means _____

A. buying

B. to trade

C. to assemble

D. to sell

ANSWER: B

7. Perfect market means _____

A. prices are not uniform

B. product are not identical

C. free entry and exit into market

D. lack of communication

ANSWER: C

8. The prime object of marketing is _____

A. profit

B. service

C. sales

D. consumer satisfaction

ANSWER: D

9. Markets are created by _____

A. nature

B. economic force

C. business men

D. product

ANSWER: B

10. Zero level channel of distribution is also called as _____

A. direct marketing

B. multilevel marketing

C. two level marketing

D. micro level marketing

ANSWER: A

11. Marketing begins and ends with _____

A. consumer

B. transport

C. price

D. product

ANSWER: A

12. ——— brings about the changes in the ownership of products

A. exchange

B. storing

C. promotion

D. MIS

ANSWER: A

13. — is the most fundamental aspect for any merchandise transactions

A. financing

B. grading

C. insurance

D. packing

ANSWER: A

14. ——— plays a significant role in under developed countries, as it is a multiplier

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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of activities.

- A. sales
- B. buying
- C. marketing
- D. production

ANSWER: C

15. In evolution of marketing ——— stage was concerned only with mass production of goods.

- A. production orientation
- B. barter system
- C. sales orientation
- D. consumer orientation

ANSWER: A

16. In ——— stage selling activity becomes the dominant factor, without any efforts for the satisfaction of the consumer needs.

- A. production orientation
- B. barter system
- C. sales orientation
- D. consumer orientation

ANSWER: C

17. According to whom-“market includes both place and region in which buyers and sellers are in free competition with one another”

- A. pyle
- B. kotler
- C. drucker
- D. clark and clark

ANSWER: A

18. Marketing emphasizes on _____

- A. consumer wants
- B. sellers need
- C. manufactures profit
- D. retailers margin

ANSWER: A

19. Factors influencing marketing concepts——

- A. population growth
- B. assembling of goods
- C. physical transfer of goods
- D. scatter of goods

ANSWER: A

20. ——— are networks that connect people within a company to each other and to the company network.

- A. internets
- B. extranets
- C. bit streams
- D. WWW

ANSWER: B

21. The price determination of the product, under _____ method, is made on the basis of cost of production plus an additional margin of cost.

- A. demand based

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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- B. cost based
- C. cost-demand based
- D. competition based

ANSWER: B

22. The place where the goods are stored is known as _____

- A. warehouse
- B. market
- C. cabin
- D. stores

ANSWER: A

23. The exchange value of a good/service in terms of money is _____

- A. price
- B. product
- C. buying
- D. selling

ANSWER: A

24. Selling the same product at different prices is known as _____

- A. price lining
- B. dual pricing
- C. geographical pricing
- D. monopoly pricing

ANSWER: B

25. The words used to convey the advertisement idea is _____

- A. advertisement
- B. advertisement research
- C. advertisement copy
- D. advertisement budget

ANSWER: C

26. Fixing a high price for a new product will be called as ——

- A. price skimming
- B. price segmentation
- C. dual pricing
- D. customary pricing

ANSWER: A

27. Brand loyalty refers to product _____

- A. identification
- B. recognition
- C. preference
- D. insistence

ANSWER: D

28. Pricing based on area is called as——

- A. domestic pricing
- B. geographical pricing
- C. skimming pricing
- D. cost plus pricing

ANSWER: B

29. Sales management deals with _____

- A. sales
- B. product
- C. profit
- D. market

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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ANSWER: D

30. The distance between the seller and buyer is considered in _____ pricing

- A. Geographical
- B. penetration
- C. skimming
- D. sealed pricing

ANSWER: A

31. Consumer purchasing power is determined by _____

- A. salary
- B. disposable income
- C. total income
- D. price

ANSWER: B

32. A group of products that are closely related is called _____

- A. product mix
- B. product line
- C. product item
- D. product diversification

ANSWER: B

33. _____ is also known as cost plus pricing.

- A. Mark up pricing
- B. penetration pricing
- C. geographical pricing
- D. dual pricing

ANSWER: A

34. Identify the one which is demand based pricing _____

- A. target pricing
- B. mark up pricing
- C. marginal pricing
- D. skimming pricing

ANSWER: B

35. AGMARK standardization is given to _____

- A. industrial goods
- B. agricultural goods
- C. imported goods
- D. consumer goods

ANSWER: B

36. Product mix is the set of all product _____ A. lines and items

- B. lines
- C. items
- D. width

ANSWER: A

37. ——— is the first step in marketing

- A. buying
- B. selling
- C. assembling
- D. financing

ANSWER: A

38. Transportation creates ——— utility.

- A. time
- B. place

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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- C. form
- D. storage

ANSWER: B

39. Warehouse creates ---utility.

- A. place
- B. time
- C. form
- D. storage

ANSWER: B

40. Brand is a means of ---

- A. communication
- B. identification
- C. packing
- D. specialization

ANSWER: B

41. Selling is an act of _____

- A. persuasion
- B. illusion
- C. forcing
- D. communication

ANSWER: C

42. Price is an _____ term.

- A. absolute
- B. relative
- C. composite
- D. standard

ANSWER: A

43. ----- creates a particular image in the minds of consumer

- A. branding
- B. personal selling
- C. grading
- D. product planning

ANSWER: A

44. The second element to effect the volume of sales is _____

- A. price
- B. product
- C. promotion
- D. distribution

ANSWER: A

45. Anything which possess utility is ---

- A. product
- B. finished goods
- C. raw materials
- D. stock

ANSWER: A

46. Website build to engage customers from different places to move them closer for marketing

outcome is classified as _____

- A. corporate website
- B. marketing website

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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- C. branding website
- D. viral website

ANSWER: B

47. ——— may be defined as the exchange of goods or services in terms of money.

- A. price
- B. product
- C. grading
- D. branding

ANSWER: A

48. Group of online social communities such as virtual worlds, social networking sites and

blogs where people exchange opinions is classified as _____

- A. Inbound social networks
- B. Outbound social networks
- C. Offline social networks
- D. Online social networks

ANSWER: D

49. ——— creates a non-personal stimulation of demand in advertising

- A. pricing
- B. production
- C. public relation
- D. distribution

ANSWER: A

50. The stage in the product life cycle that focuses on expanding market and creating product

awareness and trail is the ——

- A. decline stage
- B. introduction stage
- C. growth stage
- D. maturity stage

ANSWER: C

51. A _____ is a promotion strategy that calls for using the sales force and trade promotion to move the product through channels.

- A. push strategy
- B. pull strategy
- C. blocking strategy
- D. integrated strategy

ANSWER: A

52. Consumer goods with unique characteristics or brand identification often requiring a special purchase effort are called——

- A. custom product
- B. specialty products
- C. convenience product
- D. shopping products

ANSWER: D

53. Which of the following is NOT one of the five stages of the buyer decision process?

- A. need recognition
- B. brand identification
- C. information search
- D. purchase decision

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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ANSWER: B

54. _____ is a tool used to provide information and induce the people to buy the products.

- A. Price
- B. Profit
- C. Promotion
- D. Publicity

ANSWER: C

55. Advertisement promotes _____

- A. purchase
- B. production
- C. sales
- D. price

ANSWER: C

56. _____ is a process by which a product is branded.

- A. brand
- B. branding
- C. packaging
- D. pricing

ANSWER: B

57. The main principle of cooperative marketing is _____

- A. more profit
- B. increased production
- C. normal profit with service
- D. low price

ANSWER: C

58. _____ is a part of the product, which carries verbal information about the product.

- A. label
- B. price
- C. product
- D. bill

ANSWER: A

59. A _____ is a good offered either free or at low cost as an incentive to buy a product.

- A. patronage reward
- B. coupon
- C. price pack
- D. premium

ANSWER: D

60. Middlemen will increase the—

- A. price of the product
- B. quality of the product
- C. profit of the product
- D. time and place utility of the product

ANSWER: D

61. When advertising is reached to the residential place of the people it is called _____

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- A. promotional advertising
- B. outdoor advertising
- C. indoor advertising
- D. direct advertising

ANSWER: C

62. _____ is an element of buying.

- A. financing
- B. assembling
- C. risk bearing
- D. customer services

ANSWER: B

63. An advertisement copy must have _____

- A. description
- B. narration
- C. exposition
- D. report

ANSWER: A

64. Sales promotion tool includes _____

- A. appeals
- B. coupons
- C. vertical marketing
- D. price

ANSWER: B

65. Standardization includes _____

- A. estimating demand
- B. locating sources of supply
- C. grading
- D. product line

ANSWER: C

66. The middlemen who do not take any title to goods is _____

- A. retailer
- B. wholesaler
- C. agent
- D. commission houses

ANSWER: C

67. _____ is allowed in the form of deductions from the list price.

- A. trade discount
- B. quantity decisions
- C. cash discount
- D. seasonal discount

ANSWER: A

68. _____ is price at which a retailer sells the products to his buyers.

- A. retail price
- B. wholesale price
- C. FOB price
- D. administered price

ANSWER: A

69. A method which aims to capture the market and increase the sales volume is known as _____

- A. packing

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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- B. purchasing
- C. sales promotion
- D. marketing

ANSWER: C

70. _____ gives a chance to the consumers to compare the products with their substitutes.

- A. sampling
- B. contest
- C. premium offers
- D. distribution

ANSWER: A

71. _____ is a mass communication of information intended to persuade buyers as to maximize profits.

- A. advertising
- B. salesmanship
- C. sales promotion
- D. personal selling

ANSWER: A

72. _____ and other forms of promotion are supported by an advertisement.

- A. personal selling
- B. branding
- C. promotion
- D. publicity

ANSWER: A

73. _____ are published according to the taste or liking of the public.

- A. magazines
- B. journals
- C. newspaper
- D. special issues

ANSWER: A

74. _____ is a group of persons, who are experts on various phases of advertising and related marketing areas.

- A. advertising agency
- B. marketing agency
- C. promotion agency
- D. marketing research agency

ANSWER: A

75. _____ influences the buyer to buy a product

- A. personal selling
- B. packing
- C. price
- D. grading

ANSWER: A

76. Products reach the hands of customers through a number of channels, of that the main channels is_____

- A. distributor
- B. wholesaler

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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- C. retailer
- D. agents

ANSWER: B

77. ——— is a wide term which includes advertising, sales and personal selling.

- A. distribution
- B. warehousing
- C. promotion
- D. transportation

ANSWER: C

78. An example of agent middleman ———

- A. broker
- B. retailer
- C. wholesaler
- D. truck jobbers

ANSWER: A

79. An example of merchant middlemen _____

- A. commission agent
- B. wholesaler
- C. resident buyers
- D. factors

ANSWER: B

80. The wholesaler who don't provide credit and transport facility are called as ———

- A. cash and carry wholesaler
- B. limited function wholesaler
- C. mail-order wholesaler
- D. full-service wholesaler

ANSWER: A

81. Services rendered by wholesaler to manufacturer is ———

- A. acting as an intermediary
- B. advise to retailer
- C. facilitating small purchase
- D. to keep varieties of goods

ANSWER: A

82. A ——— is a promotion strategy that calls for using the sales force and trade promotion to move the product channels.

- A. push strategy
- B. pull strategy
- C. blocking strategy
- D. integrated strategy

ANSWER: A

83. Promotional mix includes _____

- A. advertising, personal selling and sales promotion
- B. advertising, awareness and sales promotion
- C. advertising, personal selling and publicity
- D. segmentation, personal selling and sales promotion

ANSWER: A

84. Distributional activities involve decision regarding——

- A. advertisement
- B. channels of distribution
- C. decision making

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D. promotion strategies

ANSWER: B

85. Assembling of goods means bringing goods to a —-place

- A. central
- B. market
- C. consumer
- D. seller's

ANSWER: A

86. Transport involves — goods from their place of origin to the place of their consumption.

- A. distributing
- B. collecting
- C. sending
- D. controlling

ANSWER: A

87. The social aspect of marketing is to ensure——

- A. price
- B. demand
- C. low price with high quality
- D. service goods

ANSWER: C

88. Unwanted and unsolicited commercial e-mails that clog up e-mailboxes of users is classified as _____

- A. Invasion of privacy
- B. Spam
- C. Virus
- D. Deception

ANSWER: B

89. ——— consists of dividing a market into distinct groups of buyers on the basis of needs, characteristics, or behaviour who might require separate products.

- A. product differentiation
- B. market segmentation
- C. market targeting
- D. market positioning

ANSWER: B

90. Market segmentation is ———

- A. dividing
- B. targeting
- C. positioning
- D. differentiation

ANSWER: A

91. The behaviour exhibited by people in the course of purchasing is ——

- A. seller behaviour
- B. consumer behaviour
- C. government behaviour
- D. purchase behaviour

ANSWER: B

92. The process of subdividing total markets into several submarket is ——

- A. market fluctuating
- B. market positioning
- C. market segmentation

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D. market penetration

ANSWER: C

93. Sound marketing of a product is depended upon ——

A. good product

B. better prices

C. consumer

D. proper distribution

ANSWER: C

94. —— goods are meant for final consumption.

A. consumer

B. convenience

C. shopping

D. specialty

ANSWER: A

95. —— is all psychological, social and physical behaviour of potential consumer.

A. consumer behaviour

B. seller behaviour

C. manufacturer behaviour

D. household behaviour

ANSWER: A

96. A buyer makes a purchase of a particular product or a particular brand is termed as ——

A. product buying motives

B. patronage motives

C. selection motives

D. purchase motives

ANSWER: A

97. A careful study of —— will facilitate the marketer in determining the size, from, style, colour, package etc.

A. consumer behaviour

B. manufacturer's potential

C. market

D. market segmentation

ANSWER: A

98. The process whereby individuals decide whether, what, when, how and from whom to purchase goods and services can be termed as ——

A. buyer behaviour

B. household behaviour

C. product buying motives

D. purchase motives

ANSWER: A

99. Motives refers to strong———

A. emotions

B. purchase power

C. needs

D. behaviour

ANSWER: A

100. Buying decision of a customer depends on his——

A. attitude

B. promotion

C. price

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D. product

ANSWER: A

101. A satisfied buyer is a silent ——

A. advertiser

B. salesman

C. promotion

D. target market

ANSWER: A

102. A consumer chooses an alternative which gives maximum——

A. satisfaction

B. usage

C. utility

D. durability

ANSWER: A

103. The buying process begins when a person has ---

A. a satisfied need

B. an unsatisfied need

C. an immediate need

D. a future need

ANSWER: B

104. Online journals where people post their reviews and thoughts on narrow topic are

classified as

A. Business domain website

B. Corporate website

C. Blogs

D. Marketing website

ANSWER: C

105. The external factor of consumer behaviour are also called as ---

A. environmental factors

B. consumer behaviour factors

C. product factors

D. specific factor

ANSWER: A

106. Economics explains that consumer behaviour in relation to —— factors

A. social

B. economic

C. product factor

D. specific factor

ANSWER: B

107. A collection of individuals which influences individual's opinion are called ——

A. reference groups

B. advertising agency

C. manufactures

D. friends

ANSWER: A

108. Culture refers to _____

A. needs, motives, perception

B. wants, search, desires

C. product preference

D. social values, language, customs

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ANSWER: D

109. — carry their goods from place to place in handcraft and sell them to the consumers at their doorsteps.

- A. hawkers
- B. pedlars
- C. cheap jacks
- D. street traders

ANSWER: A

110. — and — are the criteria for market segmentation.

