IBPS SO Marketing 2019

10 Expected Questions

MCQ

Q1. _____ 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

BANK EXAMS Today

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 an individual who starts and runs a business with limited resources and planning, and is responsible for all the risks and rewards of his or her business venture.
- 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.

BANK EXAMS Today

MCQ

Q2. The cost, potential sale, profit of the offering are calculated at different price levels in _____ stage of “Product Development Process”.

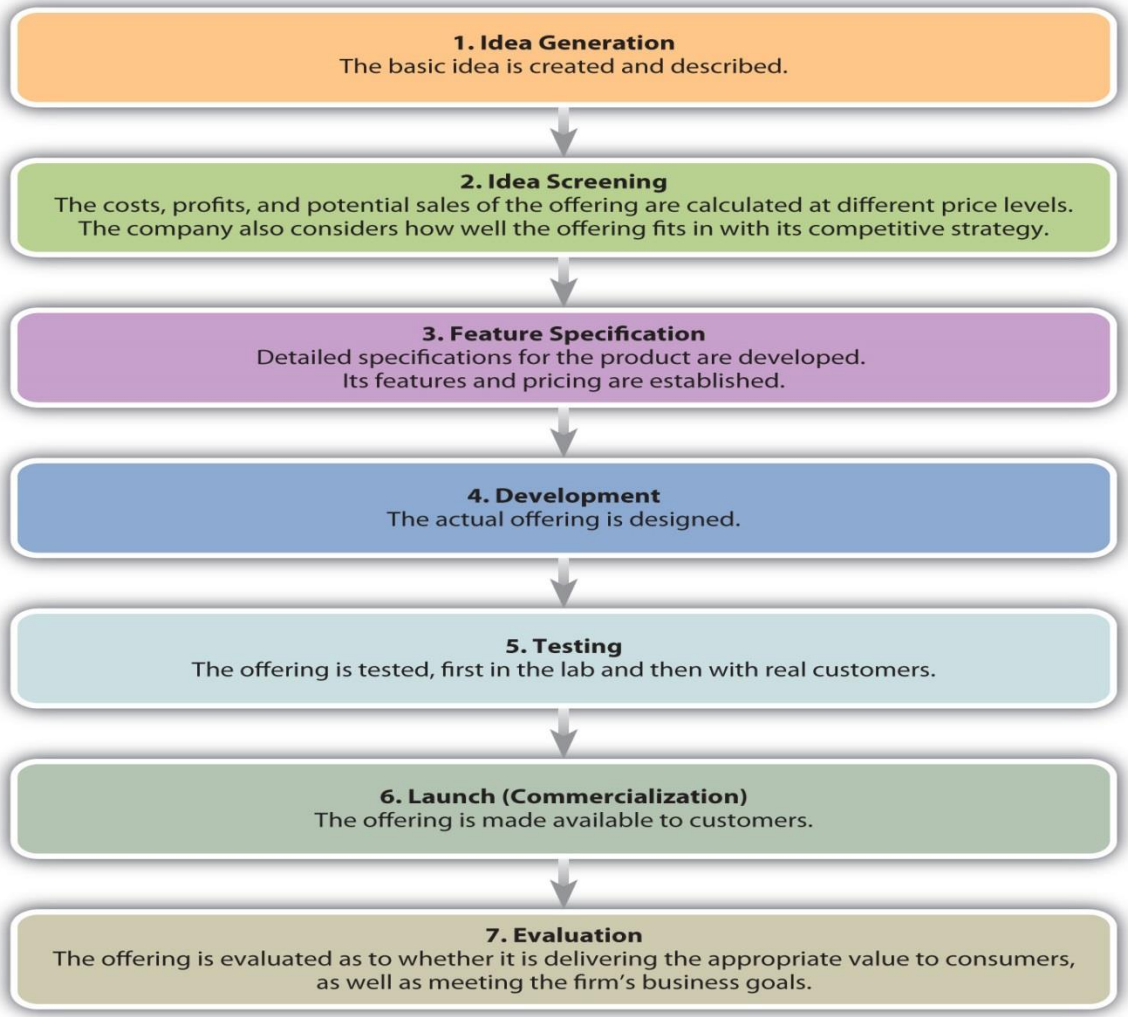
A. Evaluation

B. Testing

C. Idea Screening

D. Idea Generation

BANK EXAMS Today



BANK EXAMS Today

MCQ

Q3. Which of the following is not a type of Marketing Concept?

