



MARKETING APTITUDE



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!!! MARKETING APTITUDE !!!

- 1) Market _____ are large identifiable groups within the market.
Ans. Segments groups
- 2) Slow skimming strategy consists of launching the new product at a _____ price and _____ promotion.
Ans. High, Low
- 3) The Variable used to segment the market is/are.
Ans. Purchasing Power, Geographical location and buying attitudes
- 4) Rapid skimming strategy consists of launching the new product at a _____ price and a _____ promotion level.
Ans. High, high
- 5) Hindustan Lever Ltd. Who is manufacturing variety of toilet soap is probably segmenting the market on the basis of.
Ans. Income of Customer
- 6) Lifecycle may take _____ of the following.
Ans. 'S' shaped' Cycle-recycle and Scalloped
- 7) Consumers who are loyal to two of three brands are called.
Ans. Split loyal
- 8) Brain storming technique was developed by.
Ans. Alex Osborn
- 9) The first idea pruning stage is called
Ans. Screening
- 10) Which is the most expensive stage in the new product development process?
Ans. Commercialization
- 11) The requirement for effective segmentation should have except.
Ans. Rationality
- 12) The firm might ignore market segment differences and go after the whole market, with one market offer, it is called.
Ans. Undifferentiated marketing
- 13) An example of undifferentiated marketing is observable in.
Ans. Coco-Cola Company
- 14) When a firm operates in several market segments and designs different Programmes for each segment. It is called
Ans. Differentiate marketing
- 15) New products that create an entirely new market is called
Ans. New to the world products
- 16) Existing product that are targeted to new markets or market segments is called
Ans. Repositioning

17) The most sophisticated tool for managing the innovation process is the
Ans. Stage gate system

18) The creative technique that begins with a very broad problem definition and eventually works down to a specific problem needing a solution is called
Ans. Synaptic

19) Adopters of new products move through the following five stages. Find their correct sequence.
Ans. Awareness, interest, evaluation, trial adoption

20) People differ markedly in their readiness to try new product. The degree to which an individual is relatively earlier in adopting new ideas than the other member of his social system is called.
Ans. Innovators

21) _____ plays a major role in the adoption of new products.
Ans. Personal influence

22) The parent concept theory of product life cycle is.
Ans. Demand/ Technology life cycle

23) The correct sequences in product life cycle are.
Ans. Introduction, Growth, Maturity, Decline

24) _____ is not stages in demand life cycle.
Ans. Constant growth

25) Profits improve substantially during the _____ stage of product life cycle.
Ans. Growth

26) The basic unit of exchange is called.
Ans. Transaction

27) Which is a part of the Macro Environment?
Ans. Demography

28) Which department of a company is responsible for demand forecasting of sales
Ans. Marketing

29) Marketing refers to
Ans. Understanding the needs of consumers and delivering them

30) Presently which stage of 'Human Resource Management' is in process?
Ans. HRM phase II

31) Are Conventions and Seminars a indirect method of recruitment
Ans. No

32) Who had given the 14 general principles of management
Ans. Henry Fayol

33) Who is known as the father of 'Industrial Psychology'?
Ans. Hugo Muntseber

34) 'Need Hierarchy Theory' was propounded by
Ans. Abraham Maslow

35) Which is not a theory of Motivation?
Ans. Interaction Theory

36) The ultimate users of the Marketing Information System are
Ans. The decision makers in the firm

37) Marketing management includes
Ans. Analyzing, Planning and Implementing and control

38) Product concept holds that consumers will favor those products that offer
Ans. Quality, Performance and Innovative features

39) The task of creating strong customer loyalty is called
Ans. Relationship marketing

40) The element that is part of a company's product decision is
Ans. Product features, Packaging and Branding

41) What is a Patent?
Ans. An intangible asset, A legal right, Base of discovery and development, monopoly right

42) What are the elements of an effective package?
Ans. Rememberable, Interesting, Secure, Attracting

43) The consideration which we get by transferring the right of utilizing the Patent, this is called -
Ans. Royalty

44) What is true about Patent Right?
Ans. Can be transferred

45) What is the principle of selection of target marketing?
Ans. Goods of an organization, Resources of organization, Product differentiation.

46) Primary data is generally collected through
Ans. Survey

47) Which is very difficult to change
Ans. Company's culture

48) Which is a determinant of purchasing power
Ans. Current income, Credit available and Debt

49) Primary group includes
Ans. Family, Friend and Neighbours

50) Consumers who are loyal to two or three brands are called
Ans. Split loyal

51) The first idea pruning stage is called
Ans. Screening

52) Best stage to introduce new product is...