- A. accessibility, user status
- B. accessibility, loyal status
- C. accessibility, attitude
- D. accessibility, responsiveness

ANSWER: D

111. The purpose of segmentation is to — the changing pattern of consumers.

- A. measure
- B. access
- C. identify
- D. usage rate

ANSWER: A

112. In — the whole market is divided into different geographic units

- A. demographic segmentation
- B. geographic segmentation
- C. socio-economic segmentation
- D. psychographic segmentation

ANSWER: B

113. Division of market on the basis of variables like gender, income, occupation, education are called as—

- A. demographic segmentation
- B. geographic segmentation
- C. socio - economic segmentation
- D. psychographic segmentation

ANSWER: A

114. A market may be segmented by classifying people according to their enthusiasm for a product are termed as—

- A. attitude segmentation
- B. geographic segmentation
- C. socio- economic segmentation
- D. psychographic segmentation

ANSWER: A

115. Benefits of segmentation—

- A. reduced scale
- B. shifting loyals
- C. unknowm markets
- D. determining marketing strategies

ANSWER: D

116. When the consumers are classified on the basis of religion, customs, culture are termed as —

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- A. demographic segmentation
- B. geographic segmentation
- C. socio-economic segmentation
- D. psychographic segmentation

ANSWER: C

117. Consumers who buy one brand all the time——

- A. hard core loyals
- B. safe core loyals
- C. shifting loyals
- D. switchers

ANSWER: A

118. Consumers who are loyal to two or three brands ---

- A. hard core loyals
- B. safe core loyals
- C. shifting loyals
- D. switchers

ANSWER: B

119. Agricultural products are——

- A. perishable
- B. highly priced
- C. low-quality products
- D. heterogeneous goods

ANSWER: D

120. Identify the one which comes under service marketing——

- A. insurance
- B. motor cars
- C. refrigerators
- D. television

ANSWER: A

121. —— marketing is identifying and serving the needs of consumers living in villages.

- A. rural
- B. agricultural marketing
- C. retail marketing
- D. international marketing

ANSWER: A

122. Increasing competition in —— markets make --- markets attractive.

- A. urban, rural
- B. urban, retail
- C. urban, agricultural
- D. urban, wholesale

ANSWER: A

123. The —— level of urban consumers is high and hence product features have to be changed often.

- A. awareness
- B. educational
- C. loyalty
- D. satisfaction

ANSWER: A

124. —— marketing is concerned with the flow of goods and services from urban to

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rural and vice versa.

- A. urban
- B. retail
- C. international
- D. rural

ANSWER: D

125. Reasons for growing rural markets are _____

- A. change in rural consumer behaviour
- B. marketing strategies
- C. promotional strategies
- D. product mix

ANSWER: A

126. ——— is the final stage of any economic activity.

- A. retail
- B. wholesale
- C. brokering
- D. factoring

ANSWER: A

127. Green marketing——-

- A. making environmental friendly product
- B. making more products with natural ingredients
- C. make use of more green colours in packages
- D. educate marketers about the importance of natural environment

ANSWER: A

128. ———- are products bought by individuals and organizations for further processing or use in conducting a business.

- A. consumer products
- B. services
- C. industrial products
- D. specialty products

ANSWER: C

129. The increased —- has enhanced rural demand for several products.

- A. income
- B. purchase power
- C. awareness
- D. population

ANSWER: A

130. Product specifications like design, price and durability should be in accordance with the needs of —— masses.

- A. rural
- B. urban
- C. producer
- D. retailer

ANSWER: A

131. Rural India has many fairs and festivals and marketers use these platforms for ——

- A. brand promotions
- B. price strategy
- C. marketing strategy
- D. formulating strategies

ANSWER: A

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132. Marketing communication in the rural area has to be in ——

- A. local language
- B. press media
- C. national language
- D. outdoor media

ANSWER: A

133. —— is where goods are sold directly to consumers

- A. e-commerce
- B. retail marketing
- C. product strategy
- D. pricing decision

ANSWER: A

134. When a product is sold ——utility is created

- A. ownership
- B. time
- C. place
- D. transport

ANSWER: A

135. A retailer creates —— utility by keeping the store open when the consumers prefer to shop

- A. ownership
- B. time
- C. place
- D. transport

ANSWER: B

136. A retailer by being available at a convenient location, he creates—— utility

- A. ownership
- B. time
- C. place
- D. transport

ANSWER: C

137. —— is the largest global online auction website

- A. E-bay
- B. Alibaba.com
- C. Wal-Mart
- D. Reliance Fresh

ANSWER: A

138. What is COPRA?

- A. Consumer Operating Protection Regulation Authority
- B. Consumer Protection Act
- C. Consumer Protection Authority
- D. All of the above

ANSWER: B

139. The limitations of e-marketing is ——

- A. the inability to touch and feel
- B. instant cash payment
- C. touch and feel
- D. immediate delivery

ANSWER: A

140. —— is the encompassing term that involves the use of electronic platform-intranets, extranet and the internet to conduct a company's business.

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- A. e- procurement
- B. e-business
- C. e-commerce
- D. e-marketing

ANSWER: A

141. Which of the following is not one of the benefits of e-commerce to sellers?

- A. e-commerce can help to reduce costs
- B. e-commerce is a powerful tool for customer relationship building
- C. e-commerce increases the net cost per contact
- D. e-commerce offers greater flexibility in meeting customer needs.

ANSWER: C

142. The e-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as _____

- A. business to business - B2B
- B. consumer to consumer - C2C
- C. business to consumer - B2C
- D. consumer to business - C2B

ANSWER: C

143. In the market place, consumers are exploited when _____

- A. Shopkeepers weigh less than what they should
- B. Traders add charges that were not mentioned before
- C. Adulterated / Defective goods are sold
- D. All of the above

ANSWER: D

144. The type of website that is designed to build customer goodwill and to supplement other sales channels rather than sell the company's products directly is known as a ---- website

- A. customer service
- B. click-and mortar
- C. marketing
- D. corporate

ANSWER: B

145. ----- is an online advertisement that pops up between changes on a website

- A. border
- B. plunge
- C. boarder
- D. interstitial

ANSWER: B

146. Consumer day is celebrated on _____

- A. January 15th
- B. April 15
- C. March 15
- D. December 15

ANSWER: C

147. Consumer Protection Act was formed in _____

- A. 1987
- B. 1984
- C. 1986
- D. 2007

ANSWER: C

148. What does the following definition refer to? "Achieving marketing objectives

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through the use of any electronic communications technology”

- A. e-business
- B. e-commerce
- C. e-marketing
- D. internet marketing

ANSWER: C

149. Responsibility of a consumer includes _____

- A. Exercise rights
- B. Quality conscious
- C. Insist on cash memo
- D. All of the above

ANSWER: D

150. Consumer Protection is important for business because of _____

- A. Long term investment
- B. Social responsibilities
- C. Use in society’s resources
- D. All of the above

ANSWER: D

COURSE TITLE: SALES MANAGEMENT

1. Sales management is discipline ofbenefits a company and its customers receive from the efforts of its sales force.

- A. Minimizing
- B. Maximizing
- C. Controlling
- D. None of the above

Answer» B. Maximizing

2. According to,sales management includes recruitment, selection, training, motivation, supervision, and evaluation of performance of sales force.

- A. Rachman&Romane
- B. B.R.Canfield
- C. Hampton &Zubin
- D. American marketing Association

Answer» A. Rachman&Romane

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3.	The main objective of sales management are
A.	Decrease in profits and continuous growth
B.	Increase in profits and stagnant growth
C.	Increase in profits and continuous growth
D.	Decrease in profits and stagnant growth
Answer» C. Increase in profits and continuous growth	

4.	Sales management achieves personal selling objectives through
A.	Personal Selling Strategy
B.	Interpersonal selling strategy
C.	Selling strategy
D.	None of the above
Answer» A. Personal Selling Strategy	

5.	Sales management is theof a sales staff, and the tracking and reporting of the company's sales.
A.	Strategy
B.	Training and management
C.	Management
D.	None of the above
Answer» B. Training and management	

6.	Sales management is theof sales staff, and the tracking and reporting of the company's sales.
A.	Management
B.	Selling strategy
C.	Demonstration
D.	Development of human resources
Answer» D. Development of human resources	

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7.	The scope of sales management is confined not only to self-centered corporate goal profit and sales maximization but also to
A.	Good welfare
B.	Consumer welfare
C.	Organization welfare
D.	Individual welfare
Answer» B. Consumer welfare	

- 8.**is the fundamental guiding principle of sales management.
- A. Customer delight
 - B. Customer orientation
 - C. Client satisfaction
 - D. None of the above
- Answer» A. Customer delight**

9.	In an organizationis also very useful when technically complex products are in the process to sell.
A.	Individual selling approach
B.	Group selling approach
C.	Team based selling approach
D.	None of the above
Answer» C. Team based selling approach	

10.	One of the element of sales planning is tofor selling activities.
A.	Set objectives
B.	Schedule objectives
C.	Track Objectives
D.	None of the above
Answer» A. Set objectives	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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11. Avon, Amway, and Tupperware use which of the following forms of channel distribution?

- A. direct marketing channel
- B. indirect marketing channel
- C. forward channel
- D. fashion channel

Answer» A. direct marketing channel

12. From the economic system's point of view, the role of marketing intermediaries is to transform:

- A. raw products into finished products.
- B. consumer needs into producer needs.
- C. consumer needs and wants into product desires.
- D. assortments of products made by producers into the assortments wanted by consumers.

Answer» D. assortments of products made by producers into the assortments wanted by consumers.

13. When the manufacturer establishes two or more channels catering to the same market, then occurs.

- A. Vertical channel conflict
- B. Horizontal channel conflict
- C. Multi-channel conflict
- D. None of the above

Answer» C. Multi-channel conflict

14. A distribution channel moves goods and services from producers to consumers. It overcomes the major time, place, andgaps that separate goods and services from those who would use them.

- A. possession
- B. profit
- C. image
- D. psychological

Answer» A. possession

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15. Through their contacts, experience, specialization, and scale of operation, usually offer the firm more than it can achieve on its own.

- A. Manufacturers
- B. Producers
- C. direct marketers
- D. Intermediaries

Answer» D. intermediaries

16. Makers of televisions, cameras, tires, furniture, and major appliances normally use which of the following distribution channel forms?

- A. direct marketing channel
- B. indirect marketing channel
- C. horizontal channel
- D. synthetic channel

Answer» B. indirect marketing channel

17. Using manufacturer's representatives or sales branches is usually a characteristic of which of the following channel forms?

- A. business marketing channels
- B. customer marketing channels
- C. service marketing channels
- D. direct marketing channels

Answer» D. direct marketing channels

18. Transporting and storing goods is part of which of the following marketing channel functions?

- A. negotiation
- B. physical distribution
- C. Contact
- D. Matching

Answer» B. physical distribution

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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19.	Who sells to the customers?
A.	Semi wholesalers
B.	Wholesalers
C.	Retailer
D.	Distributor
Answer» C. Retailer	

20.	The benefits of marketing channels are.....
A.	Cost saving
B.	Time saving
C.	Financial support given
D.	All of above
Answer» D. All of above	

21.	is a layer of intermediaries that performs some work in bringing the product and its ownership closer to the buyer.
A.	A direct marketing channel
B.	An indirect marketing channel
C.	A channel level
D.	A channel switching system
Answer» C. A channel level	

22.	Which of the following statements about sales force management is true?
A.	The sales force is the firm's most direct link to the customer
B.	The statement, "The world will beat a path to your door if you build a better mousetrap," reflects how business operates today
C.	As organizations implement the marketing concept, they soon realize how important it is to be sales-oriented
D.	Personal selling is usually less expensive than advertising
Answer» C. As organizations implement the marketing concept, they soon	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

22. Which of the following statements about sales force management is true?

realize how important it is to be sales-oriented

23. With respect to a channel of distribution, the number of intermediary levels within the channel indicates the----- of a channel.

A. Width

B. Depth

C. length

D. similarity

Answer» C. length

24. Independent firms at different channel levels integrate their programs on a contractual basis to achieve systemic economies and increased market impact are known as.....

A. Corporate vertical marketing systems

B. Contractual vertical marketing systems

C. Administered vertical

D. None of the above

Answer» B. Contractual vertical marketing systems

25. Which of the following statements about the sales force in the 21st century is true?

A. Sales managers will use a hands-off approach and let the professional salesperson be his or her own boss

B. Transactional exchanges no longer occur

C. Sales management must be smart and nimble and provide technology-centered solutions to support the sales effort

D. Salespeople make little use of the Internet because they realize the importance of the personal touch

Answer» A. Sales managers will use a hands-off approach and let the professional salesperson be his or her own boss

26.is a marketing channel that has no intermediary levels.

A. direct marketing channel

B. indirect marketing channel

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

25. Which of the following statements about the sales force in the 21st century is true?

- C. forward channel
- D. hybrid channel

Answer» A. direct marketing channel

27. The difference between transactional selling and relationship selling is

- A. In transaction, selling buyers must pay cash
- B. In relationship selling, buyers and sellers must be related
- C. In transaction selling, sellers provide greater service
- D. In relationship selling, sellers work to provide value to their customers

Answer» D. In relationship selling, sellers work to provide value to their customers

28. A.....is a set of interdependent organizations involved in the process of making a product or service available for use of consumption by the consumer or business user.

- A. Retailer
- B. Wholesaler
- C. distribution channel
- D. Middleman

Answer» C. distribution channel

29. The work of setting up objectives for selling activities, determining and scheduling the steps necessary to achieve these objectives is known as.....

- A. Selling
- B. Sales policy
- C. Sales program
- D. Sales planning

Answer» D. Sales planning

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

30. .Karen is studying the potential for selling her company's products in China. As part of her analysis, she is assessing the number, types and availability of wholesalers and retailers. Karen is studying the country's

- A. Natural conditions
- B. Technological feasibility
- C. Social and cultural norms
- D. Distribution structure

Answer» D. Distribution structure

31. Mr. Brian, the new national sales manager, is learning about the internal organizational environment in his company. He will learn about all of the following EXCEPT

- A. Human resources
- B. Financial resources
- C. Service capabilities
- D. Social and cultural environment

Answer» D. Social and cultural environment

32. Which is not a strategic role of sales management?

- A. Tracking
- B. Reporting
- C. Delivery
- D. Optimizes distribution

Answer» C. Delivery

33. John, the sales manager for a building materials company, knows the customers in one profitable sales territory, are particularly hostile to women sales reps. John faces an ethical dilemma primarily in the area of:

- A. Determining compensation and incentives
- B. Equal treatment in hiring and promotion
- C. Respect for individuals in supervisory and training programs
- D. Fairness in the design of sales territories

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

33. John, the sales manager for a building materials company, knows the customers in one profitable sales territory, are particularly hostile to women sales reps. John faces an ethical dilemma primarily in the area of:

Answer» C. Respect for individuals in supervisory and training programs

34. Large marketing intermediary, but not as large as a sole selling agent in terms of size, resources and territory of operation is known as.....