A. The Production Concept

B. The Selling Concept

C. The Societal Marketing Concept

D. The Supplier Concept

BANK EXAMS Today

Marketing Management Philosophies

Production Concept	•Consumers favor products that are available and highly affordable. •Improve production and distribution.
Product Concept	•Consumers favor products that offer the most quality, performance, and innovative features.
Selling Concept	•Consumers will buy products only if the company promotes/ sells these products.
Marketing Concept	•Focuses on needs/ wants of target markets & delivering satisfaction better than competitors.
Societal Marketing Concept	•Focuses on needs/ wants of target markets & delivering superior value.

BANK EXAMS Today

MCQ

Q4. The term _____ refers to principles, values and beliefs that define right and wrong behaviors.

A. Customer Satisfaction
B. Empowerment
C. Innovation
D. Ethics

BANK EXAMS Today

Explanation

- **Empowerment** is the process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights.
- **Innovation** is a new idea, creative thoughts, new imaginations in form of device or method. It is often viewed as the application of better solutions that meet requirements.
- **Customer satisfaction** is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities.
- **Ethics** is a system of moral principles. It is concerned with what is good for individuals and society. It is a discipline dealing with what is good and bad and with moral duty and obligation.

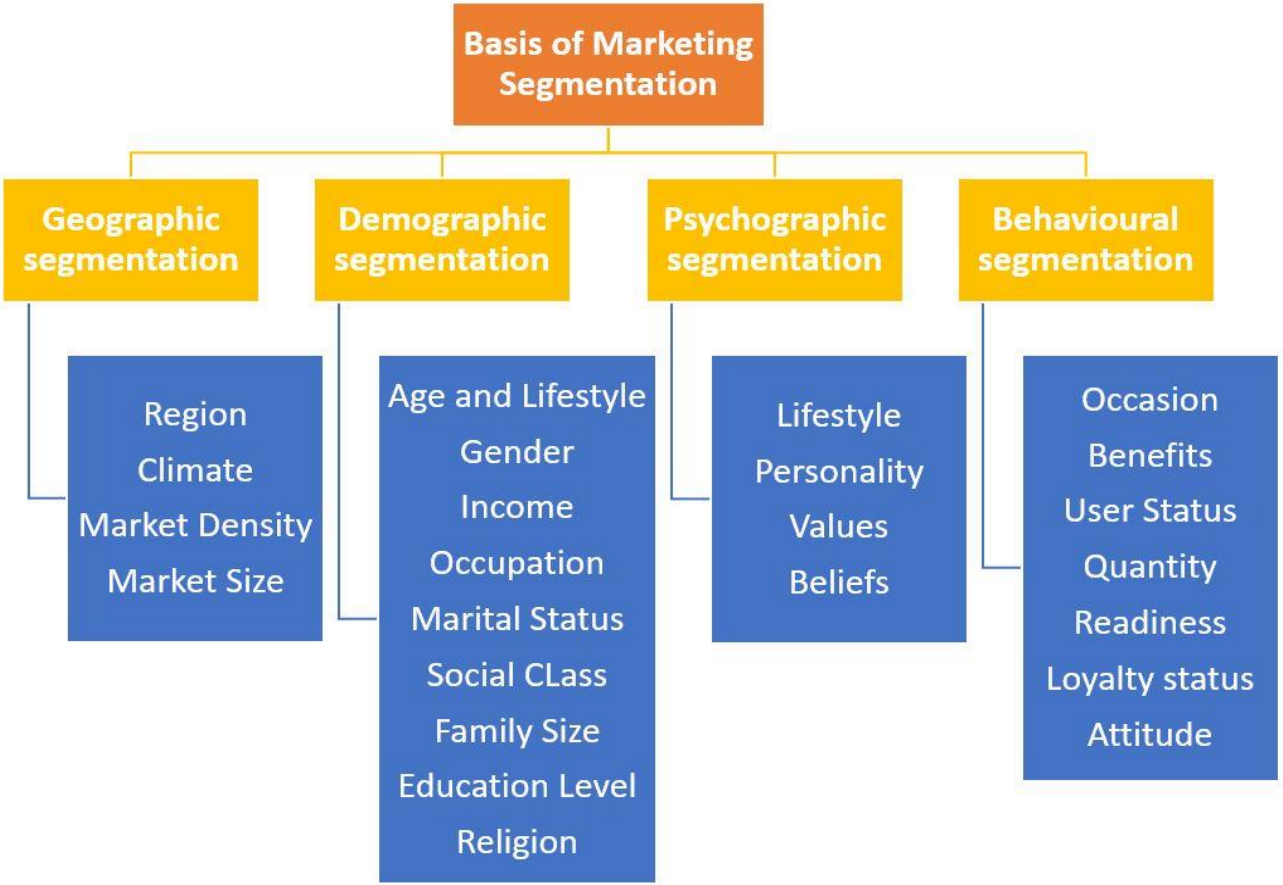
BANK EXAMS Today

MCQ

Q5. Income, education and occupation are major segmentation variables in which category?

A. Geographic
B. Behavioral
C. Demographic
D. Psychographic

BANK EXAMS Today



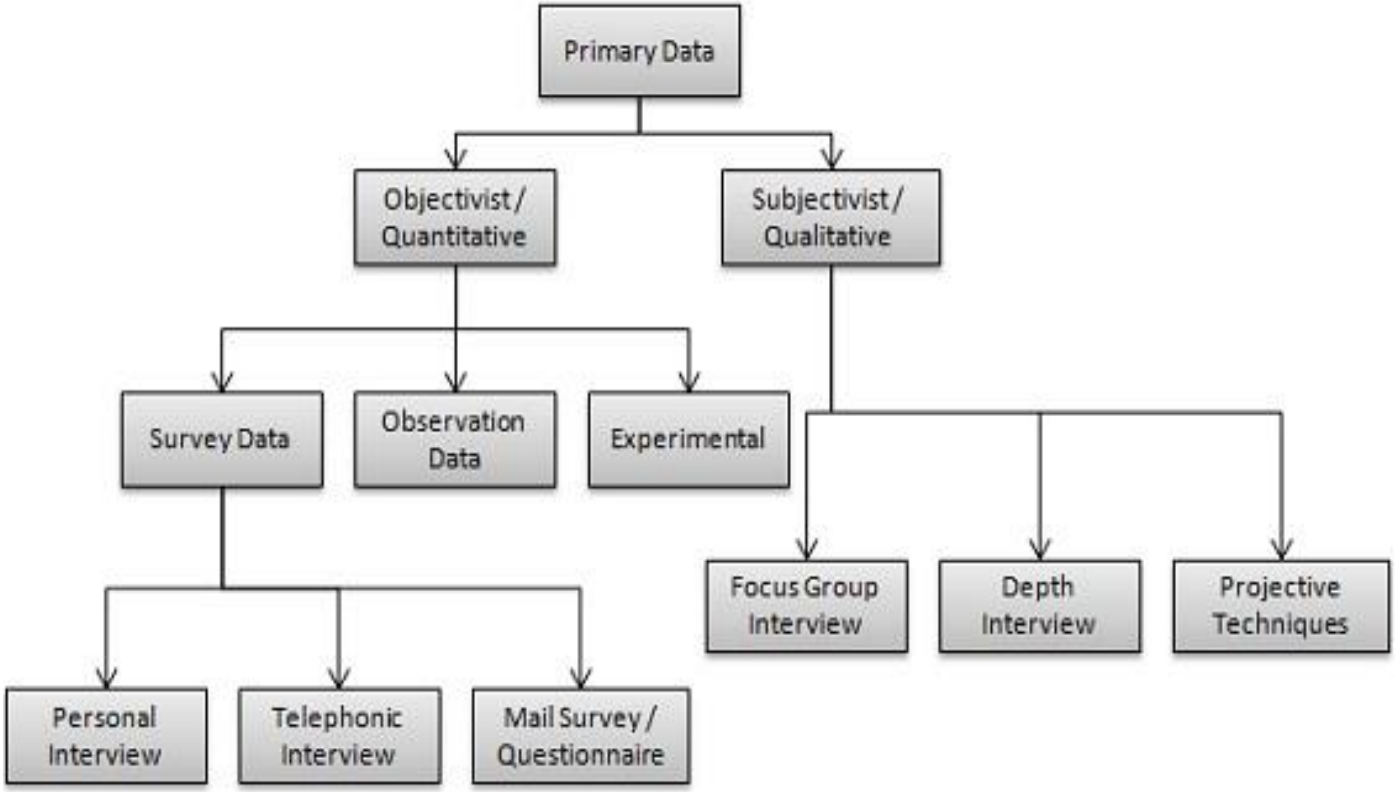
BANK EXAMS Today

MCQ

Q6. In a marketing research process, primary data can be collected through _____.

