IBPS SO Marketing 2019

10 Expected Questions

MCQ

Q1. In TQM approach, in which all the people of the company are involved in constantly improving the performance of products, services and business processes, TQM stands for?

A. Total Quality Management
B. Total Quality Marketing
C. Total Quantity Management
D. Total Queries Management
E. Total Quality Manipulation

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Meaning of TQM

- Total – Whole not part or parts
- Quality – Excellence of Product or services
- Management- Art or Science . A response system
- Philosophy and Guiding Principles
- Integration of management techniques, tools, continuous improvement

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Q2. When backed by buying power, wants become_____.

A. Self-esteem needs

B. Demands

C. Exchanges

D. Physical needs

E. Social needs

Need	Basic necessity Feel deprived if this is absent	Food
Want	Given choices, this is what you prefer	Chicken, Burger, Steak dinner
Demand	A want that is supported by a decision and capacity to buy	Only burger is within my budget!

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Q3. The marketer wants to understand how the stimuli are changed into responses inside the consumer's _____, which has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer's decision process itself affects the buyer's behavior.

A. Culture

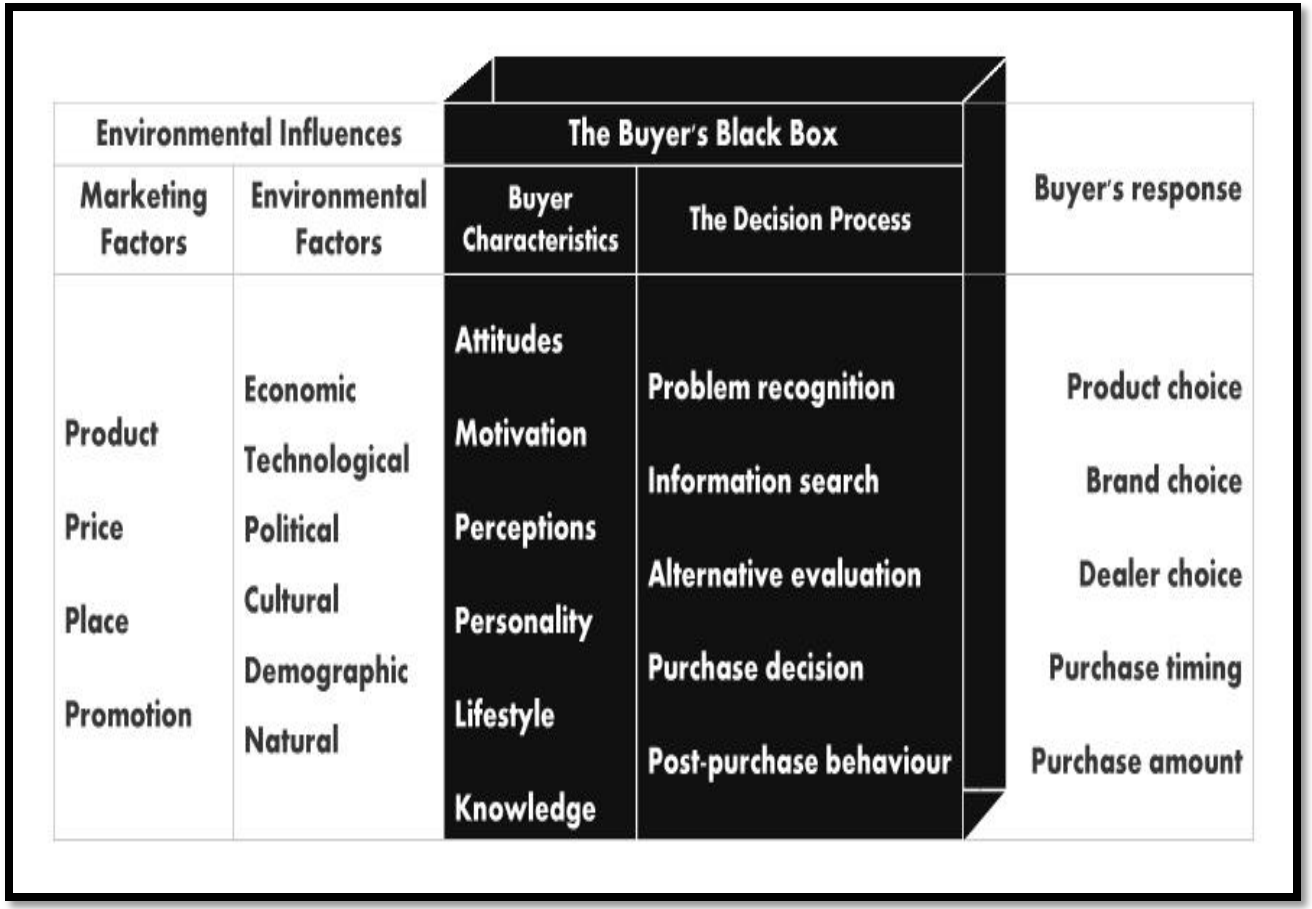
B. Black Box

C. Belief

D. Lifestyle

E. Social Class

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Environmental Influences
The Buyer's Black Box
Buyer's response
Marketing Factors
Environmental Factors
Buyer Characteristics
The Decision Process
