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# Marketing

MCQs 51-100

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51. A person who is in the position of attempting to satisfy their needs at the most basic level is operating at the level of Maslow's needs hierarchy called the need for?  
 (a) Self-actualization (b) Esteem (c) **Physiological** (d) Belongingness
52. Which of the following is an assumption in Maslow's hierarchy of needs?  
 (a) Needs are dependent on culture and also on social class  
 (b) **Lower-level needs must be at least partially satisfied before higher needs can affect behavior**  
 (c) Needs are not prioritized or arranged in any particular order  
 (d) Satisfied needs are motivators, and new needs emerge when current needs remain unmet
53. Opinions can be referred to as cognitive and?  
 (a) Is a measure of the emotional content of the opinion (b) **Deals with the aesthetic content of the opinion**  
 (c) Refers to the individual's knowledge and information about an object or concept  
 (d) Measures the speed with which one learns about others opinions
54. Providing free samples of perfumes (scent) in magazines is an example of which of the following?  
 (a) **Classical conditioning** (b) Operant conditioning  
 (c) Social learning (d) Behavioral learning
55. Which of the following is not an example of habitual decision making?  
 (a) Buying a latte from Starbucks every morning on the way to work  
 (b) Buying your favorite brand of shampoo in your fortnightly grocery shop  
 (c) **Setting up a mortgage account with a new bank**  
 (d) Running to the shop every Sunday to purchase the Sunday papers
56. Post purchase re-evaluation of the consumer product acquisition process attempts to measure the degree of?  
 (a) Selling success experienced by the vendor (b) **Consumer satisfaction with the purchase**  
 (c) Follow-up effectiveness of the firm (d) Advertising influence on the purchase
57. Which of the following consumer buying behaviors requires the least effort?  
 (a) High involvement buying situation (b) New buying situation  
 (c) **Routine buying** (d) Impulsive buying
58. With analyzing consumer lifecycles, marketers look at consumers in differing stages of their life. Many models upon which these are based were developed in the 1960s. Since then a lot has changed in 'consumer lifecycles'. Which emerging trends should marketers take into consideration?  
 (a) **Fewer people are getting married** (b) People getting married at a later age  
 (c) More couples co-inhabiting (d) All of the above
59. The process that creates changes in behavior is called?  
 (a) Selective adaptation (b) **Learning**  
 (c) Involvement manipulation (d) Attitude adjustment
60. The process of anticipating future events and conditions and determining the best way to achieve organizational objectives is known as?  
 (a) **Researching** (b) Planning (c) Controlling (d) Managing

61. Strategic marketing planning establishes the?
- (a) Resource base provided by the firm's strategy                      (b) **Economic impact of additional sales**  
(c) Tactical plans that must be implemented by the entire organization  
(d) Basis for any marketing strategy
62. The strategic marketing planning process begins with?
- (a) The writing of the mission statement                      (b) The establishment of organizational objectives  
(c) **The formulation of a marketing plan**                      (d) Hiring a senior planner
63. This sets out what an organization wants to become?
- (a) Marketing objectives                      (b) Mission statement  
(c) Vision statement                      (d) **Marketing Strategy**
64. \_\_\_\_\_ is/are concerned with defining target markets and segments, and then setting out the direction and competitive approach that the organization wishes to take within these markets?
- (a) **Marketing objectives**                      (b) Strategy marketing planning  
(c) Marketing activities                      (d) Corporate strategy
65. 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
66. Which of the following firms has often followed a market challenger (second-mover) strategy?
- (a) Apple Computer                      (b) eBay  
(c) Sainsbury's                      (d) **Amazon.com**
67. SWOT is an acronym for?
- (a) Strategy, working, opinion, tactical                      (b) Strengths, weaknesses, opportunities, threats  
(c) **Strategy, work, openness, toughness**                      (d) Strategy, weakness, opinions, tactics
68. In SWOT analysis, situations where organizations are able to convert weaknesses into strengths and threats into opportunities, these are called?
- (a) Strategic windows                      (b) Strategic leverage  
(c) Conversion strategies                      (d) **Vulnerability**
69. This is something that at some time in the future may destabilize and/or reduce the potential performance of the organization?
- (a) **Threat**                      (b) Strength                      (c) Weakness                      (d) Opportunities
70. An example of a "threat" to a firm discovered by a SWOT analysis might be?
- (a) Cost advantages present because of advanced technology  
(b) **The chance to acquire firms with needed technology**  
(c) Likely entry of new competitors in the industry                      (d) Too narrow a product line for the firm
71. These objectives are often employed in mature markets as firms/products enter a decline phase. The goal is to maximize short-term profits and stimulate a positive cash flow?
- (a) Harvest objectives                      (b) **Divest objectives**  
(c) Hold objectives                      (d) Growth objectives

72. Which of the following is a strategic marketing planning tool?  
 (a) The market share/market growth (BCG) matrix (b) The consumer scanning model  
 (c) A market vulnerability/business opportunity matrix (d) **Market sheet analysis**
73. These objectives are often the most suitable when firms operate in a market dominated by a major competitor and where their financial resources are limited?  
 (a) **Niche** (b) Hold (c) Harvest (d) Divest
74. A broadly defined, enduring statement of purpose that distinguishes a business from others of its type is referred to as which of the following?  
 (a) **A focus statement** (b) A tactical plan  
 (c) A business mission (d) A strategic statement
75. A firm can reduce the bargaining power of suppliers by?  
 (a) **Designing standardized components so that many suppliers are capable of producing them**  
 (b) Threatening to integrate backward into supply (c) Seeking new sources of supply  
 (d) By pursuing all of the above options
76. The bargaining power of buyers is greater when?  
 (a) There are many dominant buyers and many sellers (b) The industry is not a key supplying group for buyers  
 (c) **Suppliers threaten to integrate forward into the buyer's industry**  
 (d) All of the above conditions are present
77. This type of growth refers to concentrating activities on markets and/or products that are familiar?  
 (a) Diversification (b) Condensive (c) **Integrative** (d) Intensive
78. Diversification is best described as which of the following?  
 (a) **Existing products in new markets** (b) Existing products in existing markets  
 (c) New products for new markets (d) New products for existing markets
79. Market expansion is usually achieved by?  
 (a) **More effective use of distribution** (b) More effective use of advertising  
 (c) By cutting prices (d) All of the above are suitable tactics
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93. Customers expect global products and services at \_\_\_\_\_ price?  
 (a) Cheap (b) Global (c) Low (d) **Local**
94. Size and the location of enterprise have no or very little role?  
 (a) True (b) **False**
95. Customer expects the marketer to concentrate at one end of the value chain and not to spread its resources across the value chain?  
 (a) True (b) **False**

96. Whether it is in product development, use or disposal marketers have to make conscious effort to protect the environment?  
(a) True (b) False
97. Markets are diverse, but this diversity is just not based on the demographic & geographical location of the consumers but also on their response to technological changes?  
(a) True (b) False
98. \_\_\_\_\_ are basic human requirements, \_\_\_\_\_ are needs directed to a product while \_\_\_\_\_ is want accompanied by buyer's ability to pay?  
(a) Want/Need/Demand (b) Need/Want/Demand  
(c) Demand/Want/Need (d) None of the above
99. \_\_\_\_\_ is a set of existing & potential buyers for a defined product or service. Limits of the market are often defined by geography and is invariably time specific?  
(a) Market (b) Organization (c) Company (d) Institute
100. The crux of Marketing Process is the identification and serving of consumer \_\_\_\_\_?  
(a) Needs (b) Demands (c) Behavior (d) Wants

