1. At what stage of the purchasing process do buyer in all baying situation equally active
    A. Problem Recognition
    B. Product Specification
    C. Supplier Search
    D. Supplier selection
2. The business buyer will ready to invite qualified suppliers to submit proposals once it pass
    A. General Need Description
    B. Supplier Search
    C. Product Specification
    D. Supplier Selection
3. One of the following is not true about segmentation
    A. There are simple ways to determine the best possible bases for segmenting markets
    B. allows companies to build relationships and loyalty in customers
    C. a company can use countless variables to segment its overall market
    D. it is a process of dividing a market into distinct groups of buyers

4. Which of the following activity should have to come first

    A. developing marketing mix strategies
    B. identifying and evaluating attractive marketing segments
    C. deciding as to how the firm will compete in the markets
    D. developing positioning strategies

5. One of the following is not organizational variable of the **micro-segmentation**
    A. purchasing policies
    B. customer experience stage
    C. customer interaction needs
    D. product innovativeness
6. When the firm chooses to offer its products to a number of diverse segments those who have different needs and wants
    A. Undifferentiated market selection
    B. Concentrated market selection
    C. Differentiated market selection
    D. Niche marketing

7. The introduction and growth stages are long but the maturity and decline period are short in_____ type of PLC
   A. A General Model of the Product Life Cycle
   B. Product Life-Cycle for High-tech Product
   C. Product Life-Cycle for Commodity Product
   D. Product Life-Cycle for Agricultural Product

8. To enter the new market is the marketing strategies of
   A. Growth stage
   B. Maturity stage
   C. Introduction stage
   D. Decline stage
9. When a product is tested internally within the organization what type of product testing is it?
   A. Alpha & Beta Testing
   B. Testing in dealer show rooms
   C. Alpha Testing
   D. Beta Testing
10. _____ consists of a manufacturer selling directly to the final customer.
   A. A one-level channel
   B. A three level channel
   C. A zero-level channel
   D. A two-level channel
11. A direct distribution approach is appropriate when

   A. The industrial buyers are widely dispersed
   B. The value of transaction or sales are low
   C. The manufacturer has limited resources
   D. The buyers are few in number
12. Which of the following middlemen are sometimes referred to as full function intermediaries.
   A. Manufacturers' representatives
   B. Commission merchants
   C. Industrial distributors
   D. Value-added resellers
13. It is an attribute which is expected by the buying committee when they search for industrial products except
   A. Product specific attribute
   B. Company related attribute
   C. Sales personal related attribute
   D. Price related attribute

14. One of the following **is not** considered as a pricing objective
    A. To prevent the competition
    B. To stabilize the market
    C. Maximum short term sales
    D. To avoid the competition
15. It is a type of discount that granted for the functions performed by the intermediaries.
    A. Trade discounts
    B. Quantity discounts
    C. Cash discount
    D. Professional discount
16. Which one of the following promotional mix is the most suitable mix for industrial market
    A. Sales promotion
    B. Personal selling
    C. Advertisement
    D. Publicity
17. One of the following is not a Reason why Industrial Customers prefer Distributors
    A. Customers know that distributors are more reliable in delivering them goods in less time and at a lesser price.
    B. The distributor try to maximizes their profit serving as many customers as possible
    C. The distributor stocks variety of products at one place that caters to all the requirements of the industrial buyers.
    D. The distributor offers credit facility to his reputed and credible buyers whenever they purchase from him.

18. Situational factor is a base of industrial market segmentation that Shapiro and Bonoma introduced. One of the following is not elements/variables of situational factors
    A. Size of Order
    B. Urgency of Order Fulfillment
    C. Product Application
    D. Nature of Products

19. Marketers must realize that not all segmentations are useful so they should have to select the best segment. When the marketer prefer the segments which are large and profitable enough to serve, selection made because the segments are
        A. Measurable
        B. Differentiable

C. Substantial
D. Accessible

20. The following conditions are reason for rapid growth of business services except
A. Innovations
B. Out Sourcing
C. E-Business
D. Growth of manufacturing employees

21. One of the following **is not** a reason to give Price Discounts and Allowances for customers
A. For early payment
B. For volume purchases
C. For off-season buying
D. For stabilize the market

22. The demand of cotton in the business market is mainly dependent on the demand of garment & cloths in the consumer market this is because of
    A. Demand of business market is derived
    B. Demand of business market is inelastic
    C. Buyers of business market are well informed
    D. Demand of business market is elastic
23. A company that marketing coffee has identified that coffee is most often consumed in the mornings. However, they would like to change this and make the drink acceptable during other time periods during the day. Which form of segmentation would they need to work with and establish a strategy reflective of their desire?