- A. Wholesaler
- B. Sole selling agent
- C. Direct marketing channel
- D. Semi-wholesalers

Answer» A. Wholesaler

35. Many firms use environmental scanning to assess their external environment. Environmental scanning should be used to

- A. Respond to current crises
- B. Identify future threats and opportunities
- C. Determine personnel performance
- D. Allocate financial resources

Answer» B. Identify future threats and opportunities

36. Sarah and Steve are sales reps for a major pharmaceutical company in the same geographic area. Sarah calls on private practice physicians, while Steve calls on hospital groups. Their sales manager would likely have an ethical dilemma in the area of:

- A. Determining compensation and incentives
- B. Equal treatment in hiring and promotion
- C. Respect for individuals in supervisory and training programs
- D. Fairness in the design of sales territories

Answer» A. Determining compensation and incentives

37. What is the full form of CIS?

- A. Channel information system

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

37.	What is the full form of CIS?
B.	Channel induced system
C.	Channel information system
D.	Channel incorporated system
Answer» C. Channel information system	

38.	Which of the following is an example of the external natural environment for a manufacturer of metal lawn furniture?
A.	A longer than usual distribution channel due to a rail strike
B.	Consumer trend toward treating gardens like another room
C.	The popularity of metal lawn furniture that looks vintage rather than newly bought
D.	A flood at the manufacturer's main warehouse
Answer» D. A flood at the manufacturer's main warehouse	

39.	What is the full form of VMS?
A.	Velocity moving system
B.	Vertical marketing system
C.	Vertical moving system
D.	Very moveable system
Answer» B. Vertical marketing system	

40.	One of the objective of sales organization is
A.	To build team work
B.	To maintain co-relation
C.	To increase managerial efficiency
D.	None of the above
Answer» C. To increase managerial efficiency	

41.	Sales organization is needed for
A.	Providing insight into avenues or advancement

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

41.	Sales organization is needed for
B.	Increasing morale
C.	Increasing profitability
D.	To build team work
Answer» A. Providing insight into avenues or advancement	

42.	Line and staff organization usually result as the size of the operations
A.	Slows
B.	Grows
C.	Diminishing
D.	Increasing
Answer» B. Grows	

43.	is the most basic forms of sales organization, characterized by a chain of command running from the top sales executive down to the level of salesman.
A.	Staff sales organization
B.	Functional sales organization
C.	Line sales organization
D.	None of the above
Answer» C. Line sales organization	

44.	method is based on marginal -analysis theory of economics. Its basic concept is that net profit will increase in the amount of sales revenue exceed the incremental costs.
A.	Breakdown method
B.	Incremental method
C.	None of the above
D.	Potential method
Answer» B. Incremental method	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

45.	andare the source of recruitment in the sales organization.
A.	Company Executive and placement agencies
B.	Managers and salesmen
C.	Trustee and Manager
D.	Partners
Answer» A. Company Executive and placement agencies	

46.	The interview simulates the applicant would meet in actual selling situated and provides a way to observe the application's reaction to them.
A.	Personal
B.	Formal
C.	Stress
D.	None of the above
Answer» C. Stress	

47.	measures how well a person can perform particular tasks with maximum motivation.
A.	Projective tests
B.	Test of ability
C.	Interest test
D.	Test of habitual characteristics
Answer» B. Test of ability	

48.	According toTraining is the act of increasing the knowledge and skill of an employee for doing a particular job.
A.	Edwin. B.Flipppo
B.	H.R. Tosdal
C.	C.L. Bolling
D.	Peter Drucker
Answer» A. Edwin. B.Flipppo	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

49.	A good sales organization is afor effective sales planning.
A.	Planning
B.	Organising
C.	Decision making
D.	Foundation
Answer» D. Foundation	

50.	Sales organization is thethrough which a sales manager's philosophy is translated into action
A.	Mechanism
B.	Tool
C.	Technique
D.	Strategy
Answer» A. Mechanism	

51.	is the group of individual striving jointly to reach certain goals and bearing formal as well as informal relation to each other.
A.	Sales organization
B.	Joint venture
C.	Sole trader
D.	None of the above
Answer» A. Sales organization	

52.	In sales organization the work of sales department is divided in
A.	Group
B.	Different task
C.	Sole trade
D.	In two partners
Answer» B. Different task	

53.	A sound sales organization increases
A.	Managerial efficiency

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

53.	A sound sales organization increases
B.	Organizational behavior
C.	Customer relationship
D.	Decision
Answer» A. Managerial efficiency	

54.	To handle all the jobs and work of sales department is divided into division and
A.	Sub division
B.	Group
C.	Countries
D.	Different peoples
Answer» A. Sub division	

55.	The principle of 'Right man on right job' is followed for assigning these activities to different.....
A.	Persons
B.	Cities
C.	States
D.	Departments
Answer» A. Persons	

56.	Sales organization helps in developing
A.	Group activity
B.	Different task
C.	Sales force
D.	None of the above
Answer» C. Sales force	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

57. If the goods are sold on credit bases,.....the amount of is to be collected.

- A. Credit sales
- B. Credit purchase
- C. Cash Sales
- D. Bad-debts

Answer» A. Credit sales

58. Effective and courteous correspondence with customers reflectsof the organization to the prospective customer.

- A. Good image
- B. Depreciation
- C. Sales
- D. Net profit

Answer» A. Good image

59. Sales department helps the organization in increasing

- A. Raw material Purchase
- B. Decision making
- C. Credit sales
- D. Sales Volume

Answer» D. Sales Volume

60.bridges the gap between the market and the productive capacity of the firm.

- A. Sales Organization
- B. Purchase Department
- C. General Manager
- D. All of the above

Answer» A. Sales Organization

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

61. Sales organization defines the relationship between people in the organization in term of authority, responsibility and

- A. Accountability
- B. Management
- C. Controlling the expenses
- D. Process

Answer» A. Accountability

62. No two companies havesales organization structure.

- A. Identical
- B. Different
- C. Very few similar
- D. None of the above

Answer» A. Identical

63. The flow of information may be both horizontal and

- A. Vertical
- B. From bottom to top
- C. From top to bottom
- D. None of the above

Answer» A. Vertical

64. Theorganization is the basic form of sales organization.

- A. Line sales
- B. Credit sales
- C. Credit purchase
- D. Co-operative societies

Answer» A. Line sales

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

65.	organization is extensively used in similar firms are those dealing in a narrow product line, or selling in a limited geographic area.
A.	Line organization
B.	Sales department
C.	Management
D.	Joint venture companies
Answer» A. Line organization	

66.	organization becomes inappropriate in case of rapidly growing organization are those with large sales staff, as growing departments necessitate additional layers of executives to be added.
A.	Staff organization
B.	Line Organization
C.	Parallel organization
D.	None of the above
Answer» B. Line Organization	

67.	 andorganization sometimes generates problems of interpersonal relation
A.	Staff And Line
B.	Staff and Square
C.	Vertical and horizontal
D.	Sales and manufacturing
Answer» A. Staff And Line	

68.	specialist do not share direct responsibility for result is also resented by some line executives.
A.	Staff
B.	Manager
C.	Department head
D.	None of the above
Answer» A. Staff	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

69.	The organization is headed managed by
A.	Managing Director
B.	Department head
C.	Coordinator
D.	Employees
Answer» A. Managing Director	

70.	The organization is headed by the managing director who has reporting to him line managers called
A.	Regional Manager
B.	Deputy Manager
C.	Head of the department
D.	None of the above
Answer» A. Regional Manager	

71.	Which is not a way that sales forces differs from other employees?
A.	Salespeople set their hours of working
B.	Salespeople represent their company to customers and to society in general
C.	The Sales Force is largely responsible for implementing a firm's marketing strategies in the field
D.	Sales people are among the few employees authorized to spend company funds
Answer» A. Salespeople set their hours of working	

72.	_____ is actually support the sales persons, perform the promotional activities and work with training and education (may work directly with customer).
A.	Sales support
B.	Key account seller
C.	Delivery seller
D.	Missionary seller

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

72.	_____ is actually support the sales persons, perform the promotional activities and work with training and education (may work directly with customer).
Answer» A. Sales support	

73.	_____ facilitate sales to established accounts, they do not actually sell, per se, but rather leave the selling to the key account personnel or the consultative sales personnel.
A.	Sales support
B.	Key account seller
C.	Delivery seller
D.	New business seller
Answer» C. Delivery seller	

74.	Which is the following is the correct sequence for corporate selling.
A.	Pre-approach, approach, need assessment, presentation, meeting objective, gaining commitment, and follow up
B.	Follow up, prospecting, pre-approach, approach, need assessment, presentation, meeting objective, gain commitment
C.	Presentation, prospecting, pre-approach, approach, need assessment, meeting objective, gain commitment and follow up
D.	Prospecting, pre-approach, approach, need assessment, presentation, meeting objective, gaining commitment and follow up
Answer» D. Prospecting, pre-approach, approach, need assessment, presentation, meeting objective, gaining commitment and follow up	

75.	Which one is not a multiple relationship strategies?
A.	Multiple Relationship Strategy
B.	All our multiple relationship strategies
C.	Consultative Selling
D.	Transactional Selling
Answer» B. All our multiple relationship strategies	
76.	involves identifying activities management feels the salespeople should perform to produce the desired results.
A.	SWOT analysis

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

75.	Which one is not a multiple relationship strategies?
B.	Environmental audit
C.	Training analysis
D.	Needs assessment
Answer» D. Needs assessment	

77.	Which of the following is NOT an example of behavioral measures used to evaluate salespeople?
A.	assessment of salesperson's attitude and attention to customers
B.	product knowledge and selling and communication skills
C.	appearance and professional demeanor
D.	accounts generated and profit achieved
Answer» D. accounts generated and profit achieved	

78.	Which are the most basic forms of the sales organization?
A.	Line sales organization
B.	Line and staff sales organization
C.	Functional sales organization
D.	None of the above
Answer» A. Line sales organization	

79.	Companies engage in sales training to:
A.	increase absenteeism and turnover
B.	increase selling costs
C.	decrease sales volume
D.	change or reinforce behavior that makes salespeople more efficient
Answer» D. change or reinforce behavior that makes salespeople more efficient	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

80.	The formula $N = S/P (1 + T)$ is for.....
A.	Workload
B.	Sales potential (or breakdown)
C.	Incremental
D.	None of the above
Answer» B. Sales potential (or breakdown)	

81.	The sales force can play a central role in achieving a marketing orientation strategy, by
A.	Maintaining infrequent contact with customer
B.	Collecting and disseminating market information
C.	Focusing on cutting costs
D.	Following the competition's lead
Answer» B. Collecting and disseminating market information	

82.	From management's point of view, what is the advantage of a straight salary compensation plan?
A.	With a straight salary plan, selling costs are kept in proportion to sales.
B.	The straight salary plan is simple and economical to administer.
C.	With a straight salary plan, salespeople have the assurance of positive feedback.
D.	A straight salary plan links performance to leadership style.
Answer» B. The straight salary plan is simple and economical to administer.	

83.	The most critical impact to a sales organization affected by down-sizing is that:
A.	The sales team is de-motivated
B.	The company must recalculate sales budgets
C.	The sales workload must be redistributed
D.	Customers may change suppliers due to severed relationship with salesperson
Answer» D. Customers may change suppliers due to severed relationship	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

83. The most critical impact to a sales organization affected by down-sizing is that:
with salesperson

84. The three major tasks involved in the implementation stage of the sales management process are:

- A. Salesforce recruitment and selection, salesforce training, and salesforce motivation and compensation.
- B. Developing account management policies, implementing the account management policies, correcting the account management policies.
- C. Setting sales objectives, organizing the salesforce, and developing account management policies.
- D. Organizing the salesforce, quantitative assessment, and follow-up.

Answer» A. salesforce recruitment and selection, salesforce training, and salesforce motivation and compensation.

85. In which method does the net profits will increase when additional salespeople are added, If the increase in the amount of sales revenue exceed the incremental costs?

- A. Workload
- B. Sales potential (or breakdown)
- C. Incremental
- D. None of the above

Answer» C. Incremental

86. An effective sales plan objective should be:

- A. Precise, measurable, and time specific.
- B. General, measurable, and flexible.
- C. Profitable, subjective, and measurable.
- D. Precise, profitable, and flexible.

Answer» A. Precise, measurable, and time specific

87. If a company chooses to employ its own sales force, the three organizational structures it may use are:

- A. Dollar volume, geography, and customer.

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

87.	If a company chooses to employ its own sales force, the three organizational structures it may use are:
B.	Geography, customer, and product.
C.	Geography, market size, and product.
D.	Market size, product, and customer.
Answer» B. Geography, customer, and product.	

88.	is teaching how to do the jobs.
A.	Sales personnel
B.	Sales target
C.	Sales force training
D.	Induction
Answer» C. Sales force training	

89.	Which of the following is NOT one of the major factors affecting how compensation is structured for a sales force?
A.	wage level in relation to salespeople in other organizations in the industry
B.	salesperson's individual wage
C.	wage structure for the sales force
D.	number of new customers in each sales territory
Answer» D. number of new customers in each sales territory	

90.	Which of the following elements is NOT used for determining the size of a sales force in the workload method?
A.	Number of salespeople.
B.	Number of customers.
C.	Length of an average call.
D.	Number of years in sales experience
Answer» D. Number of years in sales experience	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

91.	The most frequently used type of compensation plan is a:
A.	Straight salary compensation plan.
B.	Straight commission compensation plan.
C.	Combination compensation plan.
D.	Weighted compensation plan.
Answer» C. Combination compensation plan.	

92.	In medium and large firms, one would find the.....types of organization
A.	Line sales organization
B.	Line and staff sales organization
C.	Functional sales organization
D.	None of the above
Answer» B. Line and staff sales organization	

93.	The first step in determining how a firm's sales force compensation program will be structured is to determine the:
A.	Wage level relative to salespeople in other organizations in the industry
B.	Salesperson's individual wage
C.	Wage structure for the sales force
D.	Number of new customers in each sales territory
Answer» A. Wage level relative to salespeople in other organizations in the industry	

94.	When commission is combined with a base salary it is known as.....
A.	Commission based compensation plans
B.	Straight salary compensation plan
C.	Territory volume compensation plans
D.	Profit margin/ revenue based sales compensation plans
Answer» A. Commission based compensation plans	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

95.	There are three interrelated elements of rewards for salespeople. One of the elements is nonfinancial compensation and includes:
A.	Recognition dinners, certificates of achievement, and features in sales newsletters
B.	Larger accounts and sales territories
C.	Personal development opportunities, merit salary increases, and promotions
D.	Promotions, certificates of achievement, and larger sales territories

Answer» A. Recognition dinners, certificates of achievement, and features in sales newsletters

96.	Research relating sales people's personal characteristics to sales aptitude and job performance suggests there is no single set of traits and abilities that sales managers can use as criteria for deciding what kind of recruits to hire is known as.....
A.	Job analysis
B.	Physical examination
C.	Projective tests
D.	Training

Answer» A. Job analysis

97.	All of the following would be major sales force management decision steps EXCEPT:
A.	Designing sales force strategy and structure.
B.	Supervising salespeople.
C.	Global management and marketing structures.
D.	Recruiting and selecting salespeople.

Answer» C. Global management and marketing structures.

98.	In which organizational structure, all sales personnel receive direction from, and are accountable to different executives, on different aspects of their work?
A.	Line sales organization
B.	Line and staff sales organization
C.	Functional sales organization
D.	None of the above

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

98. In which organizational structure, all sales personnel receive direction from, and are accountable to different executives, on different aspects of their work?

Answer» C. Functional sales organization

99. Which of the following WOULD NOT be a method of establishing sales force structure?

- A. Territorial sales force structure.
- B. Lifestyle sales force structure.
- C. Product sales force structure.
- D. Customer sales force structure.

Answer» B. Lifestyle sales force structure.