Ans. Maturity

53) A company's product mix will have a

Ans. Length, Width and Depth and Consistency

54) Who of the following are communication code maker in marketing of banking services ?

Ans. Banker

55) Personal sale is _____

Ans. Direct

56) Which of the following is more important in Banking services ?

Ans. Customer satisfaction, Customer service

57) For customer oriented companies, customer satisfaction is -----

Ans. Target, Marketing-tool

58) "For 80%" Business of any company only 20% customer can be responsible" this principle is given by -----

Ans. Paroto

59) What is included in integrative growth ?

Ans. Back ward Integration, Forward Integration, Horizontal Integration.

60) Primary marketing research is

Ans. That is done directly for the purpose of the research objective

61) When the market is limited in size most of the market is aware of the product; buyers are willing to pay a high price; and potential competition is not eminent. In this situation the best strategy is

Ans. Slow skimming

62) Factors influence the buyer behavior -

Ans. Personal factors, Social factors, Cultural factors, Psychological factors

63) In product concept profit earn through -

Ans. Quality of product

64) Specialty product means -----

Ans. Petrol, Car

65) Example of Department store -

Ans. Big bazaar

66) Sales and distribution is part of----

Ans. Place

67) Rapid penetration strategy consist of launching of product at a _____ price and spending _____ on promotion

Ans. Low, heavily

68) Assume the market is large; highly aware of a new production; price sensitive and theirs is some potential competition. The best strategy will be

Ans. Slow penetration

69) When the market is large, the market is unaware of the product; most buyers are price sensitive, there is strong potential competition, and the company's unit manufacturing cost falls with level of production. The best strategy is

Ans. Rapid penetration

70) Generally longest stage is product lifecycle is

Ans. Maturity

71) Most product are in the _____ stage of product life cycle

Ans. Maturity

72) Managers try to stimulate sales by modifying product characteristic at maturity stage. This is done through

Ans. Quality improvement, Feature improvement and Style improvement

73) Style improvement, Feature improvement at increasing the _____ of the product

Ans. Aesthetic appeal

74) During the market emergence stage, it is better for small firms to pursue a _____ strategy

Ans. Single niche

75) Market leader who engages in such practices as introducing new products, reducing cost and improving customer services is trying to

Ans. Defend market charges

76) A product is anything that can be offered to a market for attention, acquisition, use or consumption the might satisfy

Ans. Wants or needs

77) A group of diverse, nut related items that function in a compatible manner is called

Ans. Product system

78) Nikon company sells a basic 35 mm camera along with and extensive set of lenses, filters and other accessories is an example of

Ans. Product System

79) Types of buyer behavior are/is

Ans. Complex behavior, Variety seeking behavior, Habitual buying behaviour

80) VCM stand for -----

Ans. Value chain management

81) Last step in PLC ---

Ans. Diminish

82) DSR stand for ----

Ans. Daily sale report

83) Government university is come under ----

Ans. Non-profit market

84) A company's product mix will have a

Ans. Length, Width and Depth and consistency

85) Which is function of marketing

Ans. Purchase, Sales, Storage and Transport

86) Which is secondary function of marketing?

Ans. Marketing Finance

87) Which is not socioeconomic criteria for marketing segmentation?

Ans. Brand loyalty

88) How many stages are there of product life cycle?

Ans. Six

89) Concept of "Super Market" was introduced by

Ans. USA

90) Which of the following allows companies to enter new markets with minimal risk ?

Ans. Licensing

91) From Where does the majority (more than 55%) of new product ideas come ?

Ans. Internal Sources

92) Which of the following is not an external factor that affects pricing ?

Ans. Manufacturing cost

93) Salim makes T-shirts for "Lifestyles" He does not sell the shirts under his our Salim label. Instead, he sells the shirts to "Lifestyles" and they use a store label. What is this type of branding called ?

Ans. Private Brand

94) Which of the following is/are main customers for a bank ?

Ans. Customer, Employees, Society

95) When was 'Consumer Protection Act' passed?

Ans. 1986

96) Which is function of 'Good Packaging'?

Ans. Protection, Identification, Advertisement and Convenience

97) In guarantee company take responsibility what kind of marketing it is -----

Ans. Accountable marketing

98) Bank inform customer about loan taken by customer it is/are ----

Ans. Re-active marketing

99) Targeting strategies is/are ----

Ans. Standardisation, Focus, Differentiation

100) Father of management ----

Ans. Henery Feyol