IBPS SO Marketing 2019

10 Expected Questions

MCQ

Q1. Who among the following is the father of Modern Marketing?

A. Peter Drucker

B. Philip Kotler

C. Lester Wunderman

D. Abraham Maslow

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Explanation

- **Modern Marketing** means finding out the consumer and make the goods as per their needs rather than to provide them what the seller has made. It is a holistic, adaptive methodology that connects brands with real customers and drives business results by blending strategy, creative, technology, and analysis.

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Q2. Which of the following is NOT usually defined as an element of the marketing mix?

A. Products

B. People

C. Place

D. Profit

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Place
Price
People
Promotion
Process
The 7Ps
Marketing Mix
Product
Physical
evidence

MCQ

Q3. Buyer decision process starts with which of the following stage?

A. Need Recognition

B. Information Search

C. Evaluation of Alternatives

D. both b and c

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Q4. Charging dissimilar prices in diverse markets for same product is?

A. Price Penetration

B. Price Discrimination

C. Price Skimming

D. None of these

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Explanation

- **Penetration Pricing**- In the introductory stage of a new product 's life cycle involves accepting a lower profit margin and pricing relatively low.
- **Price Skimming** involves setting the price relatively high to generate a high profit margin. A premium product generally supports a skimming strategy.
- **Price Discrimination** is a pricing policy where companies charge each customer different prices for the same goods or services based on how much the customer is willing and able to pay. Typically, the customer does not know this is happening.

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Q5. Selecting time, choosing media types, deciding on reach of frequency and media vehicle for advertisements are part of which of the following?

A. Media strategy

B. Media execution

C. Selecting media

D. None of these

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Explanation

- **Media Strategy** is a plan of action that helps your business reach its target audience and to improve the overall customer conversion rate.
- **Media Execution** focuses on the way you intend to use paid, owned or earned media to promote your key message. Execution makes all the necessary elements of marketing work to bring strategy to life.
- **Media Selection** is finding the most cost-effective media to deliver the desired number and type of exposures to the target audience.

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Q6. A small amount of product is offered to the customer for trial is called_____?

A. Rebate

B. Sample

C. Coupon

D. None of these

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Explanation

- **Product Sample** is a sample of a consumer product given free to the customers to try before making a purchase with a purpose to acquaint the consumer with a new product. It is used as a strategy to encourage users to buy the product.
- **Rebate** is an amount paid by way of reduction, return, or refund on what has already been paid or contributed. It is a type of sales promotion that marketers use primarily as incentives or supplements to product sales.
- **Coupon** is a ticket or document that can be redeemed for a financial discount or rebate when purchasing a product.

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Q7. _____ are those individuals who raise ethical concerns or issues to others inside or outside the organisation.

A. Entrepreneur
B. Whistle blowers
C. Social Entrepreneur
D. None of these

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Explanation

- A **Whistleblower** is a person who exposes any kind of information or activity that is deemed illegal, unethical, or not correct within an organization that is either private or public.
- An **Entrepreneur** is a person who organizes a venture to benefit from an opportunity, rather than working as an employee.
- A **Social Entrepreneur** is a person who have the potential to solve community-based problems. These individuals are willing to take on the risk and effort to create positive changes in society through their initiatives.

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Q8. The cost, potential sale, profit of the offering are calculated at different price levels in _____ stage of “Product Development Process”.

