

IBPS SO Marketing Mains

Day 3

Which of the following is an example for product attribute?

- a. Product design
- b. Product packaging
- c. Brand
- d. Brand equity

The type of market where single seller dominates the entire market is referred to as –

- a. Perfect
- b. Imperfect
- c. Local
- d. Global

Ques 3. A marketer developing a brand name that is easy to pronounce would conduct:

- (A) An association test
- (B) A memory test
- (C) A preference test
- (D) A recall test

Ques 4. The process of building, maintaining and using customer database for the purpose of contacting and building customer relationships is known as

- a) Data warehousing
- b) Data mining
- c) Database Marketing
- d) None of the above

Ques 5. A company selling a wide range of products into diverse markets is called:

- a) Product based organization
- b) Matrix organization
- c) Market centered organization
- d) Functional organization

Ques 6. Marketers usually classify consumer products based upon Customer buying behavior into

a) Convenience products

b) Shopping Products

c) Specialty products

d) Unsought products

i) a,b and c

ii) b,c and d

iii) a,c and d

iv) a,b.c and d

Ques 7. Match the following . Types of consumer products

a) Convenience

1) Aggressive advertising and personal selling

b) Shopping

2) More carefully targeted Promotion

c) Specialty

3) Advertising and Personal selling

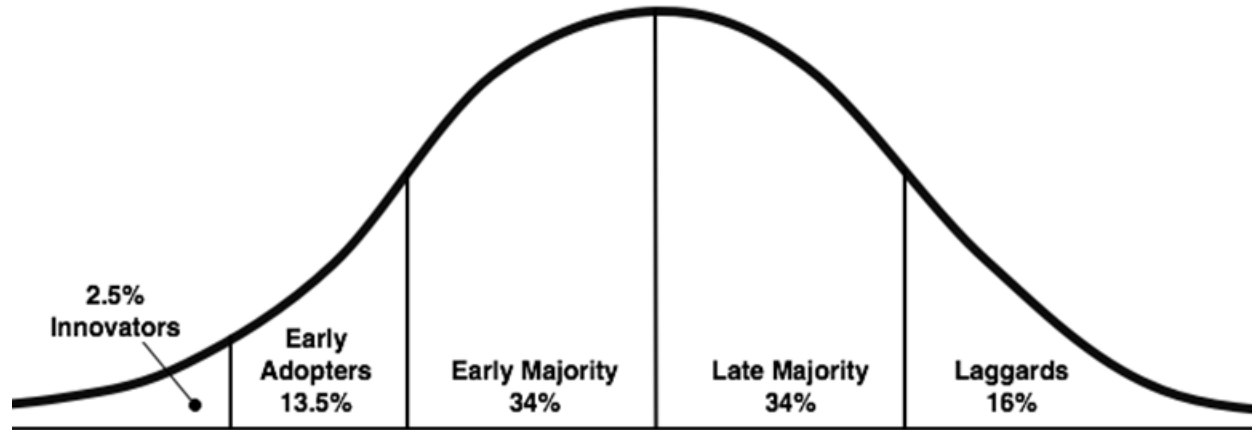
d) Unsought Choice

4) Mass Promotion

Ques 8. According to the diffusion of innovation theory the second group of new product adopters, representing 13.5% of the total market, are called

- a. Early majority
- b. Late majority
- c. Stars
- d. Early adopters

The diffusion of innovation theory



Source: Everett Rogers, Diffusion of innovations model

Ques 9. Facelift product replacement strategy is:

- a) A fundamental technology change, change of target market and the marketing mix.
- b) A modification of name, promotion, packaging and or distribution.
- c) The basic product is retained but other elements of the marketing mix and the target customers change.
- d) A minor change with little or no change to the rest of the marketing mix.

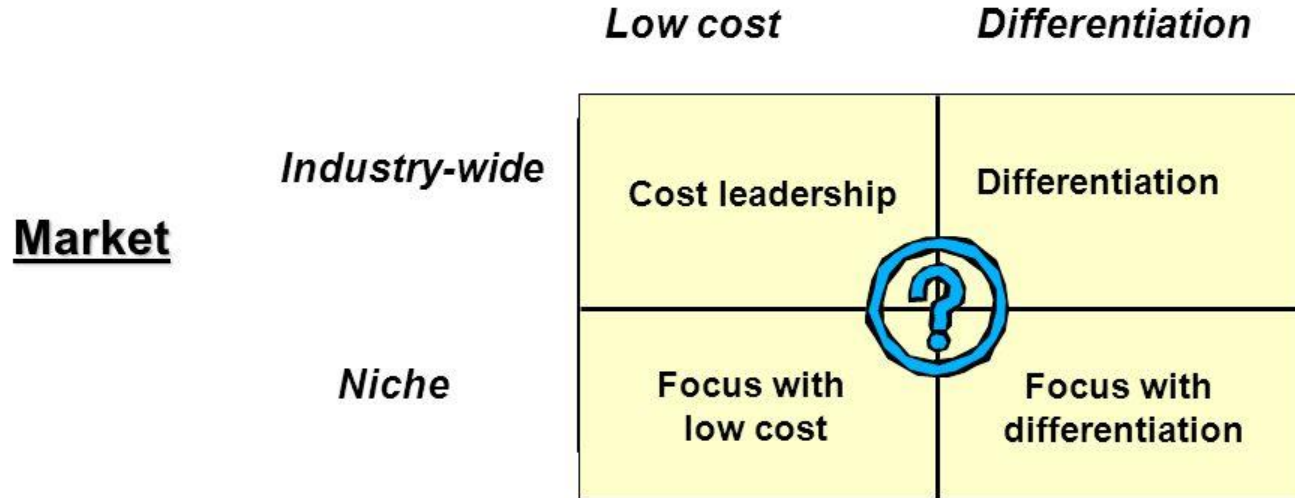


Ques 10. A firm practicing Niche marketing seeks to avoid competitors and pursues small market segments.

- a. True
- b. False

Competitive strategies by *Porter*

Types of competitive advantage



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