1 _____is a lyric or melody produced to promote a particular brand, being one of the brand elements it helps to create brand recall.

a.URL

b. Package

O c. Signage

d. Jingle

2 Macro segmentation involves dividing the business market into subgroups based on the following factors EXCEPT:

a. Ultimate consumers b. The size of buying units

c. Type of industry d. Location

3 Assume you are manufacture of closing shopping good whi h method of distrubiton would you use?

a)direct distrubiton. b)intensive

c)selective d)exclusive

4 In pricing, the firm considers only the marginal or incremental cost producing goods to be sold in foreign market.

a. Full cost b. Foreign cost

c. Variable cost d. Fixed cost

5 Researchers must base their judgment on facts, not on preconceived notions or intuition, if their work is to be scientific. This is referred as

a. Reliability of the participants b. Accuracy of measurement

c. Objectivity of the Researcher d. Objectivity of the instrument

6 According to Robinson, Faris, and Wind buy- grid,in which type of buy-class are there repeat purchases of products or services which are triggered automatically when existing stocks reach a certain level as in the case of office supplies.

a.New-task. b. Modified-re-buy

c. First time purchase d. Straight-re buy

7 Which of the following criteria requires that the market should be sufficiently large in size and have future potential for selection of a target market?

a. Compatible b. Accessible

C.Substantial d. Measurable

8 Chinese and Indian restaurants in Addis Ababa can be cited as good examples of:

a. Niche markets b. Segment markets C. Individual markets d. Mass markets

9 The difference between brand recognition and brand recall is that:

a. Brand recognition is remembering the brand when it is presented whereas brand recall is retrieving the brand from memory when it is not presented

b. Brand recall applies for less important purchase whereas brand recognition is applicable for more important purchases

c. Brand recall is remembering the brand when it is presented whereas brand recognition is retrieving the brand from memory when it is not presented

d. Brand recognition is important for online purchases whereas brand recall is predominantly applicable for in store purchases

10 Which of the following is an outside firm in the promotion industry that specializes in the creation, production and /or placement of the communications message and that may provide other services that facilitate the marketing and promotions process?

a. Collateral services b. The advertiser or client

c. Advertising agencies d. Media organizations

11Which of the following stage is the first stage in the evaluation of sales force

a. Setting performance standard for the accounts

b. Setting performance standard for the company

c. Setting sales force profit contribution

d. Setting performance standard for the salesperson

12 Which advertising objectives is to be achieved when an electronic advertisement is produced and broadcasted for the purpose of making consumers well understood about the existence of the brand in the market?

a. Comprehension b. Action

C. Awareness d. Conviction

13 Strategic choices entities bathine the following statements and identify the one having the three sus right?

a Generatim of strategic option, exaluation of the options and examining the endonment

b Generation of strategic options, evaluation of the option and selecting the right strategy

c Identifying operational problem, suggesting and selecting the right strategy

d Generation of strategic options randomly selecting the night strategy at evaluating the feedback Cear

14 Determine the factor that has little or no impact in deciding the right channel strategy for international market distribution.

a. Currency devaluation b. Channel control

c. Capital requirement d. Market coverage

15 The process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world is referred as:

a.Motivation b. Learning c. Perception d. Attitude

16 If you are hired in a car assembly firm and required to advise the most suitable channel structure which one do you advise?

a. Horizontal distribution. b. Exclusive distribution

c. Intensive distribution d. Vertical distribution

17 According to the zone of tolerance service model, the level of service that represents the "minimum tolerable expectation" that the customer will accept is:

a. Adequate service b. Desired service

c. Enduring service d. Transitory service

18 In the agricultural or food marketing system, maximum price and unlimited quantities represent the interest of:

a. Traders and retailers b. Consumers

C. Manufacturers d. Farmers

19 Marketers must be careful to set the right level of expectations. What is the danger of setting too low expectations?

a. They may not satisfy buyers b. They may disappoint loyal buyers

c. They may dissatisfy customers d. They may fail to attract enough buyers

20 As a result of component of attitude, customers develop positive feeling towards a given brand and would incline towards buying the same.