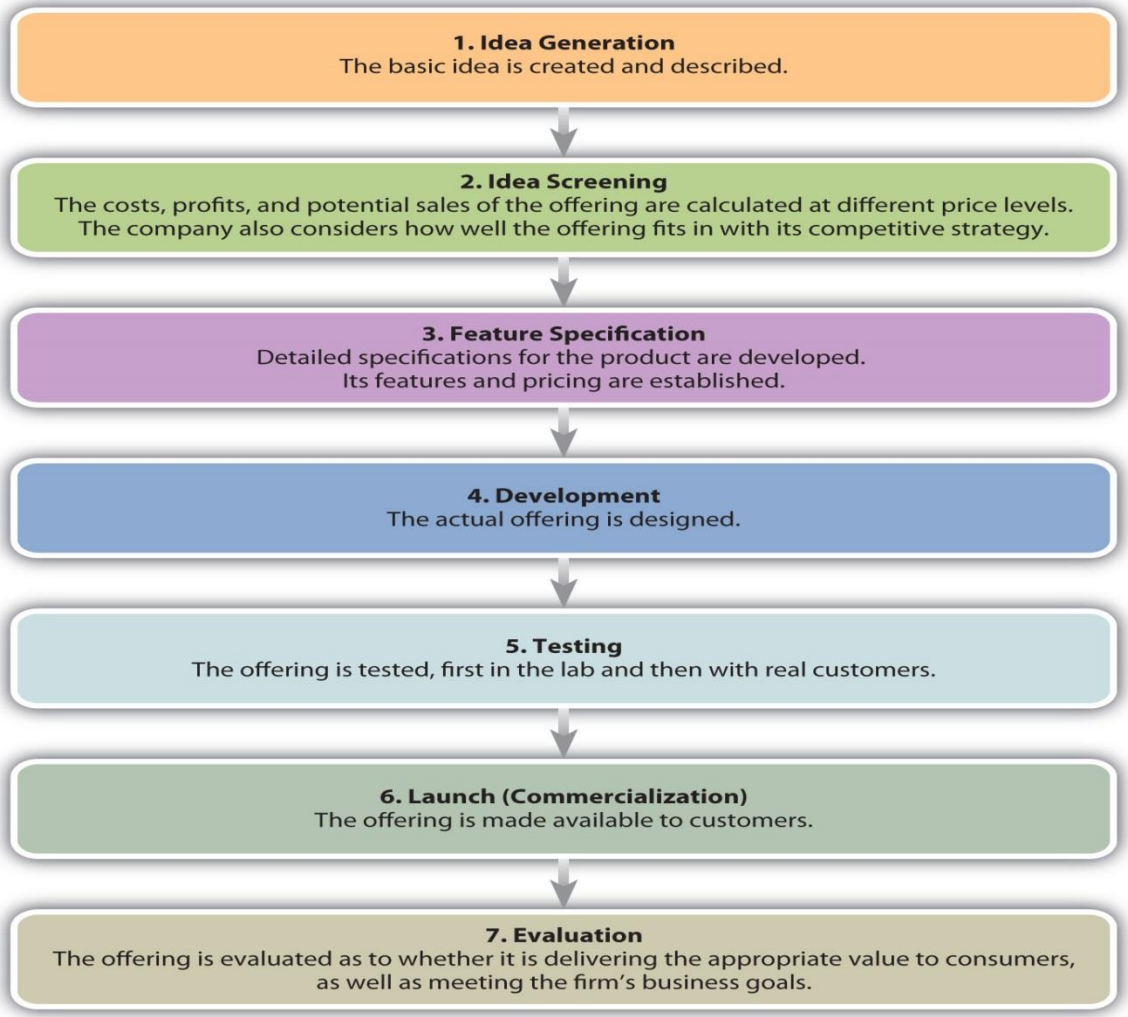
A. Evaluation

B. Testing

C. Idea Screening

D. Idea Generation

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Q9. Services are characterized by all of the following characteristics except for which of the following?