100. In which type of compensation plan there is no incentives?

- A. Commission based compensation plans
- B. Straight salary compensation plan
- C. Territory volume compensation plans
- D. Profit margin/ revenue based sales compensation plans

Answer» B. Straight salary compensation plan

101. Tests of intelligence are known as.....

- A. Projective tests
- B. Tests of habitual characteristics
- C. Tests of ability
- D. Achievement tests

Answer» C. Tests of ability

102. There are three interrelated elements of rewards for salespeople. One of the elements is direct financial rewards and includes:

- A. Salary, commission, and career advancement
- B. Merit salary increases, commission, and better territory
- C. Merit salary increases, bonuses, and commissions
- D. Larger sales territories, bonuses, insurance, and a certificate of

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

102. There are three interrelated elements of rewards for salespeople. One of the elements is direct financial rewards and includes:

achievement

Answer» C. Merit salary increases, bonuses, and commissions

103. Which is of these is how sales is in the 21st Century?

A. Keep tabs on changing technologies

B. Treat sales personnel as equals

C. Executive selling for high level accounts

D. Work closely with internal departments

Answer» C. Executive selling for high level accounts

104. Which is a way to move toward relationship selling versus transactional selling?

A. All of the above a ways to move toward relationship selling

B. Price for profit

C. Retain Accounts

D. Preferred Suppliers

Answer» A. All of the above a ways to move toward relationship selling

105. _____ is business sell lists of prospects.

A. Cold canvassing

B. Company sources

C. External referral agencies

D. Published directories

Answer» C. External referral agencies

106. Earning 20% return on investment is an example of which strategic marketing planning.

A. Objective

B. Tactics

C. Neither

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

106. Earning 20% return on investment is an example of which strategic marketing planning.

D. Strategy

Answer» A. Objective

107. _____ is how the products will benefit the company.

A. New business seller

B. Key account seller

C. Missionary seller

D. Consultative seller

Answer» D. Consultative seller

108. In terms of prospecting, identifying leads, the _____ is when often customers may be given some type of bonus by providing names.

A. Company source

B. External referral agencies

C. Published directories

D. Customer referrals

Answer» D. Customer referrals

109. _____ is work for a manufacturer and call on customers to provide product information, may be involved in promotional activities. (Ex: pharmaceutical reps)

A. Sales support

B. New business seller

C. Delivery seller

D. Missionary seller

Answer» D. Missionary seller

110. _____ is the planning stage, learning about the customer and learning about who makes the final decision.

A. Pre-approach

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

110. _____ is the planning stage, learning about the customer and learning about who makes the final decision.

B. Approach

C. The Needs assessment

D. Prospecting

Answer» A. Pre-approach

111. Selling has been around for years, according to history, which one is not a form of selling?

A. Canvassers

B. Book Agents

C. Bookies

D. Peddlers

Answer» C. Bookies

112. Which is a level that is found amongst sales managers?

A. Coordinator

B. CEO

C. District Manager

D. Regional President

Answer» C. District Manager

113. _____ is realizing upon making the call that the information needs to be reassessed.

A. Needs assessment

B. Sales pipeline

C. Adaptive selling

D. Pre-approach

Answer» C. Adaptive selling

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

114. _____ is simply a full listing of the names and contact information for all prospects, categorized by how likely they are to purchase the product.

- A. Customer research
- B. Adaptive selling
- C. Sales pipeline
- D. Need assessment

Answer» C. Sales pipeline

115. Prospecting involves two components _____ and _____.

- A. Task finding and task orientation
- B. Identifying leads and qualifying leads
- C. Task finding and qualifying leads
- D. Identifying leads, task finding

Answer» B. Identifying leads and qualifying leads

116. _____ is when unannounced calls are made

- A. Cold canvassing
- B. Published directories
- C. Company sources
- D. Networking

Answer» A. Cold canvassing

117. _____ is knowing what is needed as new products are being developed

- A. Significant teamwork
- B. Open Communication
- C. Customers and the planning process
- D. Integration of Marketing

Answer» C. Customers and the planning process

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

118. A manager are team leaders but can fail if _____

- A. Treat sales personnel as equals
- B. Exceed customer expectations by bringing additional value
- C. Don't have structure and discipline
- D. Work closely with internal departments

Answer» C. Don't have structure and discipline

119. In the stage of needs assessment some critical things that could be done is to, ask situational questions, problem impact questions, solution value questions and _____

- A. Original questions
- B. None of the answers
- C. Task oriented questions
- D. Confirmatory questions

Answer» D. Confirmatory questions

120. Which of the following provides the backbone of marketing?

- A. Sales forecasting
- B. Profit forecasting
- C. Market targeting
- D. Market segmentation

Answer» A. Sales forecasting

121. The types of sales forecasting include

- A. Micro forecasting
- B. Macro forecasting
- C. Both (1) and (2)
- D. Minor forecasting

Answer» C. Both (1) and (2)

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122.	Macro forecasting is concerned with forecasting markets in
A.	Fragmentation
B.	Segmentation
C.	Totality
D.	Partiality
Answer» C. Totality	

123.	Micro forecasting determines
A.	Product's market share
B.	Price's market share
C.	Place's market share
D.	Product's price
Answer» A. Product's market share	

124.	The type of forecasting is selected on the basis of
A.	Degree of accuracy
B.	Availability of data
C.	Time horizon
D.	All of the above
Answer» D. All of the above	

125.	Which of the following is/are the type of sales forecast on the basis of time frame
A.	Short range
B.	Long range
C.	Perspective planning forecast
D.	All of the above
Answer» D. All of the above	

126.	Sales forecasting involves study of
A.	Sales planning

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126. Sales forecasting involves study of

- B. Distribution outlets
- C. Consumer needs and demands
- D. All of the above

Answer» D. All of the above

127. Sales forecasting involves

- A. Sales Planning
- B. Sales Pricing
- C. Distribution channels
- D. Consumer tastes

Answer» A. Sales Planning

128. Benchmark means

- A. Sales performance measurement
- B. Marks given to salesperson
- C. Appraisal
- D. Standard values for comparison

Answer» D. Standard values for comparison

129. The analytics and statistical method of sales forecasting include

- A. Extrapolation method
- B. Moving average method
- C. Time series analysis
- D. All of the above

Answer» D. All of the above

130. The first stage in creating the sales forecasting is to estimate

- A. Market demand

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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130. The first stage in creating the sales forecasting is to estimate

- B. Profit
- C. Wealth
- D. Prospect

Answer» A. Market demand

131. The component of sales forecast is/are

- A. Sales target
- B. Sales budget
- C. Both (1) and (2)
- D. Sales volume

Answer» C. Both (1) and (2)

132. Sales forecasting can be based on which of the following information?

- A. What customers say about the product
- B. What customers are actually doing
- C. What customers have done in the past
- D. All of the above

Answer» D. All of the above

133. A common method of preparing sales forecast consists of

- A. Prepare a macro economic forecast
- B. Prepare on industry sales forecast
- C. Prepare a company sales forecast
- D. All of the above

Answer» D. All of the above

134. Which of the following are included in sales forecasting?

- A. Sales pricing

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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134. Which of the following are included in sales forecasting?

- B. Sales planning
- C. Distribution channels
- D. All of the above

Answer» D. All of the above

135.of the following are the steps of traditional selling strategy?

- A. Prospective
- B. Qualifying
- C. Approach
- D. All of the above.

Answer» D. All of the above.

136. Which of the following is not a part of traditional selling strategy?

- A. Approach
- B. Pre approach
- C. Presentation
- D. Online sales

Answer» D. Online sales

137. Which of the following is the foundational step of the sales process?

- A. Solve the objections
- B. Follow-up
- C. Prospecting
- D. Presentation

Answer» C. Prospecting

138. Before planning a sale, which or the following activity is conducted by the sales person?

- A. Approach

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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138. Before planning a sale, which or the following activity is conducted by the sales person?

- B. Research
- C. Follow-up
- D. Presentation

Answer» B. Research

139. Which of the following is a part of pre-approach process?

- A. Knowing customer's need
- B. Learning relevant background.
- C. Researches prospects
- D. All of the above.

Answer» D. All of the above.

140. Which of the following is not a part of approach?

- A. Introduction
- B. Warm up questions
- C. Explaining who you are and whom you represent
- D. Agreeing on the terms of sales.

Answer» D. Agreeing on the terms of sales.

141. Which of the following are the way of approach?

- A. Phone
- B. Email
- C. In person
- D. All of the above

Answer» D. All of the above

142. Which of the following activity is explaining how the product meets that person or company's need?

- A. Presentation
- B. Follow-up

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

141. Which of the following are the way of approach?

- C. Qualifying
- D. Prospective

Answer» A. Presentation

143. Which of the following activity should be done after presentation?

- A. Handling objection
- B. Closing the sale
- C. Following-up
- D. None of the above

Answer» A. Handling objection

144. What is the final step of traditional selling strategy?

- A. Following-up
- B. Closing the sales
- C. Approach
- D. Pre approach.

Answer» A. Following-up

145. Which of the following activity is offered by online airline services?

- A. Booking
- B. Seats selection
- C. Automated flight status
- D. All of the above

Answer» D. All of the above

146. What is the purpose of alliances created by travel companies?

- A. Reduce purchasing cost

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

146. What is the purpose of alliances created by travel companies?

- B. Increase sales
- C. both a and b
- D. None of a and b

Answer» C. both a and b

147. Which of the following is the benefit of online stock trading?

- A. Cost benefit
- B. Flexible
- C. Full control
- D. All of the above

Answer» D. All of the above

148. Which of the following is not the benefit of online stock trading?

- A. Handy tools
- B. Proper information
- C. Time consuming
- D. Flexibility

Answer» C. Time consuming

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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COURSE TITLE: SUPPLY CHAIN AND LOGISTICS MANAGEMENT

1.	A supply chain which includes the distribution of finished product and service?
A.	Outbound logistics
B.	Inbound logistics
C.	Supply of goods
D.	Transportation
Answer» A. Outbound logistics	

2.	What additional factor does overall equipment effectiveness take into account which makes it more meaningful than efficiency or utilization?
A.	Flexibility
B.	Speed
C.	Cost
D.	Quality
Answer» A. Flexibility	

3.	Which of the following is true for supply chain management?
A.	The physical material moves in the direction of the end of chain.
B.	Flow of the cash backward through the chain.
C.	Exchange of information moves in both the direction.
D.	All the above
Answer» D. All the above	

4.	The purpose of supply chain management is
A.	Provide customer satisfaction
B.	Improve quality of a product
C.	Integrating supply and demand management

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

4.	The purpose of supply chain management is
D.	Increasing production
Answer» C. Integrating supply and demand management	

- 5. VMI stands for**
- A. Vendor material inventory
 - B. Vendor managed inventory
 - C. Variable material inventory
 - D. Valuable material inventory

Answer» B. Vendor managed inventory

6.	The major decision areas in supply chain management are
A.	Location, production, distribution, inventory
B.	Planning, production, distribution, inventory
C.	Location, production, scheduling, inventory
D.	Location, production, distribution, marketing
Answer» A. Location, production, distribution, inventory	

7.	Logistics is the part of supply chain involved with the forward and reserve flow of
A.	Goods
B.	Service
C.	Cash
D.	All of these
Answer» D. All of these	

8.	Reverse logistics is required because
A.	Goods are defective
B.	Goods are unsold
C.	The customer simply change their minds

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

8.	Reverse logistics is required because
D.	All of the above
Answer» D. All of the above	

9.	3-PL stands for
A.	Three points logistics
B.	Third party logistics
C.	Three points location
D.	None of the above
Answer» B. Third party logistics	

10.	The supply concept originated in what discipline?
A.	Marketing
B.	Operations
C.	Logistics
D.	Production
Answer» A. Marketing	

11.	Qualified is defined by the customer is
A.	An unrealistic definition of quality
B.	A user based definition of quality
C.	A manufacturing based definition of quality
D.	A product based definition of quality
Answer» B. A user based definition of quality	

12.	The supply chain management philosophy emerged in.....
A.	1960's
B.	1970's
C.	1980's

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

12.	The supply chain management philosophy emerged in.....
D.	1990's
Answer» D. 1990's	

13.	Positive, long term relationships between supply chain participants refers to
A.	Co-operation
B.	Tailor logistics
C.	Partnership
D.	Supply chain management
Answer» D. Supply chain management	

- 14. The input to a transformation process include all of the following except**
- A. Material
 - B. People
 - C. Information
 - D. Assembly
- Answer» D. Assembly**

- 15. Zero defects in manufacturing.....**
- A. Is a relevant goal only in electronic assembly
 - B. Is readily achievable in all areas
 - C. Is the goal of TQM
 - D. Is an unobtainable and misleading idea
- Answer» C. Is the goal of TQM**

16.	Which of the following is not an area responsibility for a logistic manager
A.	Inventory
B.	Purchasing
C.	Warehousing

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

16. Which of the following is not an area responsibility for a logistic manager

D. Marketing

Answer» B. Purchasing

17. Which came last in the development of manufacturing techniques?

A. Learn production

B. Division of labor

C. Mass production

D. Interchangeable parts

Answer» D. Interchangeable parts

18. Which one of the following would not generally be considered as an aspect of operations management?

A. Work methods

B. Secured financial resources

C. Maintain quality

D. Product or service design

Answer» B. Secured financial resources

19. Inspection, scarp, and repair are example of

A. Internal cost

B. External cost

C. Cost of dissatisfaction

D. Warranty & service cost

Answer» B. External cost

20. All the following costs are likely to decrease a result of better quality except

A. Customer dissatisfaction

B. Maintenance cost

C. Scrap cost

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

20. All the following costs are likely to decrease a result of better quality except

D. Warranty and service cost

Answer» B. Maintenance cost

21. Which came last in the development of manufacturing process

A. Lean production

B. Division of labor

C. Mass production

D. Craft production

Answer» B. Division of labor

22. Which of the following is not a typical supply chain member?

A. Retailer

B. Wholesaler

C. Producer

D. Customer

Answer» D. Customer

23. A supply chain includes the chain of entities involved in the planning, procurement, production and..... of products and services

A. Distribution

B. Supply

C. Demand

D. Transport

Answer» A. Distribution

24. Companies manage their supply chain through.....

A. Information

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24.	Companies manage their supply chain through.....
B.	Competitor
C.	Internet
D.	Skilled operator
Answer» A. Information	

25.	Lean production involves
A.	Improvement of speed only
B.	Improvement of quality only
C.	Elimination of all types of waste
D.	Elimination of cost only
Answer» C. Elimination of all types of waste	

26.	Which of the following is not a factor affecting the supply chain?
A.	Reduced number of suppliers
B.	Increased competition
C.	Longer product life cycle.
D.	Increased opportunities to strategically use technology
Answer» C. Longer product life cycle.	