    A. Gender segmentation
    B. Benefit segmentation
    C. Occasion segmentation
    D. Age & lifecycle segmentation

24. ABC limited experiences the following with regard to one of its products: sales begin to decline as the market becomes saturated, and the product becomes obsolete. Unit costs may increase and the product is a loss maker. Identify the correct stage of the product life cycle that can be attributed to the above mentioned product.
    A. Growth stage
    B. Introductory stage
    C. Decline stage
    D. Maturity stage

25. When a truly innovative product is introduced to the market which does not have any substitute and which carries less price elasticity of demand, what will be the best pricing strategy a marketer could use
    A. Psychological pricing strategy
    B. Value based pricing strategy
    C. Market penetration pricing strategy
    D. Market skimming pricing strategy

26. At what stage of the new product development process will the organization assess the target market and all aspects of the marketing mix to be implemented?
    A. Idea generation
    B. Idea screening
    C. Marketing strategy development
    D. Test marketing

27. It is a consumer product or service with unique characteristics for which a significant group of buyers is willing to make a special purchase effort.

A. Shopping products
B. Unsought products
C. Specialty products
D. Convenient products

28. Which one of the following is the first stage of buyer decision making process

A. Evaluation of alternatives
B. Information search
C. Purchase decision
D. Need recognition

29. _____is an external factor that can affect the pricing decision of a company

A. Cost production
B. Marketing objectives
C. Marketing mix strategy
D. Competition

30. Which one of the following is part of advertising?

A. Lotteries
B. Exhibitions
C. Coupons
D. Broachers

31. Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor is

A. Sales promotion
B. Direct marketing
C. Advertising
D. Personal selling

32. _____ is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world.
    A. Perception
    B. Motivation
    C. Beliefs
    D. Attitude

33. Ford buyers were identified as independent, impulsive, masculine, alert to change, and self-confident while Chevrolet owners were conservative, thrifty, prestige-conscious. This describe segmentation of a market based on
    A. Usage status
    B. Life style
    C. Personality
    D. Value

34. Which one of the following refers the number of product lines the firm handles?
    A. Length of the product mix
    B. Consistency of the product mix
    C. Depth of the product mix
    D. Width of the product mix

35. Advertising qualities include all except
    A. Impersonality
    B. Pervasiveness
    C. Incentive
    D. Amplified expressiveness

36. Companies engaged in selling consumer goods spend more on

A. Advertising
B. personal selling
C. Sales promotion
D. Public relation

37. Competence, courtesy and reliability used to make
    A. Product differentiation
    B. Service differentiation
    C. Image differentiation
    D. Brand differentiation
38. The differentiation that a company develops should **not be**
    A. Important
    B. Unique
    C. Copied
    D. Superior
39. If you want to focus on the age group between 18 to 40 as a target market, this would be what type of market segmentation?
    A. Geographic
    B. Demographic
    C. Ageism
    D. Psychographic
40. One of the following is contribute a lot in supplementing advertisement and facilitating personal selling
    A. Sales promotion
    B. public relation
    C. Publicity
    D. Outdoor advertisement
41. Which one is an individual communication of information in contrast to the mass
    A. Sales promotion
    B. Publicity
    C. Personal selling
    D. Advertising
42. Which pricing method is bases itself largely on competitors' price than its own cost
    A. Value pricing
    B. Going rate pricing
    C. Perceived value pricing
    D. Psychological pricing

43. Which one of the following function **is not** involved under product mix
    A. Brand name
    B. Allowance
    C. Packaging
    D. Design
44. Which of the following is **NOT** an objective when companies set prices for their products?
    A. Take market leadership
    B. Indicate product quality
    C. Recoup research and development costs
    D. Encourage competitors to cut prices

45. The following are advantage of physical distribution except
    A. Improve customer service
    B. Create time utilities
    C. Increase distribution costs
    D. Create place utilities

46. Which advertising media **has no or minimum** wasted coverage
    A. Broadcast media
    B. Press advertising media
    C. Direct mail media
    D. Outdoor advertising media