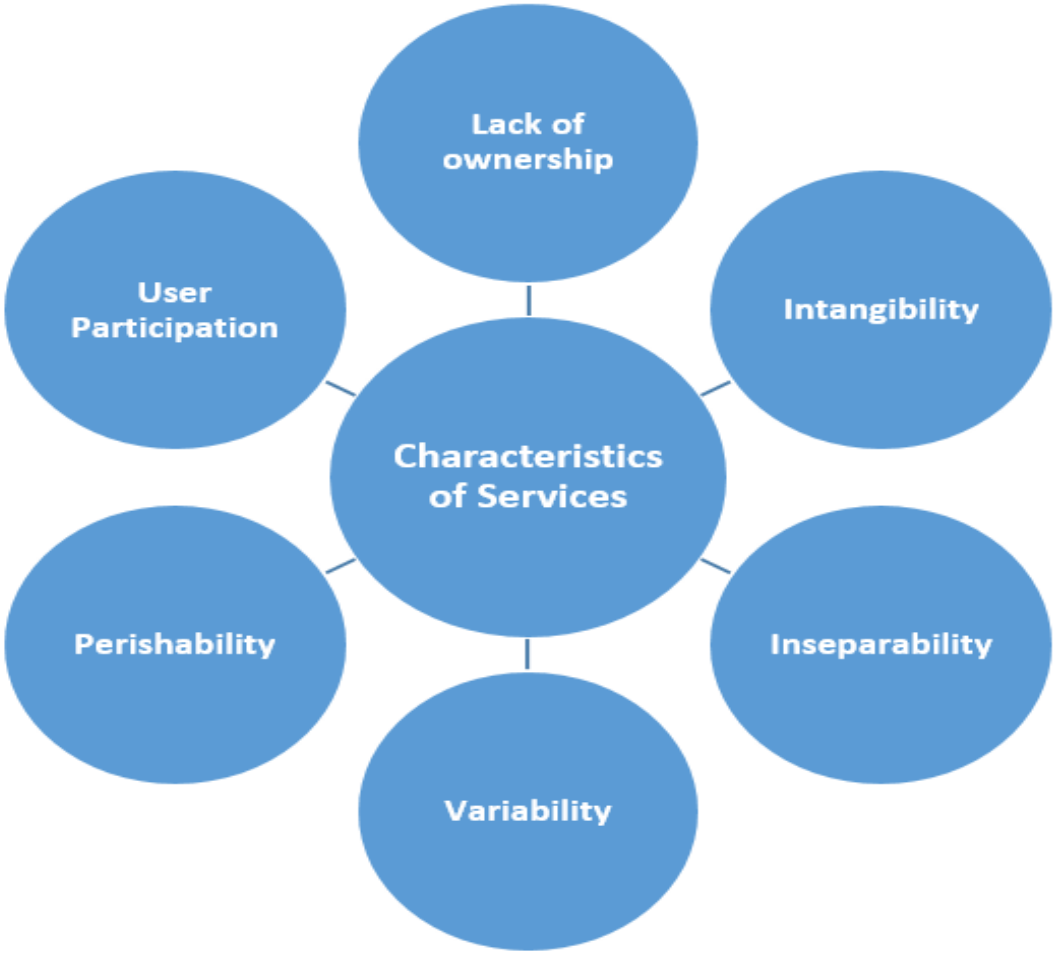
A. Intangibility

B. Homogeneity

C. Perishability

D. Inseparability

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Lack of ownership
User Participation
Intangibility
Characteristics of Services
Perishability
Inseparability
Variability

MCQ

Q10. 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 which of the following characteristics of services?

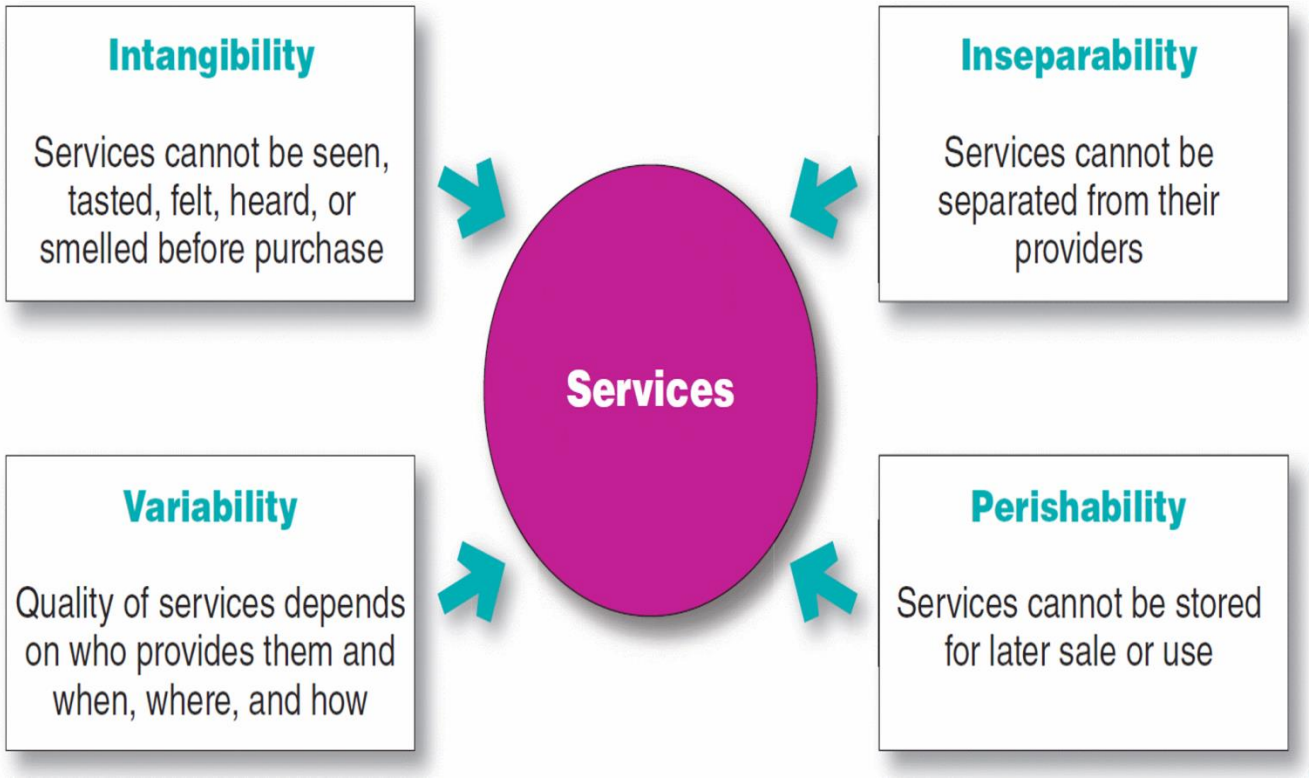
A. Intangibility

B. Inseparability

C. Variability

D. Perishability

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