a. Alternative b. Cognitive

c. Affective d. Conative

21 A type of direct marketing technique with a message in a traditional mass medium that asks the reader, viewer, or listener to respond directly to the sender to ask for further information or to buy a product.

a. Direct mail b. Direct response advertising

C. Personal selling d. Telemarketing

22 If you want to measure the variable gender you would use

a. Interval scale. b. Nominal scale

C.Ordinal scale d. Ratio scale

23 A firm choosing to serve a particular sub segment of the market by customizing its offer to meet their specific demand is employing strategy.

a. Differentiation b. Diversification

C. Focus d. Cost leadership

24 When quality score of your (Google) paid advertisement improves, then

a. Cost per click will decrease

b. Cost per click will increase proportionately

C. Cost per click will increase at acompounding rate

d. Cost per click will increase at an increasing rate

25 This approach uses a wide to narrow or general- to-specific flow of questions that places inquiries at the beginning of a topic on the questionnaire that are general in nature, and those requiring more specific and detailed responses later on.

a. The work approach b. The method approach

c. The sections approach d. The funnel approach

26 Find the mismatch in the marketing environment

a.Culture-customs b. Legal- creative distraction

c. Economy-inflation d. Technology- innovation

27 These are some of the ethical, social, and political issues raised in E-commerce except

a. Information rights b. Public safety and welfare

c. Property rights d. Family right

28 Related to service delivery, airlines can use service providers such as agents or third parties to perform any of the following functions EXCEPT:

a Reservation b. Payment c.Consumption d. Carryout information

30 Following are the essential requirements for safe e-payments/transactions except

a. Confidentiality b. Incredibility. c. Auditability d. Authenticity

31 If a product is technically complex, the manufacturer should sell

a. Directly to its user b. Through a wholesaler

c. Through a retailer d. Indirectly to a user

32 Which of the following is the demand for a business product that is linked to the demand for consumer goods

a. Derived demand b. Joint demand

C. Direct demand d. Inelastic demand

33 In which of the following fresh milk marketing functions, a quality grading test is conducted to detect any adulteration of the milk like the adding or skimming of fat?

a. Lactometer reading b. Butterfat

c. Organoleptic test d. Resazurin test

34 The process consumers go through to translate sensory inputs into sensory identification of a particular stimulus is

a. Perceptual categorization b. Perceptual conceptualization

c. Perceptual inference d. Perceptual organization

35 of the following describes the weakness associated with time series analysis?

a. It treats sales only as a function of units sold b. It treats sales only as a function of time

C. It treats sales only as a function of cost d. It treats sales only as a function ofprice

36 One of the following is not modes of electronic payments

a. Check Card b. Debit Card

c. Credit Card d. Electronic Fund Transfer

37 A minimal difference that can be detected between two similar stimuli is considered as Just Noticeable Difference / JND. Which of the following is a good explanation for JND?

a.A marketer introducing dynamic product improvement

b. A marketer abruptly moving into a new product line

C. A marketer gradually and slightly increasing prices

d. A marketer keeping the brand elements static

38 Which is true about breakeven point

a. It is a point where total cost equals total revenue

b. It is a point where the firm achieves highest sales

c. It is a point where the firm maximizes profit

d. It is a point where the firm can survive for long term

39 Which of the following products is liked by customers who are fixated at Oral stage according to Sigmund Fraud's theory of personality?

a.Horror movies b. Powerful cars

c. Comfortable sofa d. Chewing gum

40 Identify the mismatch among the marketing environment

a. Micro environment- customers

b. Macro environment-economy

c. Macro environment-competitors

d. Micro environment- suppliers

41 Companies facing price competition in foreign markets adopt different strategies to lower the prices of their products in foreign markets. Which one of the following is NOT among the strategies?

