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Marketing

MCQs 1-50

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1. Which of the following statements is correct?
 - (a) Marketing is the term used to refer only to the sales function within a firm
 - (b) Marketing managers usually don't get involved in production or distribution decisions
 - (c) Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole
 - (d) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large**
2. The term marketing refers to?
 - (a) New product concepts and improvements
 - (b) Advertising and promotion activities
 - (c) A philosophy that stresses customer value and satisfaction**
 - (d) Planning sales campaigns
3. In the history of marketing, when did the production period end?
 - (a) In the late 1800s
 - (b) In the early 1900s
 - (c) In the 1920s**
 - (d) After the end of the Second World War
4. A marketing philosophy summarized by the phrase "a good product will sell itself" is characteristic of the _____ period?
 - (a) Production**
 - (b) Sales
 - (c) Marketing
 - (d) Relationship
5. Which of the following factors contributed to the transition from the production period to the sales period?
 - (a) Increased consumer demand
 - (b) More sophisticated production techniques**
 - (c) Increase in urbanization
 - (d) The Great Depression
6. An organization with a _____ orientation assumes that customers will resist purchasing products not deemed essential. The job of marketers is to overcome this resistance through personal selling and advertising?
 - (a) Production
 - (b) Marketing
 - (c) Relationship
 - (d) Sales**
7. In the relationship marketing firms focus on _____ relationships with _____?
 - (a) Short term; customers and suppliers
 - (b) Long term; customers and suppliers**
 - (c) Short term; customers
 - (d) Long term; customers
8. Political campaigns are generally examples of?
 - (a) Cause marketing
 - (b) Organization marketing
 - (c) Event marketing
 - (d) Person marketing**
9. The Coca Cola organization is an official sponsor of the Olympics. The firm is engaging in?
 - (a) Place marketing
 - (b) Event marketing**
 - (c) Person marketing
 - (d) Organization marketing
10. Today's marketers need...?
 - (a) Neither creativity nor critical thinking skills
 - (b) Both creativity and critical thinking skills**
 - (c) Critical thinking skills but not creativity
 - (d) Creativity but not critical thinking skills
11. Which of the following is not an element of the marketing mix?
 - (a) Distribution
 - (b) Product
 - (c) Target market**
 - (d) Pricing
12. The key term in the American Marketing Association's definition of marketing is?
 - (a) Process
 - (b) Customers
 - (c) Stakeholders
 - (d) Value**

13. The term "marketing mix" describes?
- (a) A composite analysis of all environmental factors inside and outside the firm
 - (b) A series of business decisions that aid in selling a product
 - (c) The relationship between firms' marketing strengths and its business weaknesses
 - (d) A blending of four strategic elements to satisfy specific target markets**
14. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of?
- (a) Pricing
 - (b) Distribution
 - (c) Product development
 - (d) Promotion**
15. The way in which the product is delivered to meet the customers' needs refers to?
- (a) New product concepts and improvements
 - (b) Selling
 - (c) Advertising and promotion activities
 - (d) Place or distribution activities**
16. A critical marketing perspective is the process of determining?
- (a) The value of a product, person, or idea
 - (b) How places compete with each other
 - (c) The worth and impact of marketing activities**
 - (d) Which type of promotional strategy works best
17. When customer expectations regarding product quality, service quality, and value-based price are met or exceeded, _____ is created?
- (a) Customer satisfaction**
 - (b) Planning excellence
 - (c) A quality rift
 - (d) A value line
18. A market orientation recognizes that?
- (a) Price is the most important variable for customers
 - (b) Selling and marketing are essentially the same thing
 - (c) What the customer thinks he or she is buying is what is important**
 - (d) Sales depend predominantly on an aggressive sales force
19. Four competing philosophies strongly influence the role of marketing and marketing activities within an organization. Which if the following is not a marketing management philosophy?
- (a) Customer orientation
 - (b) Profitability orientation**
 - (c) Marketing orientation
 - (d) Competitor orientation
20. In order for exchange to occur?
- (a) A complex societal system must be involved**
 - (b) Organized marketing activities must also occur
 - (c) A profit-oriented organization must be involved
 - (d) Each party must have something of value to the other
21. Which of the following is not part of the external marketing environment?
- (a) Political
 - (b) Legal
 - (c) Product**
 - (d) Socio-cultural
22. Car (automobile) designers world-wide began working on plans for a dual energy car when?
- (a) They realized that such a vehicle was not only feasible, but inexpensive
 - (b) The legal tolerance for noxious emissions from automobiles began to be reduced**
 - (c) Noise pollution regulations began to be passed that would outlaw the internal combustion engine
 - (d) Sweden passed a law that said all new vehicles had to have a provision for pedal-power
23. A firm has decided to alter its pricing and promotional strategies in response to slower than expected job growth and declining personal incomes. The firm is responding to changes in its?
- (a) Socio-cultural environment
 - (b) Political environment
 - (c) Economic environment**
 - (d) Competitive environment

