SN,CRSCODE,QUESTION,OPTION A,OPTION B,OPTION C,OPTION D,ANS,TMANO
1,MKT401,A firm employing a _____ is chiefly concerned with the quality of its own product.,product orientation,selling orientation,production orientation,marketing orientation,A,TMA3
2,MKT401,_____is not one of the characteristics of services,Separability,Intangibility,Perishability,Variability,A,TMA3
3,MKT401,_____is not part of the extended marketing mix,People,Process,Pricing,Physical evidence,C,TMA3
4,MKT401,Marketing Experts advise that Marketing planning should be done_____,once a year,through out the year,quaterly,anytime of the year,B,TMA3
5,MKT401,"In situation where organizations look beyond the immediate transaction to build trust and meet customers long term needs, this can results to _____",customer satisfaction,customer centric,customer focus,customer loyalty,D,TMA3
6,MKT401,"If Market segmentation must be employed as the marketing programs,_____ approach is to be avoided",pistol,double barrel,shotgun,rifle,C,TMA3
7,MKT401,_____functions as a high-level advisor on marketing strategy to the chief executive officer and the individual businesses.,Senior counselor,Growth Champion,Brand foreman,Growth facilitator,A,TMA3
8,MKT401,The consumer is involved in a little more thought than habitual purchase behaviour in_____,Habitual buying behaviour,Complex buying behaviour ,Extensive decision making behaviour,Varietal buying behaviour,D,TMA3
9,MKT401,_____affect decisions by giving a consumer a set frame of reference by which purchases are judged,Social influence,Habitual influence,Needs Influence,Political influence ,A,TMA3
10,MKT401,_____ basically motivates most habitual purchases,Personal influence,Needs influence,Psychological infuence,Cultural influence,B,TMA3
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