27.	TQM refers to
A.	Total quantity management
B.	Total quality management
C.	Total quality marketing
D.	Total quotient management
Answer» B. Total quality management	

28.	 includes design and administration of system to control the flow of materials, work in progress and finished inventory to support business unit strategy
A.	Logistics management

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

28.	 includes design and administration of system to control the flow of materials, work in progress and finished inventory to support business unit strategy
B.	Materials management
C.	Bills of materials
D.	None of these
Answer» A. Logistics management	

29.	 and physical distribution are the two major operations of logistics
A.	Supply chain management
B.	Material management
C.	Logistics management
D.	None of these
Answer» B. Material management	

30.	Buying according to the requirements is called
A.	Seasonal buying
B.	Hand to mouth buying
C.	Scheduled buying
D.	Tender buying
Answer» B. Hand to mouth buying	

31.	Getting the right goods to the right location at the right time for the least cost is known as
A.	Market facilities
B.	Market logistics
C.	Market distribution
D.	None of the above
Answer» B. Market logistics	

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32.	 are meant to store products for moderate to long period of time
A.	Storage warehouses
B.	Distribution warehouses
C.	Automated warehouses
D.	None of the above
Answer» A. Storage warehouses	

33.	 uses advanced materials handling systems under the direction of a central computer
A.	Storage warehouses
B.	Distribution warehouses
C.	Automated warehouses
D.	None of the above
Answer» C. Automated warehouses	

34.	 encompasses all activities associated with the flow and transformation of goods from the raw materialstage, through to the end user, as well as the associated information flows.
A.	Production line
B.	Supply chain
C.	Marketing channel
D.	Warehouse
Answer» B. Supply chain	

35.	Which of the following is not one of the process in the SCOR model
A.	Sell
B.	Plan
C.	Make
D.	Return
Answer» A. Sell	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

36.	According to Professor Mentzer and colleagues, the supply chain concept originated in what discipline?
A.	Marketing
B.	Operations
C.	Logistics
D.	Production
Answer» C. Logistics	

37.	 is the provision of service to customers before, during and after a purchase
A.	Customer service
B.	Product management
C.	Purchase management
D.	None of the above
Answer» A. Customer service	

38.	“Kaizen” is a Japanese term meaning
A.	A fool proof mechanism
B.	Just in time (JIT)
C.	A fishbone diagram
D.	Continuous improvement
Answer» D. Continuous improvement	

39.	The most common form of quality control includes:
A.	Planning
B.	Organizing
C.	Inspection
D.	Directing
Answer» C. Inspection	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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40. When suppliers, distributors, and customers collaborate with each other to improve the performance of the entire system, they are participating in a

- A. Channel of distribution
- B. Value delivery network
- C. Supply chain
- D. Supply and demand chain

Answer» B. Value delivery network

41. A supply chain is a sequence of firms that performance activities required

- A. To find products that are similar
- B. To facilitate wholesalers inventory selections
- C. To create synergy in their training programs
- D. To create and deliver goods to consumers

Answer» D. To create and deliver goods to consumers

42. Intermediaries play an important role in matching

- A. Dealer with customer
- B. Manufacture to product
- C. Information & promotion
- D. Supply & demand

Answer» D. Supply & demand

43. Today, a growing number of firms now outsource some or all of their logistics to intermediaries

- A. Competitors
- B. Third party logistics providers
- C. Channel members
- D. Cross functional teams

Answer» C. Channel members

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

44. What technique deal with the problem of supply sufficient facilities to production lines or individuals that require uneven service?

- A. Supply-demand theory
- B. PERT
- C. Inventory theory
- D. Queuing theory

Answer» D. Queuing theory

45. A type of logistics costing

- A. Consumer costing
- B. Employee costing
- C. Activity costing
- D. None of these

Answer» C. Activity costing

46. Supply chain management is increasingly difficult and complex due to:

- A. Increased pace of globalization
- B. Population
- C. Economies of scale
- D. Improvements in communication system

Answer» A. Increased pace of globalization

47. The time difference between a business ordering and receiving stock is called the

- A. Recorder quantity
- B. Lead time
- C. Buffer stock
- D. Recorder level

Answer» B. Lead time

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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48. The business term that involves choosing a supplier, agreeing what to buy at a certain price and by when is called?

- A. Logistics
- B. Supply chain management
- C. Stock control
- D. Procurement

Answer» D. Procurement

49. Procurement methods have considerable impact on.....

- A. Product pricing
- B. Inventory level
- C. Warehouse space
- D. Transportation modes

Answer» B. Inventory level

50. AITS in inventory controls means.....

- A. All Inventory Transport System
- B. Automated Inventory Tracking and System
- C. Alternative Inventory Trading System
- D. Adoption of Inventory Tracing Storage

Answer» B. Automated Inventory Tracking and System

51. Expand SPC

- A. Standard process control
- B. Statistical performance control
- C. Standard production control
- D. Statistical production control

Answer» C. Standard production control

52. Which of the following is not included in the logistic costs?

- A. Storage of material and waste

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

52.	Which of the following is not included in the logistic costs?
B.	External and internal transport
C.	Storage of semi-finished products
D.	None of these
Answer» D. None of these	

53.	Which cost element is included in inventory holding?
A.	Service cost
B.	Risk cost
C.	Storage cost
D.	All of these
Answer» D. All of these	

54.	Which of the following is considered as fixed cost for supply chain costing?
A.	Driver salary
B.	Depreciation of vehicle
C.	Warehouse building property tax
D.	All of these
Answer» D. All of these	

55.	Which of the following is not included in logistics costs?
A.	Storage of material and waste
B.	External and internal transport
C.	Storage of semi-finished products
D.	None of these
Answer» D. None of these	

56.	What refers to the distance to and from a delivery zone?
A.	Drop distance

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56. What refers to the distance to and from a delivery zone?

- B. Stem distance
- C. Petal distance
- D. None of these

Answer» B. Stem distance

57. Which logistics network modeling technique, is often referred to a “rule of thumb”?

- A. Optimization modeling
- B. Simulation models
- C. Heuristic model
- D. None of these

Answer» C. Heuristic model

58. Which of the following document is a contract between the owner of goods and carrier (as with domestic shipments)?

- A. Consular invoice
- B. Commercial invoice
- C. Certificate of value
- D. Bill of lading

Answer» D. Bill of lading

59. What is included in the product segmentation while undertaking supply chain segmentation?

- A. Size
- B. Temperature regime
- C. Hazard
- D. All of these

Answer» D. All of these

60. Which phase of supply chain design process, decides on which market will be supplied from which locations?

- A. Supply chain strategy

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

60. Which phase of supply chain design process, decides on which market will be supplied from which locations?

- B. Supply chain planning
- C. Supply chain operation
- D. None of these

Answer» B. Supply chain planning

61. Which aggregate planning strategy, involves a stable machine capacity and workforce are maintained with a constant output rate?

- A. Chase strategy
- B. Flexibility strategy
- C. Level strategy
- D. None of these

Answer» A. Chase strategy

62. Which of the following is not a part of logistics?

- A. Production scheduling
- B. Replenishment
- C. Procurement
- D. Meandering

Answer» D. Meandering

63. Which of the following transportation modes used for digital products?

- A. Raid
- B. Truck
- C. Air
- D. Internet

Answer» D. Internet

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WITH ANSWERS FROM BRIDGE TUTORIALS**

64. Non-destructive methods of inspecting and identify goods in transportation systems is called

- A. Radiography
- B. Cargo scanning
- C. Produce inspection
- D. Goods verification

Answer» B. Cargo scanning

65. The word 'logistics' is derived from the French word

- A. Logic
- B. Logger
- C. Longer
- D. Logos

Answer» B. Logger

66. Logistics is typically considered as a subset of

- A. Marketing
- B. Supply chain management
- C. Human resource management
- D. None of these

Answer» B. Supply chain management

67. CPFR stands for

- A. Collection Planning Forecasting and Replacement
- B. Collaborative Planning Forecasting and Reflective
- C. Collaborative Planning Forecasting and Replacement
- D. Collaborative Planning Forecasting and Replenishment

Answer» D. Collaborative Planning Forecasting and Replenishment

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

68.	4PL stands for
A.	Fourth Party Logistic Provider
B.	Four Point Logistics Provider
C.	Location Provider
D.	None of these
Answer» A. Fourth Party Logistic Provider	

69.	Integrated logistics systems included
A.	Materials management
B.	Materials flow systems
C.	Physical distribution supported by information technology
D.	All of the above
Answer» C. Physical distribution supported by information technology	

70.	A supply chain is made up of a series of process that involve an input, a, and an output
A.	Shipment
B.	Supplier
C.	Customer
D.	Transformation
Answer» D. Transformation	

71.	“3PL” involves using a supplier to provideservice
A.	Marketing
B.	Design
C.	Logistics
D.	Contract manufacture
Answer» C. Logistics	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

72.	 is a tool to chart how individual process are currently be conducted and to help lay out to new improve process
A.	Process mapping
B.	Pareto charting
C.	Supply chain design
D.	Design chain mapping
Answer» A. Process mapping	

73.	are the products that emerge when new products arrive to replace old products
A.	Innovative products
B.	Replacement products
C.	Imitative products
D.	All of these
Answer» B. Replacement products	

74.	 was the first kind of packaging Materials used in the history
A.	Basket
B.	Glass
C.	Metal
D.	None of these
Answer» A. Basket	

75.	Which of the following is not an input into logistics
A.	Land
B.	Competitive advantage
C.	Facilities
D.	Equipment
Answer» B. Competitive advantage	
76.	 is referred as professional working in the field of logistics management?
A.	Manager

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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75.	Which of the following is not an input into logistics
B.	Warehouse man
C.	Logistician
D.	None of these
Answer» C. Logistician	

77.	What is the primary objective for material management?
A.	Efficient materials planning
B.	Maintaining good supplier and customer relationship
C.	Supply and distribution of materials
D.	All of these
Answer» B. Maintaining good supplier and customer relationship	

78.	Which of the following is not a function of wholesaler?
A.	Stock holding
B.	Sub distribution
C.	Promotion
D.	None of these
Answer» D. None of these	

79.	The length of time for which sellers extend credit terms to buyers is known as
A.	Marker
B.	Dating
C.	Buying
D.	Price tag
Answer» B. Dating	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
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80.	Where production logistics is primarily applied?
A.	Manufacturing plants
B.	Ware houses
C.	Stock rooms
D.	None of these
Answer» A. Manufacturing plants	

81.	describesthe process of logistics within the industry
A.	Management logistics
B.	Production logistics
C.	Logisticians
D.	None of these
Answer» B. Production logistics	

82.	 Is referred as a professional working in the field of logistic management?
A.	Manager
B.	Ware house man
C.	Logistician
D.	None of these
Answer» C. Logistician	

83.	A systematic process for originating, developing and evaluating new product ideas is known as
A.	Marketing research
B.	Product planning & development
C.	Market forecast
D.	All of these
Answer» B. Product planning & development	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

84.	 refers to the process of having the right item in the right quantity at the right time at the right place for the right condition to the right customers
A.	Business logistics
B.	Engineering logistics
C.	Management logistics
D.	None of these
Answer» D. None of these	

85.	It has been believed that the concept of the logistics originated from the
A.	Government
B.	Military
C.	People
D.	None of these
Answer» B. Military	

86.	What is the primary function of a logistician
A.	Inventory management
B.	Selling
C.	Packing
D.	None of these
Answer» A. Inventory management	

87.	Which of the following is an output of logistics
A.	Land
B.	Facilities
C.	Competitive advantage
D.	Equipment
Answer» C. Competitive advantage	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

88.	A company's channel decisions directly affect every
A.	Marketing decision
B.	Employee in the channel
C.	Competitor's action
D.	Channel member
Answer» A. Marketing decision	

89.	What does ROP expands to
A.	Repeat Order Quantity
B.	Reorder Quantity
C.	Reorder-Point
D.	Repeat Order Point
Answer» C. Reorder-Point	

90.	The objectives of logistics is
A.	Rapid response
B.	Consolidated movement
C.	Create visibility
D.	All of these
Answer» D. All of these	

91.	To reduce inventory management costs, many companies use a system called, which involves carrying only small inventories of parts or merchandise, often only enough for a few days of operation
A.	Reduction inventory management
B.	Supply chain management
C.	Economic order quantity
D.	Just in time logistics
Answer» D. Just in time logistics	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

92.	In a supply chain, material flows in one direction while from in both direction
A.	Process
B.	Information
C.	Product
D.	Semi-finished goods
Answer» B. Information	

93.	Today, a growing number of firms now outsource some or all of their logistics to Intermediaries
A.	Competitors
B.	Third party logistics providers
C.	Channel members
D.	Cross functional team
Answer» B. Third party logistics providers	

94.	What are the two basic type of the production system?
A.	Automated & manual
B.	Intermittent & non -intermittent process
C.	Normal and continuous process
D.	Continuous process and batch
Answer» B. Intermittent & non -intermittent process	

95.	Efficiency is defined by
A.	Actual output divided by design capacity
B.	Capacity divided by utilization
C.	Effective capacity divided by actual output
D.	Actual output divided by effective capacity
Answer» D. Actual output divided by effective capacity	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

96.	A big advantage of process layout is
A.	It is flexibility
B.	It low cost
C.	The ability to employee low skilled labor
D.	It is a high equipment utilization
Answer» D. It is a high equipment utilization	

97.	Selecting suppliers and purchasing item is called
A.	Negotiation
B.	Procurement
C.	Contracting
D.	Selection
Answer» B. Procurement	

98.	The purpose of supply chain management is.....
A.	provide customer satisfaction
B.	improve quality of a product
C.	Integrating supply and demand management
D.	increase production
Answer» A. provide customer satisfaction	

99.	Logistics is the part of supply chain involved with the forward and reverse flow of
A.	goods
B.	services
C.	cash
D.	all of the above
Answer» D. all of the above	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

100.	The major decision areas in supply chain management are
A.	planning, production ,distribution, inventory
B.	Location, production, scheduling ,inventory
C.	location ,production ,inventory
D.	location ,production, distribution, marketing
Answer» A. planning, production ,distribution, inventory	

**COURSE TITLE:
INTERNATIONAL MARKETING**

1.	According to the textbook, international marketing is "the multinational process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives." The definition fails to recognize
A.	Nonprofit marketing
B.	Business-to-business marketing
C.	Consumer marketing
D.	Integration of the 4 Ps
Answer» B. Business-to-business marketing	

2.	When a firm uses the same marketing strategies abroad as that used at home, it probably is
A.	Ethnocentric
B.	Polycentric
C.	Geocentric
D.	All
Answer» A. Ethnocentric	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

3.	The study of international marketing should focus primarily on
A.	Product
B.	Place
C.	Promotion
D.	All of the above
Answer» D. All of the above	

- 4. According to the textbook, international marketing is "the multinational process of planning and executing the conception, pricing, promotion, and distribution of ideas, good, and services to create exchanges that satisfy individual and organizational objectives." The definition fails to recognize**
- A. Product
 - B. Place
 - C. Promotion
 - D. All of the 4 Ps are recognized

Answer» D. All of the 4 Ps are recognized

5.	To U.S. students, French marketing is
A.	Domestic marketing
B.	Foreign marketing
C.	Comparative marketing
D.	International marketing
Answer» B. Foreign marketing	

6.	This kind of international marketing study contrasts two or more marketing systems to identify similarities and differences.
A.	Domestic marketing
B.	Foreign marketing
C.	Comparative marketing
D.	Extensive marketing

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

6.	This kind of international marketing study contrasts two or more marketing systems to identify similarities and differences.
Answer» C. Comparative marketing	

7.	For practical purposes, the difference between the concept of international marketing and the concept of multinational marketing is
A.	Significant
B.	Insignificant
C.	Meaningful
D.	Adequate
Answer» B. Insignificant	

8.	An analysis of the external environment enables a firm to identify
A.	Strengths and opportunities
B.	Strengths and weaknesses
C.	Weaknesses and threats
D.	Opportunities and threats
Answer» D. Opportunities and threats	

9.	MNCs are often associated with
A.	Exploitation
B.	Ruthlessness
C.	Power
D.	All of the above
Answer» D. All of the above	

10.	This definition of MNC focuses on the number of countries in which the firm does business and the citizenship of corporate owners and top management.
A.	Structure
B.	Performance

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

10. This definition of MNC focuses on the number of countries in which the firm does business and the citizenship of corporate owners and top management.

C. Behavior

D. All

Answer» D. all

11. A strong orientation toward the home country is an indication of

A. Ethnocentricity

B. Polycentricism

C. Egocentricity

D. All

Answer» A. Ethnocentricity

12. This is the feeling within a culture that its values are superior to those of foreign cultures.

A. Ethnocentricity

B. Polycentricism

C. Egocentricity

D. All

Answer» A. Ethnocentricity

13. When a firm uses the same marketing strategies abroad as that used at home, it probably is

A. Ethnocentric

B. Polycentric

C. Geocentric

D. All

Answer» A. Ethnocentric

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

14.	The correct components of the 7-S framework are:
A.	Structure, strategy, shared values, style, staff, skills and systems.
B.	Strategy, synergy, shared value, standardization, skills, staff and structure.
C.	Standards, strategy, style, staff, skills, systems and security.
D.	Shared values, synergy, systems, strategy, style, staff and structure.
Answer» A. Structure, strategy, shared values, style, staff, skills and systems.	