24. Robert is a marketer for a global consumer products company. He is working on the promotional campaign designed to reach a target audience in a new international market. Robert is working hard to make sure that the promotional campaign is clearly understood by the nation's consumers and doesn't offend anyone. Which of the factors in the external environment is he being influenced by?
- (a) **Socio-cultural environment** (b) Competitive environment
(c) Economic environment (d) Legal environment
25. The process of collecting information about the external marketing environment is?
- (a) Environmental management (b) **Environmental scanning**
(c) Marketing management (d) Marketing research
26. The five dimensions usually considered to constitute the environment of marketing include all of the following except?
- (a) Political considerations (b) **Global factors**
(c) Competitive aspects (d) Economics issues
27. Marketing decision makers in a firm must constantly monitor competitors' activities-their products, prices, distribution, and promotional efforts-because?
- (a) The competitors may be violating the law and can be reported to the authorities
(b) The actions of competitors may threaten the monopoly position of the firm in its industry
(c) The actions of competitors may create an oligopoly within an industry
(d) **New product offerings by a competitor with the resulting competitive variations may require adjustments to one or more components of the firm's marketing mix**
28. When looking at consumer income, marketers are most interested in?
- (a) **Discretionary income** (b) Deferred income
(c) Inflationary income (d) Disposable income
29. New technology results in new goods and services, and it also can?
- (a) Lower the quality of existing products (b) Lower the available level of customer service
(c) **Reduce prices through new production and distribution methods**
(d) Bring back products that were considered obsolete
30. Toyota's Prius and Honda's hybrid Civic are examples of technological products inspired by?
- (a) Style considerations in the Japanese automobile industry
(b) **Social pressure to develop more fuel-efficient vehicles with fewer dangerous emissions**
(c) The desire of many engineers to simply make interesting products
(d) The realization that Japanese people didn't need large, high-speed cars
31. _____ is the collection and interpretation of information about forces, events, and relationships that may affect the organization?
- (a) **Environmental scanning** (b) Stakeholder analysis
(c) Market sampling (d) Opportunity analysis
32. Marketing managers cannot control _____, but they can at times influence it?
- (a) Where advertising is placed (b) The sales force
(c) **The external environment** (d) How products are priced

33. As technology continues to offer more different methods for shopping on the Internet, manufacturers and traditional retailers are finding themselves in direct competition with each other. In this case, unless marketing managers understand _____, manufacturers and retailers cannot intelligently plan for the future?
 (a) Their competitors' strategies (b) The economic conditions which influence the growth of technology
 (c) Changing social attitudes towards technology (d) **All of these**
34. The external environment?
 (a) Can be controlled in much the same manner as the internal marketing mix (b) Does not change over time
 (c) Does not have an impact on Fortune 500 companies
 (d) **Must be continually monitored by marketing managers**
35. The differentiation of a firm's products or services to promote environmental responsibility is referred to as?
 (a) Social branding (b) **Eco-branding** (c) Me-too branding (d) Brand personality
36. Which of the following elements is not part of Porter's 5-forces model for industry competitiveness?
 (a) Threat of substitutes (b) Threat of suppliers
 (c) Power of buyers (d) **Threat from government players**
37. A market with which of the following characteristics would generally be less competitive?
 (a) **High barriers to entry** (b) Lots of potential substitutes exist
 (c) Strong bargaining power among buyers (d) Strong bargaining power among suppliers
38. To evaluate an organization's Strategic Business Units (SBU), the Boston Consulting Group developed a portfolio performance framework that characterizes some of the SBUs as?
 (a) **Question marks** (b) Quick winners (c) Charging bulls (d) Cash outs
39. The quadrant of the Boston Consulting Group (BCG) matrix that represents both a high market share and a high rate of market growth includes the?
 (a) Cash cows (b) Achievers (c) **Stars** (d) Strivers
40. Consumer behavior is a term that refers to?
 (a) Organizational and institutional buying behavior (b) Organizational and consumer buying behavior
 (c) Commercial and government buying behavior (d) **Individual and/or household buying behavior**
41. Which of the following is not an example of consumer behavior?
 (a) Claire buying a new car (b) Ashley buying a new home theatre/cinema system
 (c) Sarah deciding on a college or university to attend
 (d) **Marcus ordering a new computer system for his work**
42. Which of the following is not an internal factor that influences the consumer product acquisition process include?
 (a) Learning (b) **Family** (c) Self-concept (d) Perceptions
43. With respect to consumer behavior, one's friends, and relatives could be considered a?
 (a) Impersonal influence (b) **Reference group influence**
 (c) Perceptual influence (d) Institutional influences
44. With respect to consumer behavior, the function of one's perceptions, learning and memory processes is to?
 (a) Attend to messages (b) Filter messages
 (c) Store messages (d) **All of the above**

45. Which of the following is typically not a result of recognizing the importance of ethnic groups by marketers?
- (a) **Use of an undifferentiated one-size-fits-all marketing strategy**
 - (b) Different pricing strategies for different groups
 - (c) Variations in product offerings to suit the wants of a particular group
 - (d) Study of ethnic buying habits to isolate market segments
46. The single group within society that is most vulnerable to reference group influence is?
- (a) The older consumer who feels somewhat left out of things
 - (b) Married women, many of whom feel a need for stability in their lives
 - (c) New immigrants who really want to assimilate into their new culture
 - (d) **Children, who base most of their buying decisions on outside influences**
47. Which of the following can be described as an affective mental state?
- (a) **Attitudes**
 - (b) Opinions
 - (c) Values
 - (d) Cognitive
48. Early adopters, of which opinion leaders are large comprised, tend to be?
- (a) Generalized; that is, they tend to lead the group on most issues
 - (b) **More likely to buy new products before their friends do and voice their opinions about them**
 - (c) From the upper class; people from other classes are more likely to be followers
 - (d) Quiet, withdrawn people who don't make fashion statements or take risks easily
49. An imbalance between consumers's actual and desired state in which recognition that a gap or problem needs resolving is called?
- (a) **Motive development**
 - (b) An attitudes
 - (c) A self-concept
 - (d) Product Evaluation
50. According to Maslow's Hierarchy of Needs theory, the need for fulfillment, for realizing one's own potential, and for fully using one's talents and capabilities are examples of _____ needs?
- (a) **Self-actualization**
 - (b) Physiological
 - (c) Social
 - (d) Esteem