a. Exporting in big containers and repackaging to small containers

b. Exporting in parts / unassembled

c. Lower cost of goods

d. Increase the number of middle men

42 involves a situation in the marketing environment if not resolved would prohibits implementation of the strategy.

a. Strategic problem b. Synergy

c. Strategic choice d. Strategic dilemma

43 If a marketer is putting its advertisement for its coffee brand after the morning news on radio stating "Drinking coffee is the right way to start the day" assuming to create the learning effect on customers that makes them to seek coffee every time they hear the news. It is applying theory.

a. Classical conditioning b. Observational learning

c. Instrumental conditioning d. Cognitive learning

44 Global marketers adopt various strategies to minimize political risks while operating in foreign markets. If a firm is challenged with negative attitudes towards foreign brands which strategy you would advise them to apply?

a. Being engaged in foreign country's internal affairs

b. Observation of political moods and increasing exposure

c. Hiring foreigners

d. Sharing ownership with locals

45 The steps and activities that the contact employee performs that are visible to the customer such as the initial interview, intermediate meetings, and final delivery of legal documents by an attorney refers to:

a. "Onstage" contact employee actions

b. "Back stage" contact employee actions

c. Support processes

d. Customer actions

46 Which of the following is NOT an advantage of TV advertisement?

a. Mass coverage b. Segmentation potential

c. High reach d. Impact of sight, sound and motion

47 _refers to the actual physical movement of the product from the manufacturer through all of the parties who take physical possession of the product, from its point of production to final consumer

a. Negotiation flow b. The product flow

c. Ownership flow d. Information flow

49 In which of the following livestock and meat marketing functions, unlike all other sectors of the food and agriculture industry, there is a process of disassembling which is a reverse manufacturing process adding form utility to livestock products?

a. Grading of livestock and carcasses b. Livestock and meat processing

c. Assembly of livestock and meat d. Livestock and meat consumption

50 Identify the accurate match regarding risks in international marketing

a. Operation risk-terrorism b. Transfer risk- social unrest

C, Ownership risk- cyber terrorism d. General instability risk- violence

51 Insurance brands are good examples of brands customers prefer looking for:

a. Feeling of security b. Feeling of warmth

c. Feeling of self-respect d. Feeling of excitement

52 visually displays the service by simultaneously depicting the process of service delivery, the points of customers contact, the roles of customers and employees, and the visible elements of the service.

a. Service blueprint b. Service shop

c. Service recovery d. Service procedure

53 Which of the following statement is true?

a. Generally, as the number of warehouses increase in or near a market area, stock out costs decrease.

b. Because products in a company's inventory are equally important (in terms of sales, cost, etc.) the level of attention they receive should be the same to ensure the greatest pay back

c. Generally, as the number of warehouses increase in or near a market area, transportation costs increase.

d. Inventory cost and carrying cost are directly related, i.e., as one increases the other also increases

54:Pretrial beliefs that a consumer has about the performance of a service that are used as the standard or reference against which service performance is judgeD.

a. Customer satisfaction b. Customer expectation

C.Customer perception d. Customer impression

55 A firm opts to choose cost leadership strategy under which of the following situations:

a. When the company is selling innovative product

b. When the firm can achieve economies of scale

c. When the market is price inelastic

d. When the firm is offering highly differentiated product

56 Which of the following market participants have an underlying risk exposure with the commodity and take an equal and opposite position in the cash market and futures market for the purpose of risk management?

a. Hedgers b. Dealers c. Speculators d. Arbitragers

57 The source of power refers to the capacity of one channel member to reward another if the latter conforms to the influence of the former.