15.	Being a global organization means-
A.	Customizing the product range for each segment in part.
B.	Creating standardized products for homogeneous markets
C.	Creating both standardized and customized products
D.	Any of the above
Answer» C. Creating both standardized and customized products	

16.	Which of the following represents a company's effort to identify and categorize groups of customers and countries according to common characteristics?
A.	Global positioning
B.	Global market segmentation
C.	Global marketing research.
D.	Global targeting
Answer» B. Global market segmentation	

17.	A global market leader is an organization which-
A.	has the monopoly over several foreign markets
B.	has more than 50% global market share.
C.	is ahead of the competition in terms of global innovation
D.	is recognized as being ahead of the rest in terms of market share
Answer» D. is recognized as being ahead of the rest in terms of market share	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

18.	From the point of view of marketing, an organization that enjoys competitive advantage in an industry has done so by-
A.	Creating superior value for customers
B.	Focusing on long-term profit.
C.	Charging lower prices than competition
D.	Constantly enlarging its marketing activities.
Answer» A. Creating superior value for customers	

19.	Regionalism is:
A.	an international management orientation
B.	a protectionist policy created to exclude third world countries from certain forms of international trade.
C.	the grouping of countries into regional clusters based on geographic proximity.
D.	All
Answer» C. the grouping of countries into regional clusters based on geographic proximity.	

20.	The main aim of global marketing is to:
A.	satisfy global customers better than competition
B.	coordinate the marketing activities within the constraints of the global environment.
C.	find global customers
D.	achieve all of the above.
Answer» D. achieve all of the above.	

21.	Within an international context, what are 'economies of scope' synonymous with?
A.	Re-using a resource from one business/country in additional businesses/countries.
B.	Buying components in a bulk.
C.	Decreased cost per unit of output

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

21. Within an international context, what are 'economies of scope' synonymous with?

D. Any of the above.

Answer» A. Re-using a resource from one business/country in additional businesses/countries.

22. The work of an international marketer is mainly concerned with

A. translating product instructions and advertising messages.

B. establishing global brands

C. transferring a marketing mix to enter a market in another country

D. adapting a marketing mix to enter a market in another country

Answer» D. adapting a marketing mix to enter a market in another country

23. Key controllable factors in global marketing are

A. government policy and legislation

B. social and technical changes

C. marketing activities and plans

D. all of the above.

Answer» D. all of the above.

24. Big multinational pharmaceutical firms try to exercise influence over the policy decisions made by government departments and regulatory agencies. Which of the following does not reflect how the companies try to exercise their influence?

A. Lobbying political representatives in the legislative branch

B. Ignoring their regulatory agencies

C. Promising to increase their investment in R

Answer» B. Ignoring their regulatory agencies

25. Foreign multinationals wishing to do business in China can be sure that:

A. Their intellectual property rights will be rigorously protected by the Chinese legal system.

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

25.	Foreign multinationals wishing to do business in China can be sure that:
B.	Their intellectual property rights will be rigorously protected by the Chinese legal system.
C.	The Chinese market is expanding very rapidly compared with those of the West
D.	Their operations will be heavily penalised if they result in a significant increase in pollution

Answer» C. The Chinese market is expanding very rapidly compared with those of the West

26.	Which of the following is not a business opportunity generated by globalisation?
A.	Access to low cost labour
B.	Access to low cost labour
C.	Currency crises
D.	Less stringent regulation of the business environment

Answer» C. Currency crises

27.	An impact analysis helps firms to:
A.	Identify the most probable opportunities and threats
B.	Assess the impact of external forces on the business.
C.	Assess the ability of the business to deal with these external forces
D.	Prioritize responses to the forces of the external environment

Answer» D. Prioritize responses to the forces of the external environment

28.	Exploring the strategic implications of global warming is best described as
A.	An external environmental analysis
B.	Scenario planning
C.	Futures forecasting
D.	A PESTLE analysis

Answer» B. Scenario planning

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

29.	An analysis of the external environment enables a firm to identify
A.	Strengths and opportunities
B.	Strengths and weaknesses
C.	Weaknesses and threats
D.	Opportunities and threats
Answer» B. Strengths and weaknesses	

30.	This entry strategy involves having an agreement that permits a foreign company to use industry property, technical knowhow, or engineering design in a foreign market.
A.	Exporting
B.	Licensing
C.	Joint venture
D.	Manufacturing
Answer» B. Licensing	

31.	Regarding foreign direct investment, developed countries are
A.	Largest recipients and largest sources
B.	Largest recipients and moderate sources
C.	Moderate recipients and largest sources
D.	Moderate recipients and moderate sources
Answer» A. Largest recipients and largest sources	

32.	Sony and Pepsi joined together to market Wilson sporting goods in Japan. This strategy is
A.	Exporting
B.	Licensing
C.	Joint venture
D.	Assembly operations
Answer» C. Joint venture	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

33.	This market entry strategy should be used when a company faces high tariffs but does not want to lose control of its operations.
A.	Management contract
B.	Licensing
C.	Exporting
D.	Manufacturing
Answer» D. Manufacturing	

34.	This strategy involves manufacturing operations in a host country for the purpose of exporting a product made there to a company's home country or to other third countries.
A.	Sourcing
B.	Joint venture
C.	Assembly
D.	Licensing
Answer» A. Sourcing	

35.	The marketing mix (the 4 Ps of marketing) does not include
A.	product
B.	place
C.	practicality
D.	promotion
Answer» C. practicality	

36.	This kind of international marketing study contrasts two or more marketing systems to identify similarities and differences.
A.	domestic marketing
B.	foreign marketing
C.	comparative marketing
D.	extensive marketing
Answer» C. comparative marketing	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

37.	For practical purposes, the difference between the concept of international marketing and the concept of multinational marketing is
A.	significant
B.	insignificant
C.	meaningful
D.	adequate
Answer» B. insignificant	

38.	Marketing is not needed in
A.	socialist countries
B.	communist countries
C.	less developed countries
D.	marketing is needed in all countries
Answer» D. marketing is needed in all countries	

39.	Midsize German companies' contribution to Germany's export success is
A.	significant
B.	minor
C.	uneven
D.	unpredictable
Answer» A. significant	

40.	According to the textbook, international marketing is "the multinational process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives." The definition fails to recognize
A.	nonprofit marketing
B.	business-to-business marketing
C.	consumer marketing
D.	integration of the 4 Ps
Answer» B. business-to-business marketing	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

40.	According to the textbook, international marketing is "the multinational process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives." The definition fails to recognize

41. Globalization refers to:

- A. A more integrated and interdependent world
- B. Less foreign trade and investment
- C. Global warming
- D. Lower incomes worldwide

Answer» A. A more integrated and interdependent world

42. Which one of the following is a pull factor in emigration?

- A. Political oppression
- B. Job opportunities
- C. Food shortages
- D. War

Answer» D. War

43.	Which of the following do NOT facilitate globalization?
-----	---

- | | |
|----|---|
| A. | Improvements in communications |
| B. | Barriers to trade and investment |
| C. | Immigration controls |
| D. | Removal of controls on movement of capital across borders |

Answer» C. Immigration controls

44.	Which of the following constitutes Foreign Direct Investment? (a) A speculator trying to make a profit by buying company shares on a foreign stock exchange.
-----	--

- | | |
|----|--|
| A. | A UK energy company buying territory abroad where it expects to find oil reserves. |
|----|--|

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

44.	Which of the following constitutes Foreign Direct Investment? (a) A speculator trying to make a profit by buying company shares on a foreign stock exchange.
B.	A tourist purchasing foreign currency to spend on a holiday abroad.
C.	A company signing an agreement with a wholesaler to distribute its products in foreign markets.
D.	All
Answer» B. A tourist purchasing foreign currency to spend on a holiday abroad.	

45.	Which of the following could be defined as a multinational company?
A.	A firm that owns shares in a foreign company but does not participate in the company's decision making.
B.	A UK based internet package holiday firm specializing in selling tours to Turkey to German customers.
C.	A firm owning a chain of supermarket outlets outside its country of origin.
D.	A finance company transferring its HQ and all its activities from the UK to the US.
Answer» C. A firm owning a chain of supermarket outlets outside its country of origin.	

46.	Which of the following is a driver of globalization?
A.	Trade barriers and controls on inflows of foreign direct investment.
B.	Weak competition.
C.	Technological advance.
D.	Economies of scale are being exploited to the maximum.
Answer» B. Weak competition.	

47.	Globalization is beneficial for firms because:
A.	It protects them against foreign competition.
B.	It cushions them from the effects of events in other countries.
C.	It opens up new market opportunities.
D.	It increases the risk and uncertainty of operating in a globalizing world

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

47.	Globalization is beneficial for firms because:
	economy.
Answer» A. It protects them against foreign competition.	

48.	The internet facilitates globalization by:
A.	Making it more difficult to contact potential customers abroad.
B.	Cutting the cost for firms of communicating across borders.
C.	Making it harder to send money from one country to another.
D.	Making it easier for governments to censor the information received by their citizens from abroad.
Answer» D. Making it easier for governments to censor the information received by their citizens from abroad.	

49.	Globalization can create problems for business because:
A.	It can result in more competition.
B.	It reduced vulnerability to political risk and uncertainty when operating abroad.
C.	It means that they can increase prices.
D.	All of the options given are correct.
Answer» D. All of the options given are correct.	

50.	International product life cycle has important implications for a company's-----
A.	Product planning
B.	Strategy
C.	Brand image
D.	All
Answer» A. Product planning	
51.	The product cycle will also show whether the market is expanding or declining and, therefore, may help in determining the -----
A.	Export Production
B.	Time frame

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

50. International product life cycle has important implications for a company's-----	
C. Strategy	
D. All	
Answer» B. Time frame	

52. The International Product Life Cycle suggests that countries will----- in their timing of the demand for various products	
A. Assimilate	
B. Differ	
C. Contradict	
D. All	
Answer» B. Differ	

53. Behavioral variables of segmentation may include:	
A. Patterns of consumption	
B. Brand inconstancy	
C. Context for business	
D. All	
Answer» C. Context for business	

54. _____ is a stage of economic development in which countries are able to produce a wide variety of products	
A. Traditional society	
B. Pre-conditions for take-off	
C. The drive to maturity	
D. High Mass Consumption	
Answer» C. The drive to maturity	

55. Customers with different needs or responses to marketing activity are categorized in which of the following way?	
A. Market targeting	
B. Market segmentation	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

55. Customers with different needs or responses to marketing activity are categorized in which of the following way?

- C. Market positioning
- D. Market targeting and segmentation

Answer» B. Market segmentation

56. Select best description why international marketers focus on segmentation?

- A. To identify their similar need
- B. To identify their countries
- C. To identify their best location
- D. To identify their modern behavior

Answer» A. To identify their similar need

57. Identify the concept in which marketers try to create distinct image or identity in the minds of their target customers/consumers?

- A. Market targeting
- B. Market positioning
- C. Market segmentation
- D. Market repositioning

Answer» B. Market positioning

58. When customers/consumers may have too narrow image of any brand, is distinguish in which of the following way?

- A. Under positioning
- B. Over positioning
- C. Confused positioning
- D. Doubtful positioning

Answer» A. Under positioning

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

59. According to the view of Michael Porter, firm first develop product for domestic market and later on launch in international market. This view is consistent with which of the following factors?

- A. Factor conditions
- B. Demand conditions
- C. Related & supporting industries
- D. Firm strategy, structure & rivalry

Answer» D. Firm strategy, structure & rivalry

60. The stages of new product development do not include

- A. Business analysis
- B. Product development
- C. Test marketing
- D. Global positioning

Answer» A. Business analysis

61. The most important reason behind the utilization of market segmentation is

- A. Market heterogeneity
- B. Positioning
- C. Test marketing
- D. Product life cycle

Answer» A. Market heterogeneity

62. According to the international product life cycle theory, a country that developed an innovation will eventually become

- A. A net importer
- B. A net exporter
- C. An absolute exporter
- D. A relative producer

Answer» C. An absolute exporter

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

63.	Innovations are most likely to be first introduced in
A.	Least developed countries
B.	Less developed countries
C.	Growing economies
D.	Highly developed countries
Answer» D. Highly developed countries	

64.	The innovating firm's sales and export volumes are kept stable in this stage of IPLC.
A.	Overseas innovation
B.	Maturity
C.	Worldwide imitation
D.	Reversal
Answer» B. Maturity	

65.	Product standardization and comparative disadvantage are the characteristics of this stage of the international product life cycle theory.
A.	Overseas innovation
B.	Maturity
C.	Worldwide imitation
D.	Reversal
Answer» D. Reversal	

66.	This kind of product is most likely to require adaptation for overseas markets.
A.	musical recordings
B.	Films
C.	Automobiles
D.	Watches
Answer» B. films	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

67. Analyzing a product as innovation & using the product component model provides the marketer a lead for

- A. Adaptation
- B. Competition
- C. Observation
- D. All

Answer» A. Adaptation

68. Setting low prices to encourage initial product trial & to generate sales growth reflects which one of the following pricing methods-

- A. Penetration pricing
- B. Skimming pricing
- C. Competition based pricing
- D. Cost based pricing

Answer» A. Penetration pricing

69. Customers buy from stores & firms that offer the highest-----

- A. Level of customer satisfaction
- B. Value for money
- C. Customer perceived value
- D. All

Answer» A. Level of customer satisfaction

70. Which one of the following is not a product attribute?

- A. Product quality
- B. Product feature
- C. Product price
- D. Product style & design

Answer» C. Product price

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

71.	Which one of the following is not an ethical pricing issue?
A.	Product dumping
B.	Predatory pricing
C.	Price fixing
D.	Slow skimming
Answer» A. Product dumping	

72.	Pricing as an active instrument considers-
A.	Targeted return on profit
B.	Targeted market share
C.	Both of the above
D.	All
Answer» C. Both of the above	

73.	Dumping is an important global pricing issue that translates into:
A.	a company trying to fix prices in international markets
B.	a company exporting a product at a lower price than it normally charges in its own market
C.	a company that practices dynamic incremental pricing
D.	a company exporting a product at a higher price than the price it normally charges in its own market.
Answer» B. a company exporting a product at a lower price than it normally charges in its own market	

74.	At some point, a product's sales growth will slow down, and the product will enter then ____.
A.	Introduction stage
B.	Growth stage
C.	Maturity stage
D.	Decline stage
Answer» C. Maturity stage	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

74. At some point, a product's sales growth will slow down, and the product will enter then ____.
75. All of the following are accurate descriptions of different ways companies extend the maturity stage of the PLC, except which one?
- A. Modifying the market
 - B. Modifying the product
 - C. Modifying the marketing mix
 - D. Pruning the product offerings

Answer» D. Pruning the product offerings

76. The product life-cycle stage, in which sales plunge to zero or drop to a low level at which they continue for many years, is the ____.
- A. Introduction stage
 - B. Growth stage
 - C. Maturity stage
 - D. Decline stage

Answer» D. Decline stage

77. Product sales decline for many reasons, including which of the following?
- A. Recent technological advances
 - B. Shifts in consumer tastes
 - C. Increased competition
 - D. All of the above

Answer» D. All of the above

78. Luxury designer brands penetrate international markets typically using:
- A. Psychological
 - B. Penetration
 - C. Skimming
 - D. Cost based

Answer» C. Skimming

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

79. This is the reason why U.S. marketers assume that products designed for Americans are superior and should be preferred by foreign consumers as well.