Product
Price
Place
Promotion
Economic
Technological
Political
Cultural
Demographic
Natural
Attitudes
Motivation
Perceptions
Personality
Lifestyle
Knowledge
Problem recognition
Information search
Alternative evaluation
Purchase decision
Post-purchase behaviour
Product choice
Brand choice
Dealer choice
Purchase timing
Purchase amount

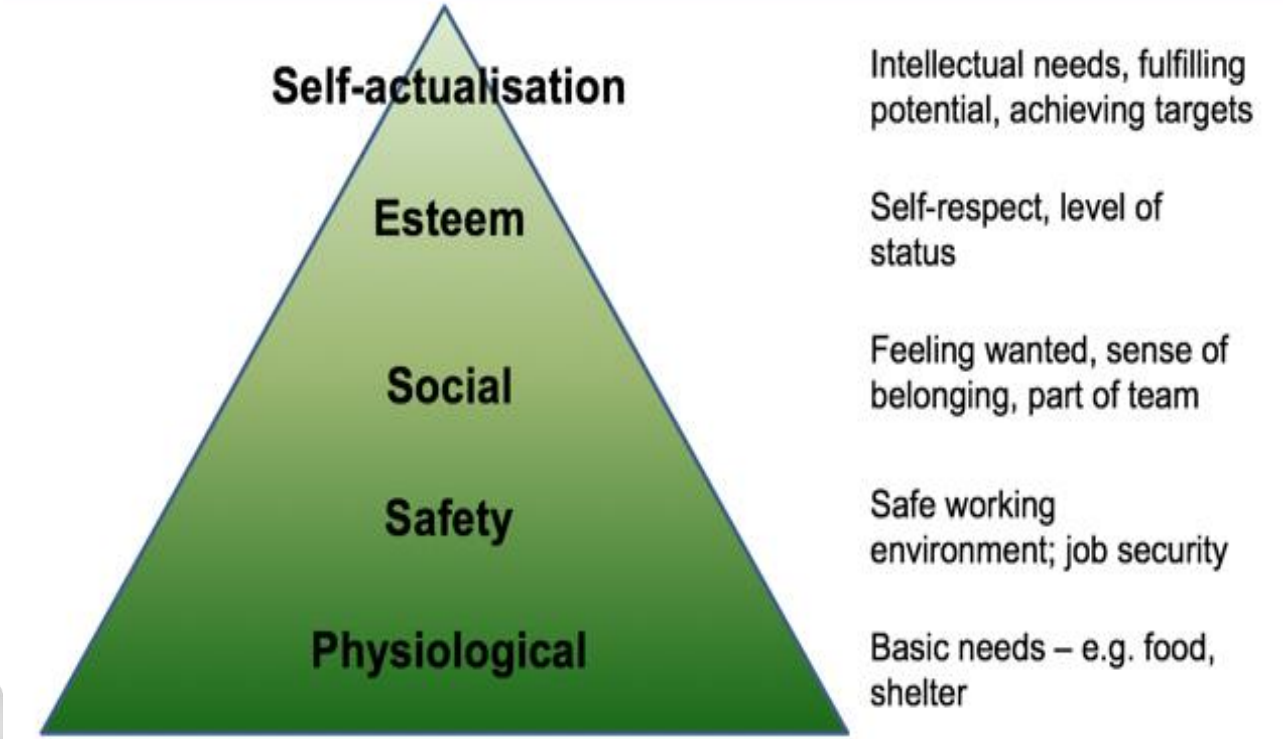
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Q4. According to Maslow's Hierarchy of Needs, sense of belonging is grouped in_____.

A. Esteem needs
B. Social needs
C. Safety needs
D. Physiological needs
E. Self Actualization Needs

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Maslow's Hierarchy of Needs



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Q5. Relationship between an organization and the media as an aid to public relations activities is known as_____?

A. Marketing

B. Human Resource Management

C. Propaganda

D. Press Relations

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Explanation

- **Marketing**

It refers to activities undertaken by a company to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses.

- **Human Resource Management**

It is the strategic approach to the effective management of people in a company or organization such that they help their business gain a competitive advantage. It is designed to maximize employee performance in service of an employer's strategic objectives.

- **Propaganda**

Propaganda is the spreading of information in support of a cause. The word propaganda is often used in a negative sense, especially for politicians who make false claims to get elected or spread rumors to get their way.