47. A behavior that consumer exhibit to high involvement products when there are highly differentiated brands is
    A. Habitual buying behavior
    B. Complex buying behavior
    C. Variety seeking behavior
    D. Dissonance reducing behavior

48. A person who is influenced by a group in which he/she is not member but he/she would like to belong is known as
    A. Aspirational group
    B. Reference group
    C. Dissociative group
    D. Primary group

49. Under the categories of public, Workers, manager and the board of directors of an organization include under

A. Media public
B. Government publics
C. Citizen action public
D. Internal public

50. One of the following **is not** micro environment
A. Public
B. Technology
C. Competitors
D. Marketing intermediaries

51. Which one of the following **is not** direct marketing?
A. Catalogs
B. Electronic shopping
C. Mailing
D. Events

52. The person who has something to share and responsible for the message is
A. Message format
B. Message structure
C. Message source
D. Message content

53. One of the following is different from the other
A. Observation method
B. Interview
C. Qualitative analysis
D. Structure questionnaire

54. _____ is a plan of collecting and analyzing data in an economic, efficient and relevant manner.
A. Sample design
B. Research proposal
C. Research design
D. Methodology of the study

55. Which one of the following **is** an advantage of census?
A. Reliability
B. Time saving

C. Convenience
D. Cost efficient

56. It is the list of elements from which the sample is drawn
A. Sampling Frame
B. Sample
C. Sample design
D. Population

57. One of the following **is not** among the importance of Research
A. To make sound decision
B. To discover new fact or knowledge
C. To solve business problem
D. To discover a problem

58. One of the following **is not** correct in selecting research problem
A. Controversial subject should not become the choice of an average researcher.
B. Too narrow or too vague problems should be avoided.
C. The subject selected for research should be novel
D. The selection of a problem must be preceded by a preliminary study.

59. One of the following **is false** about telephone interview
A. Telephone interview is flexible compared to mailing method
B. Telephone interview is faster than other method
C. Telephone interview is relatively cheaper than personal interview
D. Telephone interview is cheaper than other method

60. which one of the following **is not** quantitative research
A. Inferential research
B. Experimental research
C. exploratory research
D. explanatory research

61. Which one of the following is the limitation of mail questionnaires

A. It is highly flexible
B. High rate of return
C. It can be used only for literate respondents
D. Inconvenience for respondents

62. One of the following is not a primary method of data collection
A. Observation method
B. Interview
C. Questionnaires

D. Reports

63. _____ is a characteristic of a sample.
   A. Population
   B. Sampling
   C. Parameter
   D. Statistic

64. Which system provide quick responses for problems and opportunities that may arise during operation of promotional activities is
   A. In-house agency with centralized system
   B. Centralized system
   C. Decentralized system
   D. In-house agency with decentralized system

65. One of the following **is not** considered as challenge for direct marketing
   A. Skewed user demographics
   B. Chaos and clutter
   C. Audience sizing
   D. Ethical concerns

66. _____refers to the number of potential audience that might receive the message through a vehicle.
   A. Medium
   B. Reach
   C. Coverage
   D. frequency

67. A sales promotion tools which provide extra value as well as more products for the money is
   A. Sweepstakes
   B. Bonus Packs
   C. Price-Off Deals
   D. Coupon

68. One of the following is a limitation that all type of advertising media face in common
   A. Lack of selectivity
   B. Clutter
   C. Short life span
   D. Fragmentation

69. TV as an advertising media is wining increasing importance because of its

A. Strong selectivity
B. Relative cost from radio advertising
C. Creativity ,captivity , impact, and coverage
D. Less clutter

70. Among the following media one is known by its ability of extensive penetration where audiences are located:

A. Magazines
B. Radio
C. Television
D. Newspapers

71. One among the following different from the others.

A. Couponing
B. Free premiums
C. Slotting allowances
D. Bonus-packs

72. _____ is the guide for media selection.

A. Media planning
B. Media vehicle
C. Media plan
D. **Frequency**

73. Which one of the following compensation mechanism imposes relatively greater responsibility on agency and stimulates it more in order to attain client's objective and generate more revenue?