- A. big-car syndrome
- B. left-hand-drive syndrome
- C. imperial system
- D. Egocentricity

Answer» A. big-car syndrome

80. This kind of product is most likely to require adaptation for overseas markets.

- A. musical recordings
- B. Films
- C. automobiles
- D. Watches

Answer» C. automobiles

81. The most important factor which makes product modification mandatory is

- A. country's regulations
- B. electrical current standards
- C. measurement standards
- D. product standards

Answer» A. country's regulations

82. Almost all countries, except the United States, use this measurement system.

- A. British
- B. Imperial
- C. Metric
- D. English

Answer» C. metric

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

83. Which of the following describes the reluctance of the United States to adopt the metric system?

- A. big-car syndrome
- B. left-hand-drive syndrome
- C. imperial syndrome
- D. inferiority

Answer» C. imperial syndrome

84. U.S. television sets cannot be sold in other countries because of

- A. historical preference
- B. measurement standards
- C. product systems
- D. local use conditions

Answer» C. product systems

85. This sector accounts for most of the U.S. employment.

- A. agriculture/farming
- B. manufacturing
- C. Service
- D. high technology

Answer» D. high technology

86. The world's largest exporter of services is

- A. the United States
- B. Canada
- C. Belgium
- D. Japan

Answer» A. the United States

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

87.	For practical purposes, the difference between the concept of international marketing and the concept of multinational marketing is
A.	significant
B.	insignificant
C.	meaningful
D.	adequate
Answer» B. insignificant	

88.	This definition of MNC focuses on the number of countries in which the firm does Business and the citizenship of corporate owners and top management.
A.	structure
B.	performance
C.	behavior
D.	none of the above
Answer» A. structure	

89.	This definition of MNC depends on the contribution of foreign operations in terms of earnings, sales, and assets.
A.	structure
B.	performance
C.	behavior
D.	none of the above
Answer» B. performance	

90.	A strong orientation toward the home country is an indication of
A.	ethnocentricity
B.	polycentricity
C.	egocentricity
D.	none of the above
Answer» A. ethnocentricity	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

91.	NAFTA is an example of
A.	Common Market
B.	Customers Union
C.	Economic Community
D.	Free Trade Area
Answer» D. Free Trade Area	

92.	Which one is not an international organisation?
A.	SAARC
B.	ASEM
C.	ASEAN
D.	CBDT
Answer» D. CBDT	

93.	Which of the following is not an International Financial Institution
A.	ICICI
B.	IMF
C.	IDA
D.	World Bank
Answer» A. ICICI	

94.	What one of the following is not the advantage of MNCs to the host country
A.	Increase in social activities
B.	increase in economic activities
C.	Utilisation of natural resource
D.	R&D efforts enhanced.
Answer» A. Increase in social activities	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

95.	In terms of the PESTLE analysis, the liberalizing of international trade and tariff regimes could go in which section or sections?
A.	Political
B.	Legal
C.	Political and economic and legal
D.	Political and environmental
Answer» D. Political and environmental	

96.	An 'industry recipe' can be defined as:
A.	An accepted pattern of operating and competing
B.	A tactic for anticipating a competitor's next move
C.	The hidden competences that are difficult to imitate
D.	A strategic group
Answer» C. The hidden competences that are difficult to imitate	

97.	Typically, profits are highest in which stage of the industry life-cycle?
A.	Introduction
B.	Growth
C.	Maturity
D.	Decline
Answer» B. Growth	

98.	The corporate culture of a firm is more effectively carried to the managers who are
A.	Host country nationals
B.	Home country nationals
C.	Third country nationals
D.	all
Answer» B. Home country nationals	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

99. Posting of home country nationals for all key management positions throughout the globe is supported by:

- A. Geocentric staffing model.
- B. Polycentric staffing model.
- C. Ethnocentric staffing model.
- D. all

Answer» C. Ethnocentric staffing model.

100. Which of the following is NOT a business opportunity generated by globalization?

- A. Access to low cost labour.
- B. Cheap International transport.
- C. Currency crises.
- D. All

Answer» C. Currency crises.

101. With the globalization of markets, the tastes and preferences of consumers world-wide are:

- A. Converging upon a global norm.
- B. So different that they can be ignored by international organizations.
- C. Becoming similar to the tastes and preferences of American consumers.
- D. Being encouraged by multinational organizations to become increasingly similar.

Answer» A. Converging upon a global norm.

102. The main advantage of a differentiation strategy in international markets lies in that:

- A. The focus is taken away from price.
- B. Imitators cannot reduce margins.
- C. It enables brand stretching and extension.
- D. Consumers in foreign markets pay less for the same product.

Answer» A. The focus is taken away from price.

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

103.	Simple Global strategy is used in
A.	High geographically concentrated strategy & low coordination of activities
B.	Low geographically concentrated strategy & high coordination of activities
C.	Any of them
D.	none
Answer» A. High geographically concentrated strategy & low coordination of activities	

104.	The correct components of the 7-S framework are:
A.	Shared values, synergy, systems, strategy, style, staff and structure.
B.	Structure, strategy, shared values, style, staff, skills and systems.
C.	Strategy, synergy, shared value, standardization, skills, staff and structure.
D.	Standards, strategy, style, staff, skills, systems and security.
Answer» B. Structure, strategy, shared values, style, staff, skills and systems.	

105.	Most international trade today is classified as trade in
A.	Agricultural products
B.	Services
C.	Manufactured products
D.	Dairy products
Answer» C. Manufactured products	

106.	Export Promotion Organization undertake export marketing communication by-
A.	Advertising
B.	Sales promotion
C.	Public relations
D.	All above
Answer» D. All above	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

107.	Innovations tend to take place in
A.	Hot countries
B.	Moderate countries
C.	Cold countries
D.	none
Answer» A. Hot countries	

108.	This channel decision is related to the number of middlemen at a particular point or step in the distribution channel.
A.	Channel length
B.	Channel width
C.	Number of channels
D.	none
Answer» B. Channel width	

109.	Innovations tend to take place in
A.	Hot countries
B.	Moderate countries
C.	Cold countries
D.	all
Answer» A. Hot countries	

110.	An agent located near production sources who is hired by a client to buy new products there is known as a(n)
A.	Buying agent
B.	Resident buyer
C.	EMC
D.	Drop shipper
Answer» B. Resident buyer	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

111. This merchant intermediary does not take possession of the goods purchased.

- A. Export merchant
- B. Export drop shipper
- C. Export distributor
- D. all

Answer» B. Export drop shipper

112. This intermediary takes title to the products it handles.

- A. Buying agent
- B. EMC
- C. Export broker
- D. Trading company

Answer» D. Trading company

113. When compared to a trading company, an EMC

- A. Has more diverse product lines
- B. Is more likely to take ownership to merchandise
- C. Offers less services
- D. Is larger and better financed

Answer» C. Offers less services

114. This intermediary is in the best position to overcome problems related to financing and antitrust restrictions.

- A. EMC
- B. Webb Pomerene association
- C. Export trading company
- D. all of the above

Answer» C. Export trading company

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

115. The dominant form of the international transportation of merchandise is

- A. Air
- B. Sea
- C. Land
- D. all of the above

Answer» B. Sea

116. Freight forwarders do not perform this function.

- A. Packing advice
- B. Freight rate quotation
- C. Preparation of customs documents
- D. Product pricing

Answer» D. Product pricing

117. An association of ocean carriers which join to establish common rules with regard to freight rates and shipping conditions is

- A. Conference line
- B. Independent line
- C. Tramp line
- D. Chartered line

Answer» A. Conference line

118. Members of this group charge identical shipping rates. conference line

- A. Independent line
- B. Tramp line
- C. Chartered line
- D. all of the above

Answer» A. Independent line

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

119. This carrier has adopted a dual rate system.

- A. Conference line
- B. Independent line
- C. Tramp line
- D. Chartered line

Answer» A. Conference line

120. Marine cargo insurance applies to shipments by

- A. Air
- B. Sea
- C. Mail
- D. All of the above

Answer» D. All of the above

121. The freight forwarder does not specialize in

- A. Traffic operations
- B. Government export regulations
- C. Overseas import regulations
- D. Financing

Answer» D. Financing

122. For high unit-value, low-turnover specialty goods, a manufacturer can -----its distribution channel

- A. Shorten & narrow
- B. Expand & extend
- C. Stretch &enlongate
- D. all of the above

Answer» A. Shorten & narrow

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

**123. Advertising slogans are often proved to be the most effective mean of _____ to one or more aspects of a product or products.
Select correct option:**

- A. Drawing attention
- B. Marketing communication
- C. Publicity
- D. Sales promotion

Answer» D. Sales promotion

124. Which of the following is NOT a media of advertising?

- A. Direct selling
- B. Newspaper
- C. Radio
- D. Television

Answer» A. Direct selling

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

- A. Telemarketing
- B. Public relations
- C. Sales promotion
- D. Advertising

Answer» C. Sales promotion

126. Which of the following statement is TRUE about publicity?

- A. Publicity is a tool of direct selling
- B. Publicity is a tool of public relations
- C. Publicity is a tool of sales promotion
- D. Publicity is a tool of advertising

Answer» D. Publicity is a tool of advertising

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

127.	Which of the following is NOT a sales promotion technique?
A.	Coupons
B.	Telephone survey
C.	Sample
D.	Contests
Answer» B. Telephone survey	

128.	IMC stands for what?
A.	Internal marketing communication
B.	Integrated marketing communication
C.	Integrated managing company
D.	Internal marketing community
Answer» B. Integrated marketing communication	

129.	What are the companies doing from the following options as a result of an explosion of more focused media that better match today's targeting strategies?
A.	More narrowcasting and less broadcasting
B.	Less broadcasting and more narrowcasting
C.	Less narrowcasting and broadcasting
D.	More narrowcasting and broadcasting
Answer» D. More narrowcasting and broadcasting	

130.	Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market?
A.	Persuasive advertising
B.	Informative advertising
C.	Comparative advertising
D.	Institutional advertising
Answer» C. Comparative advertising	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

131. All of the following are the logistics functions EXCEPT?

- A. Order processing
- B. Warehousing
- C. Inventory management
- D. Retailing

Answer» C. Inventory management

132. This channel decision is related to the number of middlemen at a particular point or step in the distribution channel.

- A. channel length
- B. channel width
- C. number of channels
- D. all of the above

Answer» A. channel length

133. A product with a low-price image requiresdistribution.

- A. intensive
- B. selective
- C. exclusive
- D. all of the above

Answer» B. selective

134. Ricoh's U.S. copier dealers do not compete with each other because each has its own territory. This type of distribution is

- A. Intensive
- B. Exclusive
- C. selective
- D. all of the above

Answer» A. intensive

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

135. This is not a characteristic of Japanese distribution channels.

- A. multiple layers of wholesalers
- B. few small retailers
- C. retailers placing frequent but small orders
- D. close personal relationships between wholesalers and retailers

Answer» B. few small retailers

136. Japan's keiretsu system does not have this characteristic.

- A. cross-ownership of equity
- B. close ties to the group's main bank
- C. product-market ties with the other firms in the group
- D. limited diversification

Answer» B. close ties to the group's main bank

137. Which of the following is not a characteristic of Japan's keiretsu system?

- A. cross ownership
- B. lack of bank's involvement
- C. product-market ties among members
- D. All of the above

Answer» D. All of the above

138. This service of the U.S. Department of Commerce provides a custom overseas search to A U.S. manufacturer interested in foreign representation.

- A. Export Trading Company Contact Facilitation Service
- B. World Traders Data Reports
- C. Agent/Distributor Service
- D. All of the above

Answer» B. World Traders Data Reports

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

139. To reduce the potential compensation obligations under foreign laws on termination of distributors, the exporter should

- A. insist on an evergreen contract
- B. renew agreements without changing the language of prior texts
- C. include "just cause" termination provisions
- D. avoid having specific expiration dates

Answer» C. include "just cause" termination provisions

140. This practice is illegal.

- A. gray marketing
- B. parallel distribution
- C. black market
- D. all of the above

Answer» C. black market

141. This condition will cause the U.S. Customs to refuse issuing an exclusion order to Protect a mark owner from gray marketing.

- A. registration of the trademark with the Trademark Office
- B. registration of the trademark with the Treasury Department
- C. order sought by an independent U.S. firm
- D. order sought by a foreign firm

Answer» C. order sought by an independent U.S. firm

142. When a U.S. firm leaves local managers of its foreign subsidiary alone by assuming that The foreign market is difficult for outsiders to understand, this is a reflection of

- A. ethnocentricity
- B. polycentricity
- C. egocentricity
- D. none of the above

Answer» D. none of the above

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

143. Decentralization is likely in the case of

- A. ethnocentricity
- B. polycentricity
- C. geocentricity
- D. none of the above

Answer» B. polycentricity

144. A strong orientation to the host country is known as geo-centricity.

- A. True
- B. False
- C. none
- D. all

Answer» B. False

145. This kind of orientation often results in duplication of effort among overseas subsidiaries.

- A. ethnocentricity
- B. polycentricity
- C. egocentricity
- D. none of the above

Answer» B. polycentricity

146. Polycentricity usually results in uniform marketing.

- A. True
- B. False
- C. None

Answer» B. False

147. When companies believe that, even though countries may differ, the differences can be understood and managed, such firms are

- A. ethnocentric

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

147. When companies believe that, even though countries may differ, the differences can be understood and managed, such firms are

- B. Polycentric
- C. U.S.-centric
- D. Geocentric

Answer» B. polycentric

148. A geocentric firm does not identify itself with a particular country.

- A. True
- B. False
- C. None

Answer» A. True

149. These firms allocate corporate resources without regard to national frontiers and do not hesitate making direct investment abroad.

- A. ethnocentric firms
- B. polycentric firms
- C. geocentric firms
- D. none of the above

Answer» D. none of the above

150. In terms of the PESTLE analysis, the liberalizing of international trade and tariff regimes could go in which section or sections?

- A. Political
- B. Legal
- C. Political and economic and legal
- D. Political and environmental

Answer» C. Political and economic and legal

151. An 'industry recipe' can be defined as:

- A. An accepted pattern of operating and competing
- B. A tactic for anticipating a competitor's next move

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

151.	An 'industry recipe' can be defined as:
C.	The hidden competences that are difficult to imitate
D.	A strategic group
Answer» B. A tactic for anticipating a competitor's next move	

152.	Typically, profits are highest in which stage of the industry life-cycle?
A.	Introduction
B.	Growth
C.	Maturity
D.	Decline
Answer» A. Introduction	

153.	Which of the following industries is least likely to follow the conventional life-cycle model?
A.	Software development
B.	Coal mining
C.	Insurance broking
D.	Hairdressing
Answer» A. Software development	

154.	Brandenburger and Nalebuff added a sixth force to Porter's Five Forces. It is known as:
A.	The threat of substitutes
B.	The power of complementors
C.	Seller power
D.	Government regulation
Answer» A. The threat of substitutes	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

155. The Six Forces framework is based on the principle of:

- A. Resource-based view
- B. Conduct - structure - performance
- C. Econometrics
- D. Structure - conduct - performance

Answer» D. Structure - conduct - performance

156. In the Six Forces, the 'threat of new entrants' relates to:

- A. Barriers to entry
- B. Substitutes
- C. Switching costs
- D. Buyer power

Answer» D. Buyer power

157. An industry characterized by irregular patterns of stability, rapid technological change, high uncertainty and global competition can be described as:

- A. Hypercompetitive
- B. Hyperactive
- C. Atypical
- D. Co-optive

Answer» D. Co-optive

158. A situation in which the joint moves of two firms can determine how much money each firm can make or lose can be explained using the story of:

- A. The Trojan Horse
- B. The Icarus Paradox
- C. The Prisoner's Dilemma
- D. The Icarus Dilemma

Answer» C. The Prisoner's Dilemma

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

159.	In the context of environmental analysis, 'munificence' means:
A.	The extent to which resources are freely available to support firms in an industry and enable them to grow
B.	The extent to which it is diverse
C.	The extent to which it is stable or turbulent
D.	The extent to which the industry follows the conventional life-cycle stages.
Answer» B. The extent to which it is diverse	

160.	What are most trade policies driven by?
A.	Conflicts of interest between nations.
B.	Conflicts of interest within nations.
C.	Disagreements regarding who should produce certain products.
D.	Disagreements on the prices of major commodities.
Answer» B. Conflicts of interest within nations.	

