# IBPS SO Important Questions

## Marketing & Human Resource

# MCQ

Q1. 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

e) None of these

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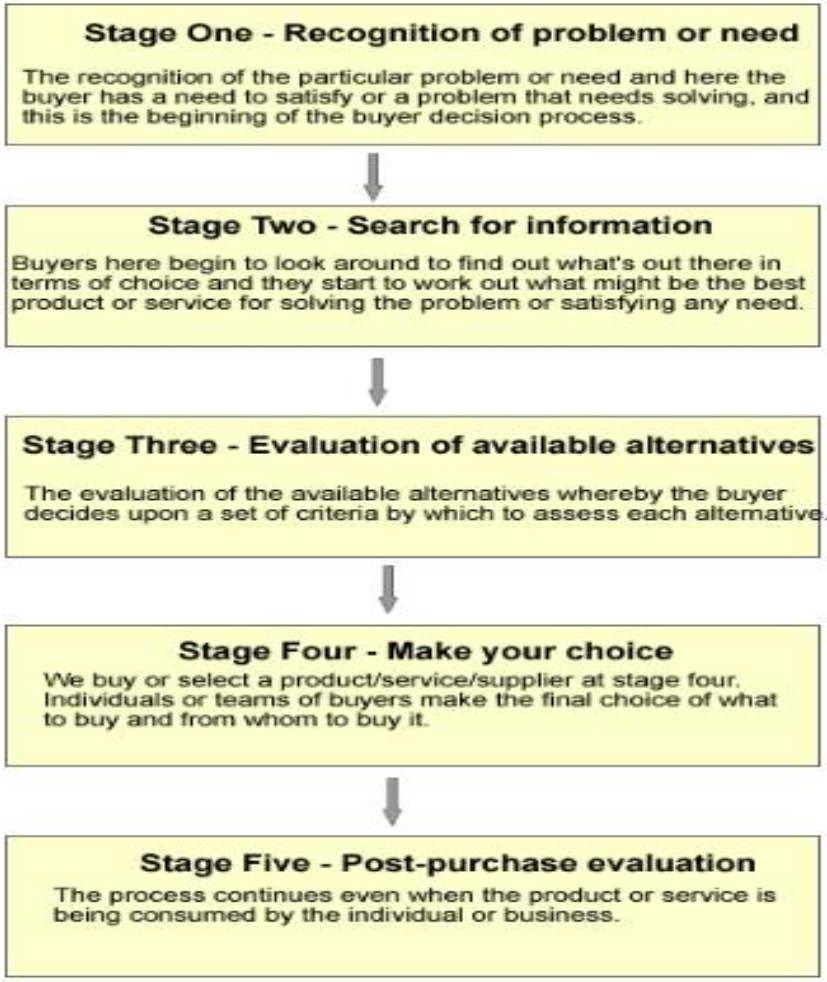


The Buyer Decision Process

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# MCQ

Q2. Which of the following is the practice of too narrowly defining one's business?

a) Service Marketing

b) Marketing Management

c) Marketing Myopia

d) Customer Experience

e) None of these

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# Explanation

**Marketing Myopia** is a short-sighted and inward looking approach to marketing which focuses on fulfillment of immediate needs of the company rather than focusing on marketing from consumers' point of view.

When a company focus more on sales than on marketing and knowing about the consumers' needs, that's when marketing myopia strikes in.

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# MCQ

Q3. In the buying decision process, what is the term used for a person who first suggests buying the product or service?

a) Influencer

b) Initiator

c) Decider

d) Buyer

e) None of these

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# BUYING ROLES

**Five roles people might play in a buying decision**

| | | |
|---|---|---|
| 1 | **Initiator** | A person who first suggests the idea of buying the product |
| 2 | **Influencer** | A person whose view or advice influences the decision |
| 3 | **Decider** | A person who decides on any component of a buying decision: whether to buy, what to buy, how to buy, or where to buy |
| 4 | **Buyer** | The person who makes the actual purchase |
| 5 | **User** | A person who consumes or uses the product or service |

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# MCQ

Q4. Which of the following is an appropriate definition of ‘Demand’?

a) Consumer Needs

b) Needs backed up by buying power

c) Needs directed to the product

d) Basic human requirements

e) None of these

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# Explanation

**Explanation:**

- **Need :** Not created by a marketer but is the basic part of human make-up
- **Want:** Needs shaped by culture and Individual Personality become specific objects that will satisfy the need.
- **Demand:** When want creates demand and is further backed up by the buying power.

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# MCQ

Q5. In the selection process _____ assess the validity and truthfulness of an applicant's answer, by monitoring the physical changes in his/her body as he/she answers a series of questions –

a) Interest tests

b) Personality tests

c) Polygraph tests

d) Aptitude tests

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# Explanation

A **Polygraph**, popularly referred to as a **lie detector test,** is a device or procedure that measures and records several physiological indicators such as blood pressure, pulse, respiration, and skin conductivity while a person is asked and answers a series of questions.

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# IBPS SO Marketing Officer 2019




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