mkt108 tma4 List of Questions

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Q1 _____ is concerned with setting certain standards / levels to accomplish the produced goods.

- Standardization and grading
- Product development and planning
- Adaptation
- All of the above

Q2 Product _____is also part of product development which focuses on the functional aspects of the product and on consumer acceptance.

- testing
- test
- tested
- examing

Q3 The benefit of marketing segmentation is that it leads to more satisfying marketing_____

- Performance
- Results
- Identification
- Sales

Q4 _____ marketing plan is the master blueprint for a year's marketing activity for a specified organizational division or major product.

- Annual
- Manual
- Techniques
- Project

Q5 The _____ concept rests on four main pillars

- marketing
- Selling
- buyer
- enterprenurs

Q6 Kotler (1984) states that for exchange to take place, it must satisfy conditions

- three
- four

- five
- six

Q7 Monitoring environmental changes helps discover emerging opportunities such as growth _____ and unfilled market needs.

- Markets
- Development
- Building
- None of the above

Q8 _____ marketing planning in an organization leads to the preparation of an annual marketing plan

- Techniques
- Strategic
- Methods
- Structure

Q9 _____ of production refers to the sourcing of goods and services from locations

- Globalization
- Outsourcing
- Subcontracting
- All of the above

Q10 .....promotes a customer's information in political, social and economics affairs internationally

- Environmental scanning
- scanning
- environment
- none of the above

Q11 _____ can be described as the route through which goods and services pass through tp the final consumers.

- Channel
- Strategies
- Process
- Policy

Q12 One major objective of international research is to discover new .....opportunities.

- local market

- foreign market
- national market
- market

Q13 Research is necessary but a lot of……. are reluctant to engage in international research

- investors
- managers
- entrepreneurs
- researchers

Q14 One of the most dramatic forces shaping people's lives is _____

- technology.
- techniques
- power
- skills

Q15 _____ decisions are strongly affected by developments in the political and legal environment.

- Marketing
- market
- markets
- place

Q16 Marketing research is the first step taken by any ……. before investing his money in business

- Business
- Business man
- Investor
- investment

Q17 A product provides a bundle of satisfaction that the consumer derives from the product itself, along with its promotion, distribution, and price.

- Strongly agree
- Agree
- Disagree
- Strongly disagree

Q18 Channel of distribution can be grouped into ___ categories.

- One
- Four

- Three
- Two

Q19 For exchange to take place, Kotler (1984), lists conditions that must be satisfied

- two
- three
- four
- five

Q20 Marketing evolves from this last approach to acquiring products i.e. _____.

- price
- Sales
- cost
- exchange