a. Reward Power b. Coercive power c. legitimate power d. Referent power

58 As a manger of a company selling products through its website, if you aim to increase the effectiveness of your paid Search advertising, which of the following factor is least important in your decision

a. Website architecture b. Relevance of key words you pay for

c. Relevance of the advertisement displayed d. Pay-per click

59 Observing behavior as it occurs is called

a. Human observation b. Direct observation

C Metered observation d. Undisguised observation

60 Assume that Company 'Y' assembles the first c its kind electric car with a brand name "Hasset" Its news release on TV referring the press conference held by the public relation about the assembly of the new electric car. This is known as

a. Company Publications b. Institutional Advertising

c. Sponsorships d. Publicity

61 The last stage of the new product development process is:

a. Market assessment. b. Idea generation

c. Product launch d. Idea screening

62 Which one of the followings is done in the post purchase stage of consumer decision making process?

a. Alternative evaluation b. Problem recognition

c. Consumption d. Information search

63 In brand pyramid, the foundation which addres the question of " who are you?" is:

a. Brand salience b. Brand judgment

c. Brand response d. Brand feeling

64 Which of the following types of merchant intermediary is involved in the distribution of business products and provides a great deal of technical information and selling functions along with the product

a. Full-service wholesalers b. The specialty wholesaler

c. Limited-function wholesalers d. The single-line wholesaler

65 A type of service encounter which occurs without any direct human contact such as when a customer interacts with a bank through the ATM system or online airline ticketing system:

a. Interpersonal encounters b. Phone encounters

c. Remote encounters d. Face-to-face encounters

66 Which of the following stages in the new business product development stage determines new ideas that merit a detailed study as to potential feasibility with greater likelihood of succeeding in the market place

a. Screening and evaluation b. Business analysis

c. Idea and concept generation d. Product testing

67 Which one of the following is an advantage of qualitative forecasting method?

a. Exposed to Bias b. Flexibility

c. Errors in Judgment d. Unexpected Changes

68 Which of the following is correct?

a. In traditional marketing, communication is always bidirectional

b. In digital marketing, communication is always unidirectional

c. Digital marketing is always best for reaching local audience

d. In traditional marketing, campaigning takes more time for designing, preparing, and launching

69 Which of the following grain marketing system accurately describes products in a uniform and meaningful manner?

a. Grading of grains b. Bulk storage c. Grain processing d. Grain storage

70 One of the followings is NOT the advantage of exporting.

a. Easy to exit when things go wrong b. Helps to achieve location economies

C Does not require huge capital on fixed asset

d. Can be done by assigning an agent in the host country

71 The stage in the evolution of selling that most closely resembles the type of professional selling most commonly encountered today is known as

a. Tactical selling b. Strategic Selling c. Consultative selling d. Systems selling

72 Agricultural products are usually exposed to the challenge of expensive transportation and storage facilities due to

a. Perishability of the Product b. Seasonality of Production

c. Bulkiness of Products d. Irregularity Supply of Products

73 A type of sales manager style that focuses on giving orders, assigning tasks, and strictly monitoring the sales team's progress is

a. Coaching b. Participative c. Directive d. Supportive

74 A short phrase or strong word used to communicate persuasive message about a brand is:

a. Brand name b. Brand profile

c. Brand slogan d. Brand description

75 One of the followings is not among the factors considered in Michael Porter's five forces model to measure market attractiveness

a. Intensity of competition. b. Bargaining power of sellers

c. Bargaining power of buyer d. Bargaining power of suppliers

76 The cognitive ability to see the organization as a whole and the relationship among its parts is

a. interpersonal skill b. communication Skills

c. Conceptual Skills d. Technical Skills

77 Reliability is

a. Concerned with whether we measure the right construct

b. A test of how consistently a measuring instrument measures whatever concept it is measuring

c. A test of how well an instrument that is developed measures the particular concept it is intended to measure

d. Concerned with whether we measure the right concept

78 A type of market segmentation which divides buyers into different groups based on social class, lifestyle, or personality characteristics:

a. Geographic segmentation b. Demographic segmentation

c. Psychographic segmentation d. Behavioural segmentation

79 Which of the following features of effective advertising is intended to be achieved when an advertisement uses decorative attractive female models or public celebrities simply to get consumers to notice their messages?