161.	How is international trade policies governed?
A.	By the IMF.
B.	They are not governed by anyone.
C.	By the GATT.
D.	By the U.N.
Answer» C. By the GATT.	

162.	Regionalism is:
A.	The grouping of countries into regional clusters based on eographic proximity.
B.	An international management orientation.
C.	A protectionist policy created to exclude third world countries from certain forms of international trade.
D.	An international management orientation and a protectionist policy created to
Answer» A. The grouping of countries into regional clusters based on	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

162. Regionalism is:
geographic proximity.

163. In 2003, the US had the largest total amount of imports from and exports to

- A. China.
- B. Mexico.
- C. Canada.
- D. Germany.

Answer» C. Canada.

164. In its most basic form, the gravity model says that the most important factors that describe the amount of trade between countries are

- A. the cultural affinity between the countries and the existence or lack of a common language.
- B. the tariff barriers between the countries and the costs of transportation.
- C. differences in wages and technology between countries.
- D. the amount that the countries produce and the distance between them.

Answer» D. the amount that the countries produce and the distance between them.

165. Evidence shows that

- A. the effect of borders is not important when comparing international trade with trade between regions within a country.
- B. the amount of trade that a country undertakes is not related to its geography.
- C. the amount of trade between countries is not related to the cultural affinity between the countries.
- D. countries farther apart have less trade between them on average.

Answer» D. countries farther apart have less trade between them on average.

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

166.	The North American Free Trade Agreement
A.	has reduced the usefulness of the gravity model.
B.	has shown that international borders no longer affect the amount of trade between countries.
C.	has reduced tariffs and other trade restrictions among British Columbia, Manitoba and Ontario.
D.	has reduced tariffs and other trade restrictions among Canada, Mexico and the US.
Answer» D. has reduced tariffs and other trade restrictions among Canada, Mexico and the US.	

167.	While technologies have reduced the negative effect that distance has on trade,
A.	the effect of international borders has not been reduced through trade agreements.
B.	the effects of the Internet and airplanes on trade have been negligible.
C.	political factors have historically been more influential in determining the amount of trade than available technologies.
D.	cultural clashes have recently reduced the amount of US trade compared to US trade in 1950.
Answer» C. political factors have historically been more influential in determining the amount of trade than available technologies.	

168.	Which of the following is the last step in marketing research process?
A.	Developing the research plan
B.	Interpreting and reporting the findings
C.	Defining the problem and research objectives
D.	Implementing the research plan
Answer» B. Interpreting and reporting the findings	

169.	Which one of the following research instruments is used to collect information quickly?
A.	Mail questionnaires
B.	Telephone interviewing

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

169. Which one of the following research instruments is used to collect information quickly?

- C. Personal interviewing
- D. Computer interviewing

Answer» B. Telephone interviewing

170. In creating research questionnaires, which of the following is good advice for research specialist to follow?

- A. Use care in the wording and ordering of questions
- B. Questions do not have to be arranged in a logical order
- C. Ask personal questions in the middle of the instrument
- D. Avoid eye contact as it may confuse the respondents

Answer» A. Use care in the wording and ordering of questions

171. Open-ended questions are especially useful in which of the following research when the researcher is trying to find out what people think but not measuring how many people think in a certain way?

- A. Causal research
- B. Observational research
- C. Experimental research
- D. Exploratory research

Answer» A. Causal research

172. Three common techniques sales managers use to boost sales force morale that include the organizational climate, sales quotas and which one of the following is the third Technique?

- A. Positive incentives
- B. Positive thinking
- C. Positive recognition
- D. Positive feedback

Answer» D. Positive feedback

173. The top country in terms of marketing research expenditures is

- A. The United Kingdom

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

173.	The top country in terms of marketing research expenditures is
B.	The United States
C.	Germany
D.	Japan
Answer» B. The United States	
174.	This kind of information is collected firsthand to answer specific, current research questions.
A.	Primary data
B.	Secondary data
C.	Selective data
D.	Relevant data
Answer» A. Primary data	

175.	One problem of primary data is
A.	Specificity
B.	Relevance
C.	Being up to date
D.	Cost
Answer» D. Cost	

176.	Information that has already been collected for other purposes is called
A.	Primary data
B.	Principal data
C.	Secondary data
D.	none
Answer» C. Secondary data	

177.	This is not a characteristic of a good test market.
A.	Representativeness

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

177. This is not a characteristic of a good test market.

- B. Self-contained media
- C. Expanded trading area
- D. Market isolation

Answer» C. Expanded trading area

178. When a measuring instrument is able to measure what it purports to, the instrument is

- A. Reliable
- B. Consistent
- C. Stable
- D. Valid

Answer» D. Valid

179. The results of American consumers' responses may not apply to foreign consumers. This is a problem of

- A. Internal validity
- B. Specific validity
- C. External validity
- D. Predictive validity

Answer» C. External validity

180. This step of MIS (marketing information system) development involves the investigation of all users' needs.

- A. System analysis
- B. System design
- C. System implementation
- D. System investigation

Answer» A. System analysis

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

181.	Perhaps, the most credible argument for protectionist measures is
A.	Keeping money at home
B.	Reducing unemployment
C.	Enhancing national security
D.	Protecting infant industry
Answer» D. Protecting infant industry	

182.	Compared to a protective tariff, a revenue tariff is
A.	Lower
B.	Higher
C.	About the same
D.	none
Answer» A. Lower	

183.	The duties stated as a fixed percentage of the invoice value are
A.	Specific duties
B.	Ad valorem duties
C.	Compound duty
D.	Combined rates
Answer» B. Ad valorem duties	

This kind of tax is collected at each point in the distribution chain	
184.	and levied on the total value of a product.
A.	Single-stage sales tax
B.	Value added tax
C.	Cascade tax
D.	Excise tax
Answer» C. Cascade tax	

**EXIT EXAM FOR MARKETING STUDENTS: MODEL EXAM QUESTIONS
WITH ANSWERS FROM BRIDGE TUTORIALS**

185.	This is not a nontariff barrier.
A.	Documentation
B.	Quota
C.	Product inspection
D.	Countervailing duties
Answer» D. Countervailing duties	

186.	GATT's Subsidies Code prohibits the use of export subsidies on
A.	Non-primary products
B.	Primary products
C.	Both primary and non-primary products
D.	Neither non-primary nor primary products
Answer» A. Non-primary products	

187.	When a country permits an import of limited quantities at low rates of duty but subjects an excess amount to a much higher rate, this kind of quota is used.
A.	Absolute quota
B.	Voluntary quota
C.	Relative quota
D.	Tariff quota
Answer» D. Tariff quota	

188.	This type of trade barriers is easiest to deal with.
A.	Tariffs
B.	Nontariff barriers
C.	Private barriers
D.	International barriers
Answer» A. Tariffs	

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189. These barriers are least transparent.

- A. Tariffs
- B. Nontariff barriers
- C. Government barriers
- D. Private barriers

Answer» D. Private barriers

190. South Korea's chaebol and Japan's keiretsu are examples of

- A. Tariffs
- B. Nontariff barriers
- C. Private barriers
- D. Government barriers

Answer» C. Private barriers

191. This world organization wants to achieve a broad, multilateral, and free worldwide system of trading.

- A. WTO
- B. GSP
- C. UNCTAD
- D. MFN

Answer» A. WTO

192. This organization does not allow a nation to veto a panel's decision

- A. GATT
- B. WTO
- C. UN
- D. NAFTA

Answer» B. WTO

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193. This organization is a permanent organ of the United Nations General Assembly, and its goal is to encourage development in Third World countries and enhance their export positions.

- A. GATT
- B. GSP
- C. UNCTAD
- D. IMF

Answer» C. UNCTAD

194. The system which gives LDCs' exports a preferential treatment is called

- A. GATT
- B. GSP
- C. UNCTAD
- D. MFN

Answer» A. GATT

195. This kind of quota is the most restrictive.

- A. absolute quota
- B. tariff quota
- C. voluntary quota
- D. VER

Answer» A. absolute quota

196. When a country permits an import of limited quantities at low rates of duty but Subjects an excess amount to a much higher rate, this kind of quota is used.

- A. absolute quota
- B. voluntary quota
- C. relative quota
- D. tariff quota

Answer» D. tariff quota

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197. In the mid-1980s, Japan signed an orderly marketing agreement (OMA) restricting its auto exports to the United States to 1.68 million units per year. This OMA is a(n)	
A.	absolute quota
B.	tariff quota
C.	voluntary quota
D.	None
Answer» C. voluntary quota	

**COURSE TITLE: STRATEGIC
MARKETING**

Q1. Which of the following is NOT a necessary condition for a marketing exchange to take a place?

- A. Two or more social units must be involved.

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- B. Each party to the exchange must have wants to be satisfied.
- C. The parties to the exchange must be able to communicate with each other.
- D. At least one of the parties to the exchange must be involved involuntarily.
- E. Both parties must have something of value to contribute to the exchange.

Q2. The course defines marketing as:

- A. The managerial process of matching a firm's resources with its market opportunities.
- B. The attribute of an item that makes it capable of satisfying human wants.
- C. A total system of business activities designed to plan, promote and distribute want satisfying products to target markets to achieve organizational objectives.
- D. The process of planning, implementing and evaluating the efforts of a group of people working toward a common goal.
- E. Identifying a person or group with whom an individual or organization may have an exchange relationship.

Q3. Which of the following is an example of a product?

- A. An idea for a movie.
- B. A hair shampoo and cut.
- C. A movie ticket.
- D. A magazine subscription
- E. All of the above

Q4. A business that emphasizes marketing (rather than selling):

- A. Uses short -term planning.
- B. Is sales volume-oriented.
- C. Stresses the wants of the buyer.
- D. Is more concerned with product than with the customer.
- E. Is internally focused.

Q5. Which of the following answers to the question. "What business are you in?" best reflects a marketing orientation?

- A. We take care of the children.
- B. We make coaxial cables.
- C. We connect you quickly and inexpensively with the world.
- D. We fly airplanes.
- E. We produce television shows.

Q6. According to the marketing concept

- A. All planning within an organization should be customer-oriented.
- B. An organization's performance objectives can be achieved through production efficiency.
- C. All departments engage in marketing activities should compete with each other.
- D. All organizations should be profit-oriented.
- E. Nonprofit organization must have non-quantifiable objectives.

Q7. Marketing strategy relies on relationships with supplier, customers and employee. The strength of these relationships is largely a function of the:

- A. Uniqueness of the services they offer to each other.
- B. Amount of trust the parties have in each other.

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- C. Role of quality in the relationship.
- D. Way that each group defines ethical behavior.
- E. Tangible characteristics of the exchange process.

Q8. Which of the following is best example of an economic factor that would affect how home air conditioning systems are marketed?

- A. A drop in Bank Loan Interest EMI for Housing
- B. Parliament may approve an energy efficiency Cess for electrical appliances.
- C. Environment Ministry has strict guidelines on how to deal with cooling agents.
- D. Daily Yoga sessions will become increasingly popular at Indian Homes.

Q9. In the short-run a telecom service marketing executive is likely to have the most control over:

- A. Call pricing policies and strategies
- B. New Internet Technologies
- C. Regional population migration
- D. Ministry of Telecom regulatory policies

Q10. A strategy is a broad, basic plan of action by which an organization intends to reach its goals?

- A. True
- B. False

Q11. Strategic market planning evolves as a result of internal organizational needs and is unaffected by the external environment?

- A. True
- B. False

Q12. _____ is the managerial process of matching an organization's resources with its market opportunities over the long run.

- A. Strategic planning
- B. Implementation
- C. Tactical planning
- D. Situational analysis
- E. External audit

Q13. The elements of the marketing mix are less controllable than external macro-environmental forces?

- A. True
- B. False

Q14. A SWOT assessment is another name for a situation analysis?

- A. True
- B. False

Q15. To be worthwhile and workable, strategic marketing, objectives should:

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- A. Be consistent with each other.
- B. Not be influenced by the firm's external environment.
- C. Never be tied to a particular time period.
- D. Be conservative rather than ambitious.
- E. Be all of the above.

Q16. If one of the organizational objectives for an on-line furniture business is to increase market share from 1 percent to 5 percent during the next year, which of the following would describe an appropriate strategy for the company to implement?

- A. Intensify marketing efforts in the addressed market.
- B. Buy monthly ads in home decor magazines
- C. Create an ad that shows their quality management process.
- D. Introduce a new line of 'do-it-yourself furniture.

Q17. If the strategy for National Egg Company is to encourage people to eat more eggs, which of the following would be the most effective tactic for it to implement?

- A. Hire more employees to support the expected increase in demand.
- B. Expand its distribution to rural areas.
- C. Buy more local advertising.
- D. Sponsor a national contest looking for the best egg recipes for healthy cooking.

Q18. A strategic marketing plan involves doing all of the following EXCEPT:

- A. Designing a strategic marketing mix.
- B. Organizing the staff.
- C. Selecting target markets
- D. Determining marketing objectives
- E. Conducting a situation analysis

Q19 A break-even analysis ignores market demand?

- A. True
- B. False

Q20. Of the marketing goals listed below, which is most compatible with a pricing objective of achieving a target return for a washing dealership?

- A. The dealership wants to avoid price wars with other dealers in the local market.
- B. The dealership targets a 20 percent share of the new buyer market.
- C. The dealership wants to maximize its profit in 2015.
- D. The dealership wants to earn a net profit of 8 percent on net sales before taxes in 2015.

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Q21. How does the business market differ from the consumer market?

- A. Demand in the business market is derived.
- B. Demand in the business market tends to be inelastic.
- C. Demand in the business market is widely fluctuating.
- D. Buyers in the business market are better informed.
- E. All of the above describe ways that the business market differs from the consumer market.

Q22. Which of the following is true of businesses with a narrow strategic vision about their markets?

- A. Their view of market enables them to recognize evolving opportunities.
- B. They focus on unmet needs of customers.
- C. They focus on the needs of the majority of the served customers.
- D. They focus on the maximum market potential.

Q23. A _____ refers to any feature of an organization or brand perceived by customers to be desirable and different from those of the competition.

- A. Sales orientation.
- B. Differential advantage.
- C. Customer orientation.
- D. Market orientation.

Q24. A product's positioning –

- A. Prevents its producer from revising its mission statement.
- B. Is the image it projects in relation to competitive products as well as to other products marketed by the same company.
- C. Is its physical characteristics.
- D. Is the image projected by the product exclusive of its features.
- E. Is how the product is perceived by its competitors.

Q25. The marketing mix –

- A. Is the term used to describe multiple target markets.
- B. Defines the usage of resources.
- C. Shows how marketing utilities are combined to make product.
- D. Is the combination of the four primary elements that are intended to satisfy a target.
- E. Refers to all potential target market, not just those selected.

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Answer key 1. D 2. C 3. E 4. C 5. C 6. A 7. B 8. A 9. A 10. T 11. F 12. A 13. F
14. F 15. A 16. A 17. D 18. B 19. T 20. D 21. E 22. C 23. B 24. B 25. D