A. Incentive -based compensation
B. Commissions from media
C. Cost -plus agreement
D. Fee arrangement

74. Organization which wants arousing consumers mood while communicating about their offering prefers:

A. Radio from TV
B. TV from radio
C. Newspaper from magazine
D. Magazine from TV

75. Which type of advertisement portrays a problem or conflict that consumers might face in their daily lives?
A. Slice of life
B. Humor
C. Testimonial
D. Technical evidence

76. An appeals that based on the psychological states or feelings directed to the self as well as those with a more social orientation is
A. Informational appeal
B. Rational Appeals
C. Emotional appeal
D. Formal appeal

77. An advertising execution designed to illustrate the key advantages of the product/service by showing it in actual use or in some staged situation is
A. Animation
B. Demonstration
C. Testimonial
D. Comparison

78. One of the following **is not** considered as Advantages of Magazines
A. Reproduction Quality
B. Creative Flexibility
C. Permanence
D. Captivity and Attention

79. _____is a step that transforms the idea or information into a form that can be transmitted
A. Encoding
B. Decoding
C. Communication
D. Argument

80. In communication process, the response is
    A. Feedback for the receiver
    B. The message the source send to the receiver
    C. The way the receiver responding to the message he/she received from source
    D. The way the source responding to the message

81. One of the following **is a** facilitative middlemen
    A. Retailers
    B. Transport Agency
    C. Commission Agents
    D. Wholesalers

82. A market in which there are more than two but still a few sellers of a commodity is termed as
    A. Monopoly Market
    B. Duopoly Market
    C. Oligopoly Market
    D. Perfect Markets

83. These are bred for egg production.
    A. Dual purpose birds
    B. Lightweight birds
    C. Hybrid broilers
    D. pure chicken breeds

84. Where an already successful brand name is used to launch new or modified products we call it
    A. Brand extension
    B. Brand equity
    C. Multi branding
    D. Branding decisions

85. One of the following is not categories under livestock assemblers and assembling institutions

    A. Farmers
    B. Rural consumers
    C. Commissioning agents

D. Meat packers

86. Which type of birds are often recommended for farmers who is new to poultry keeping

A. Hybrid broilers
B. Dual purpose birds
C. Lightweight birds
D. pure chicken breeds

87. one of the following cannot determine the weight of a poultry carcass

A. Breed
B. Sex
C. Age
D. Color

88. The quality of poultry meat is greatly affected by

A. Good methods of production
B. Balanced feed used
C. High protein and energy sources used
D. Overcrowding and a lack of veterinary care

89. a type of risk that caused due to fire, flood, earthquake, rodents, pests, excessive moisture or temperature categories under

A. Physical risk
B. Chemical risk
C. Price risk
D. Institutional risks

90. Which of the following is a not characteristic of agricultural production

A. Perish ability of the Product
B. Seasonality of Production
C. Have no risk natural disaster

D. Labor intensive

91. One of the following is not a proactive stimuli to go international

A. Profit advantage
B. Technological advantages
C. Economies of scale
D. Excess capacity

92. Which one of the following is not the advantages of licensor

A. Capital investment or knowledge or marketing strength is not required.
B. Royalty income provides additional return on research and development investments already incurred.
C. Reduces the risk of R&D failures
D. Getting the right to use trademark or brand name at the cost of royalty

93. Of the following one is not considered as domestic market

A. One language, one nation, one culture
B. One nation, one culture
C. No problems of exchange controls, tariff
D. Apply multicurrency

94. International Markets **is not**

A. Many languages, many nations, many cultures
B. Markets are diverse and fragmented
C. Single nation
D. Exchange controls and tariffs normal obstacles

95. One of the following is not among barriers to international marketing

A. Tariff
B. Import quota
C. Unstable governments
D. Incentives

96. when a firm has permanent productive capacity devoted to the production of goods to be marketed in foreign markets we call it

A. No Direct Foreign Marketing
B. Infrequent Foreign Marketing
C. Regular Foreign Marketing
D. International Marketing

97. All are part of Micro environment except

A. Suppliers
B. Various market intermediaries

C. Natural resources
D. Marketing research agencies

98. ____is the risk of a change in government policy that would adversely impact a company's ability to operate effectively and profitably in international market.
A. Market access risk
B. Political risk
C. Foreign exchange risk
D. Country infrastructure risk

99. A type of arrangement between two or more organizations in which Partners share assets, risks, and profits, though equality of partners is not necessary is
A. Foreign Direct Investment
B. Joint ventures
C. Strategic alliances
D. Management contract

100. A type of product that are offered in multinational, regional markets.

A. Local products
B. National Products
C. International Products
D. Global Products