a. Memorability b. Awareness

c. Persuasion d. Grabbing attention

80 The research process does

a Involve conducting the research in an iterative manner

b. Involve conducting each and every step involved

c. Involve conducting the research in a linear in fashion

d. Not start with identifying a need or problem

81 When firms are using established brand name to introduce new products they are engaged in:

a. Brand image b. Rebranding

c. Brand extension d. Brand positioning

82 Researchers must base their judgment on facts, not on preconceived notions or intuition, if their work is to be scientific. This is referred as

a. Reliability of the participants b. Accuracy of measurement

c. Objectivity of the Researcher d. Objectivity of the instrument

83 While analyzing brand association if we are asking subjects 'what comes first in your mind when a brand is mentioned' we are applying _____ method/technique.

a. Experimental b. Projective

c. Free association d. Positioning

84 When the research objective is to determine causality, to make "if-then" statements, researchers employ

A Observation research b. Introductory research

c. Statistical research d. Causal research

85 According to Roger Schmenner's service process matrix model, a category of service that provides a standardized service with high capital investment and low degree of interaction and customization such as airlines is known as

a. Service shop b. Mass service c. Professional service d. Service factory

86 Since strategic management involves longer time horizon we need to make to conduct periodic evaluation and take appropriate corrective actions on time. in orde

a Environmental scanning. b. Strategic review

c. Customer analysis d. Regret analysis

87 Identify the incorrect statement from the list below

a A marketing channel includes only those participants who perform the negotiatory functions of buying, selling, and transferring title

b. Those who do not perform the buying selling and transferring title function are not members of the channel structure

C Firms which belong to the ancillary structure perform the buying selling and transferring title function

d. The ancillary structure includes the group of institutions (facilitating agencies) that assists channel members in performing distribution task

88 Products such as apparels, furniture, jewellery, and men's shoes for which customers usually wish to compare quality, price and style in several stores before purchasing.

a. Shopping goods b. Convenience goods

c. Unsought goods d. Specialty goods.

89_____ is part of packaging that consists of printed information appearing on the package.

a. Branding b. Product assortment c. Packaging d. Labelling

90 is the process of removing intermediaries and replacing them with direct channel.

a. Reintermediation b. Misintermidiation

c. Cointermidiation d. Disintermediation

91 The most basic concept underlying marketing is

a. Balancing cost and benefit b. The human need

c. Reducing cost d. Increasing profit

92 A type of advertisement that helps people to refer to it to find out how to buy a product or service.

a. Directory Advertising b. Direct Response Advertising

c. Retail Advertising d. Brand Advertising

93 If the core competence of the international marketer is managerial expertise and the host country does not allow FDI (Foreign Direct Investment) the most suitable market entry mode would be:

a. Joint venture b. Acquisition

c. Turnkey project d. Management contract

94 This involves identifying new, emerging opportunities, and then building plans to take full advantage of them while examining individual activities and assesses the strengt of their contribution to company success.

a. Rolling budgets b. Activity based budgeting

c. Strategic budgeting d. Zero based budgeting

95 Local content laws are economic risks facing international marketers. Which is TRUE about local content law?

a. Host government prohibits international companies not to use local inputs in their products

b. Host governments demand a certain percentage of the products produced by international marketers should have local inputs

C Host governments demand a certain percentage of shares of foreign companies should belong to locals

d. Host governments demand foreign companies to bring all their resources from their home country

96 Which of the following does not belong to the advanced step in the professional selling process?

a. Sales Presentation and Demonstration

b. Negotiating Resistance Or Objections

c. Confirming and Closing the Sale

d. Approaching the prospect

97 The disadvantage of using person administered survey does NOT include

a. Respondents may refuse to return the survey at all

b. Less respondent control

c. Respondents may not respond in a timely manner

d. Respondents may not complete the survey