A. Observation and focus groups
B. Surveys and behavioral data
C. Experiments
D. All of the above

BANK EXAMS Today



BANK EXAMS Today

MCQ

Q7. Reduction in prices made on larger purchases is classified as_____.

A. Bargained Reduction

B. Discount

C. Allowance

D. Price Segment

BANK EXAMS Today

Explanation

- **Allowance** is an amount of money given or allotted usually at regular intervals for a specific purpose.
- **Price segmentation** is simply charging different **prices** to different people for the same or similar product or service.
- **Discount** refers to an amount or percentage deducted from the normal selling price of something.

BANK EXAMS Today

MCQ

Q8.Activities carried by company to design and produce a differentiated container for a particular product is classified as_____.

A. Guarantee

B. Warranty

C. Labeling

D. Packaging

BANK EXAMS Today

Explanation

Guarantee: A formal assurance that certain conditions will be fulfilled, especially that a product will be of a specified quality.

Warranty: Written guarantee, issued to the purchaser of an article by its manufacturer, promising to repair or replace it if necessary within a specified period of time.

Labeling: The display of label in a product. A label contains information about a product on its container, packaging, or the product itself. It helps the product stand out in the market, and identifies it as a part of a particular brand.

Packaging: All those activities related to designing, evaluating and producing the container for a product.

BANK EXAMS Today

MCQ

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

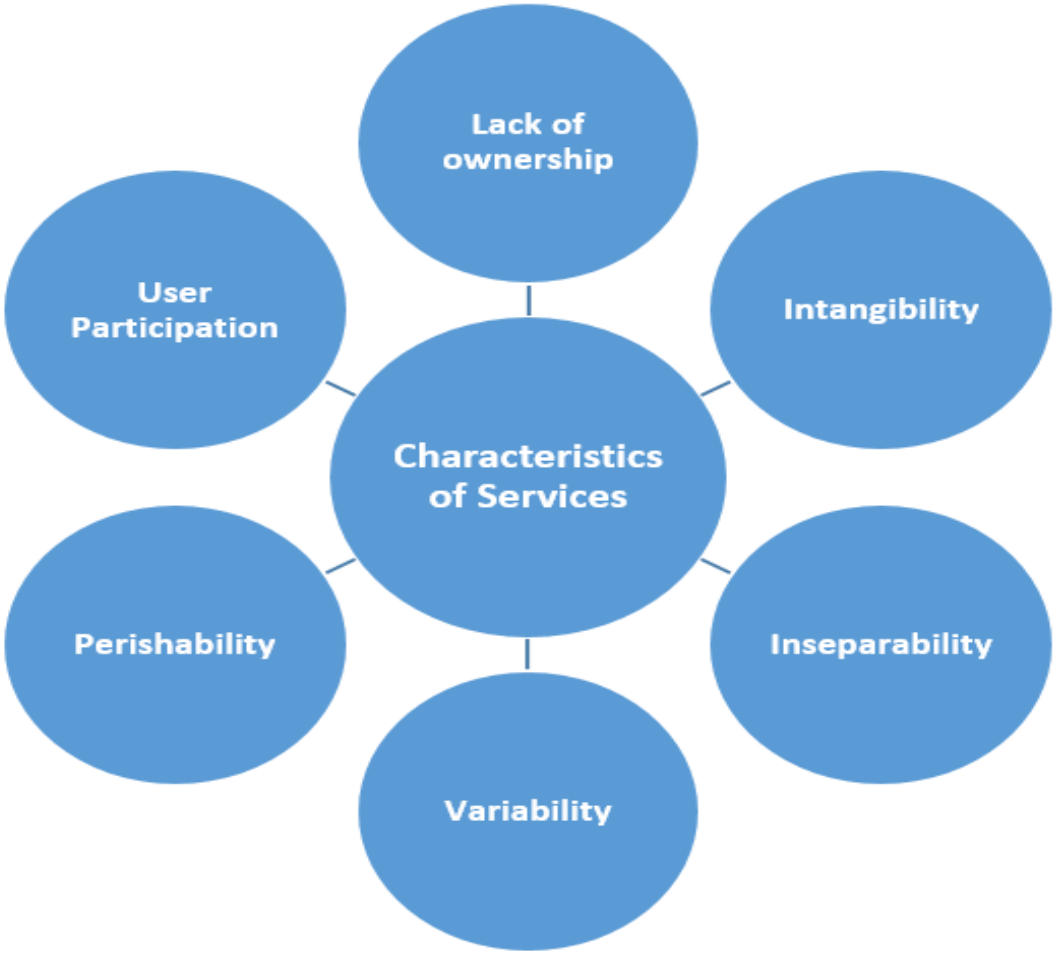
A. Intangibility

B. Homogeneity

C. Perishability

D. Inseparability

BANK EXAMS Today


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?