- **Press Relation**

The activity of developing and keeping good relationships with people who work for newspapers, etc. in order to make them more aware of a product or service, or of a company or organization.

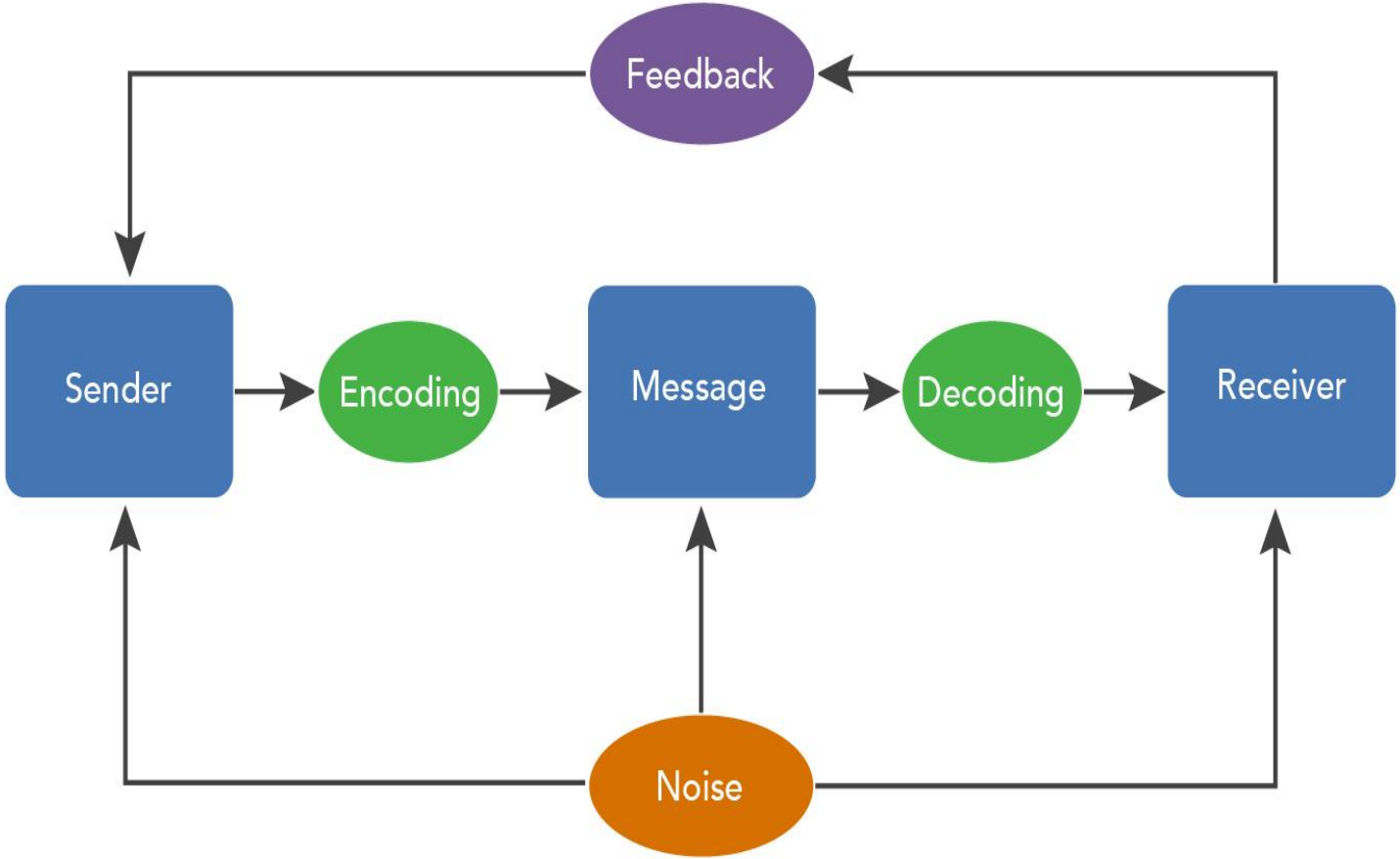
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Q6. The unplanned state or distortion during the communication process, which results in the receiver getting a different message than the one that the sender sent is the_____.

A. Response
B. Feedback
C. Noise
D. Decoding
E. Encoding

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Feedback
Sender
Encoding
Message
Decoding
Receiver
Noise

MCQ

Q7. Selling, is the first and foremost transaction between the seller and the prospective buyer or buyers where money is exchanged for goods or services involves a_____ approach.