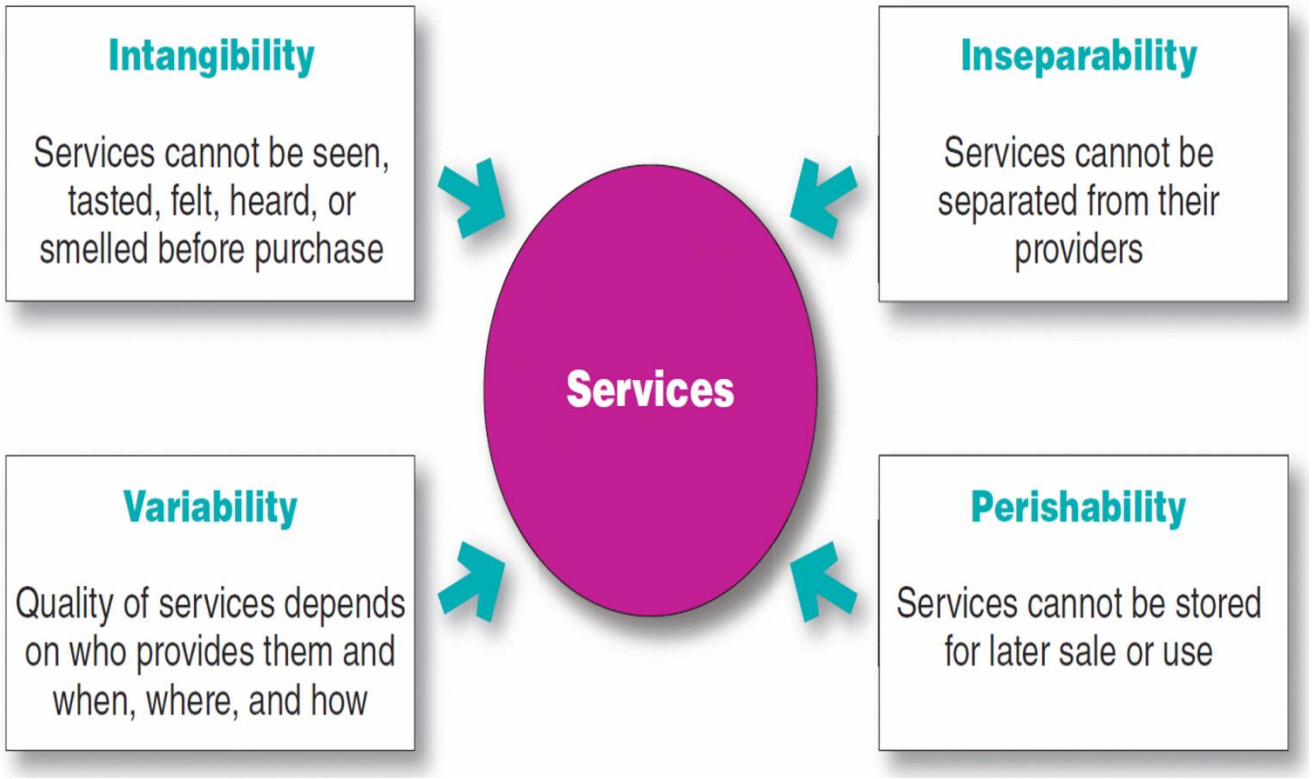
A. Intangibility

B. Inseparability

C. Variability

D. Perishability

BANK EXAMS Today



BANK EXAMS Today

IBPS SO Marketing Course by Team BankExamsToday

- Video classes
- 10 Full length tests for Prelims
- 5 Full length mock tests for Mains
- Live sessions
- Well analyzed study material
- Full syllabus coverage

IBPS SO Marketing Officer 2019



BANK EXAMS Today