A. Marketing Oriented

B. Sales Oriented

C. Product Oriented

D. Customer Oriented

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Explanation

- **Marketing Oriented Approach** means a business reacts to what customers want. The decisions taken are based around information about customers' needs and wants, rather than what the business thinks is right for the customer. Most successful businesses take a market-orientated approach.
- **Sales Oriented Approach** is a business approach of making profits by focusing on persuasion of people to buy the products instead of understanding the customer needs.
- **Product Oriented Approach** is defined as the orientation of the company's sole focus on products alone. Hence, a product oriented company put in maximum effort on producing quality product and fixing them at the right price so that consumer differentiates the company's products and purchase it.
- **Customer Oriented Approach** is defined as an approach to sales and customer-relations in which staff focus on helping customers to meet their long-term needs and wants.

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Q8. The_____ market is the set of consumers with a sufficient level of interest in a market offer.

A. Potential

B. Target

C. Penetrated

D. Available

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Explanation

A. **Potential Market-** Potential market is the part of the total population that has shown some level of interest in buying a particular product or service.

B. **Target Market-** Target market is the end consumer to which the company wants to sell its end products too. Target marketing involves breaking down the entire market into various segments and planning marketing strategies accordingly for each segment to increase the market share.

C. **Penetrated Market-** Penetrated market refers to the set of customers who is already using a particular product or service. In a penetrated market, users are aware of the product already and most of them are active users.

D. **Available Market-** Available market is defined as the number of people who are both willing and capable of buying a particular product or service in a particular market.

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Q9. Who developed the 4 P’s of Marketing?

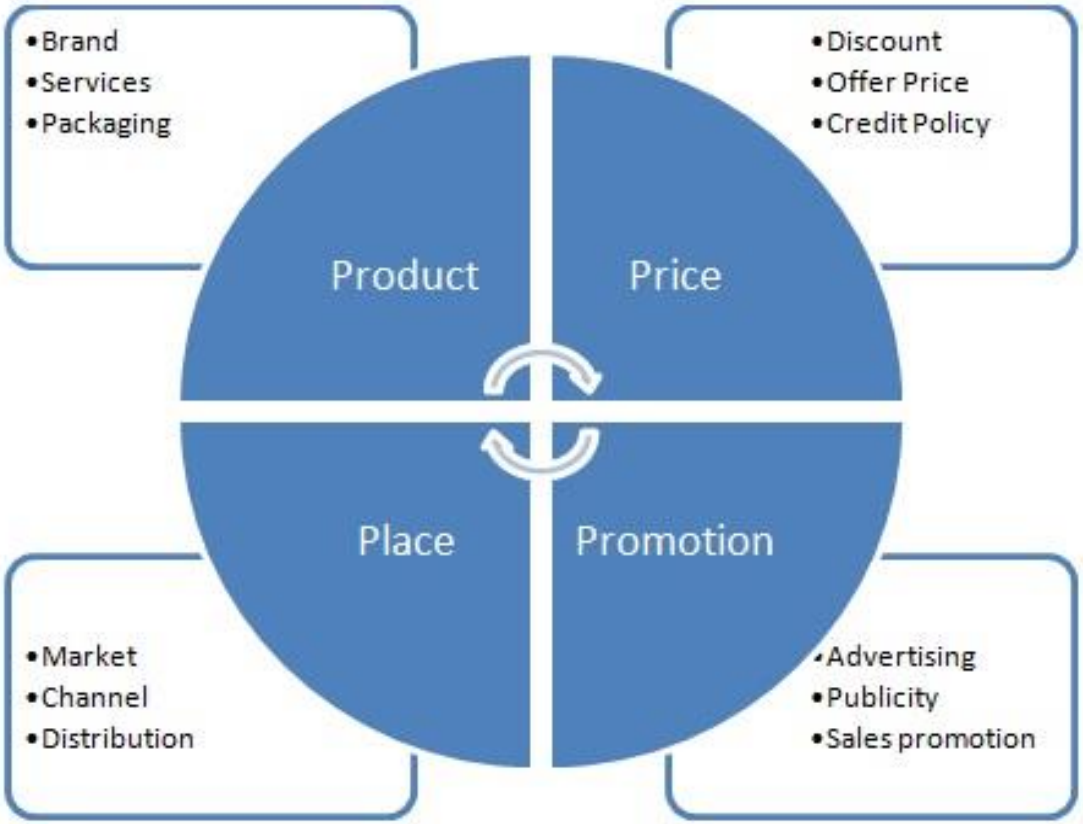
A. J.R. Betty

B. Hanson

C. Mc Carthy

D. Peter F. Drucker

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•Brand
•Services
•Packaging
•Discount
•Offer Price
•Credit Policy
Product
Price
Place
Promotion
•Market
•Channel
•Distribution
•Advertising
•Publicity
•Sales promotion

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Q10. _____is a key determinant of whether a product offering should be classified as a product or a service.

A. Physicality

B. Audience

C. Tangibility

D. Perception

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