

Sikkim Manipal University
MBA Model Question Paper – Banking & Finance
Subject: Marketing Management Subject code: MBF202
Total Time: 2 hours Total Marks: 140

Notes:

- 1. Question paper has three parts i.e. Part A, Part B and Part C**
- 2. Part A consist 40 questions of 1 mark each**
- 3. Part B consist 20 questions of 2 marks each.**
- 4. Part C consist 15 questions of 4 marks each.**
- 5. All questions are compulsory [total 75 questions]**

PART A (One mark questions)

- 1) The additional P's of marketing are –
 - a. People, Physical evidence, Package
 - b. People, Physical evidence, Process
 - c. People, Process, Packaging
 - d. Physical evidence, Process, Packaging

- 2) One of the features of marketing research is –

- a. It is multi-tasking
- b. It is multi-purpose
- c. It is multi-disciplinary
- d. It is multi-natured

3) The objective of Test marketing is to –

- a. Test the market with consumers
- b. Introduce product in open market
- c. Predict product's performance and its future
- d. Test consumers with the product

4) Pricing is one of the essential components of –

- a. Promotion mix
- b. Marketing mix
- c. Product mix
- d. STP strategy

5) Minimum Wages act is an example for –

- a. Monetary policy
- b. Economic policy
- c. Legislation
- d. Consumer protection

6) When each party has something that could be of value to other party, it results into –

- a. Exchange process
- b. Marketing activity
- c. Market place
- d. Money exchange

7) All activities involved in selling goods or services for the purpose of resale or business use is termed as –

- a. Wholesaling
- b. Retailing
- c. Direct marketing
- d. Direct sale

8) Product convenience becomes the _____ product buying motive –

- a. Patronage
- b. Emotional
- c. Rational
- d. Habitual

9) The accurate meaning of "International Marketing" is -

- a. Marketing goods to developed countries
- b. Marketing products worldwide
- c. Selling global products in domestic market
- d. Marketing using World Wide Web

10) One of the disadvantages of branding is –

- a. It is negative
- b. It is competitive
- c. It is costly
- d. It is risky

11) Which of the following indicates a sales territory?

- a. A particular retail outlet
- b. A particular geographical location
- c. A specific market segment
- d. A specific sales journey

12) When the target market views a brand as one more entry in the market, it is called as –

- a. Over Positioning
- b. Confused positioning
- c. Under positioning
- d. Doubtful positioning

13) Marketing communication mix is also called as -

- a. Promotion mix
- b. Product mix
- c. Personal communication mix

d. Marketing mix

14) When major supplies are received for the first time from a new supplier it is called as –

- a. Straight buy
- b. Straight re-buy
- c. New task
- d. Modified re-buy

15) A brand which bears the name of the seller or store where it's sold is called as –

- a. Co-brand
- b. Manufacturer brand
- c. Private brand
- d. Multi brand

16) The marketing technique that uses social networking sites on the internet for promotion or advertising is called as

- _____.
- a. Networking
 - b. Viral Marketing
 - c. Online marketing
 - d. Internet advertising

17) Advertising is a part of _____ function –

- a. Distribution

- b. Selling
- c. Promotion
- d. Pricing

18) Example for an augmented product –

- a. Exchange offers
- b. Guarantee period
- c. Maintenance checks
- d. Quality standards

19) Identify the feature that makes Marketing research not an exact science –

- a. It uses scientific methods
- b. It deals with behavioural studies
- c. It is based on hypothesis
- d. It uses data and figures

20) Which among the following is an example for a non-profit organisation?

- a. Hotel
- b. Hospital
- c. Charitable society
- d. University

21) The 4 P's of Marketing represent one of the following –

- a. 4 phases
- b. 4 personalities
- c. 4 components
- d. 4 philosophies

22) Collecting, analysing and evaluating accurate/appropriate marketing related information is the task of –

- a. Marketing information system
- b. Management information system
- c. Materials information system
- d. Market information system

23) Acquiring, interpreting, selecting and organising sensory information is called as –

- a. Retention
- b. Perception
- c. Self-actualisation
- d. Adoption

24) Among the following external sources of recruiting sales people, find the ODD one -

- a. Educational Institution
- b. Non-competing business enterprise
- c. Existing employees
- d. Employment exchange

- 25) The most traditional method used in direct marketing is _____.
- a. Catalogue marketing
 - b. Direct mail
 - c. Online marketing
 - d. Viral marketing
- 26) In Global marketing orientation, product needs across the countries are _____.
- a. Irregular
 - b. Ever changing
 - c. Universal
 - d. Seasonal
- 27) An advocate can be converted to a _____.
- a. Partner
 - b. Client
 - c. Member
 - d. Prospect
- 28) In which of the following will you find Base line, Headline & sub-headline?
- a. TV ad
 - b. Print ad
 - c. Online ad
 - d. Radio ad

- 29) Buzz marketing makes use of _____ to spread the information about the products to other people.
- Retailers
 - Suppliers
 - Ad agencies
 - Opinion leaders
- 30) When medical representatives provide information about new products or medicines to the doctors or hospitals, this type of sales person is called as -
- Inside order taker
 - Field executives
 - Missionary sales person
 - Sales executive
- 31) In the product mix pricing strategies, when the price is set for accessories along with the actual product, it's called as _____ pricing –
- Product bundle
 - Optional product
 - Captive product
 - By-product
- 32) The process of dividing the potential market into sub-markets with common needs and features is called –
- Segmentation

- b. Target marketing
- c. Positioning
- d. Market coverage

33) One of the characteristics of business market is –

- a. Few buyers
- b. Many buyers
- c. Daily buyers
- d. Small buyers

34) Example for a personal factor that influences consumer behaviour is –

- a. Religion
- b. Reference group
- c. Sub-culture
- d. Occupation

35) Following is a Macro environmental force EXCEPT –

- a. Monetary policies
- b. Organisational culture
- c. Inflation
- d. Demographics

36) The target set for a fixed period for any sales executive is called as -

- a. Sales territory
- b. Activity quota
- c. Sales margin
- d. Sales quota

37) Which of the following is an example for product attribute?

- a. Product design
- b. Product packaging
- c. Brand
- d. Brand equity

38) The type of market where single seller dominates the entire market is referred to as –

- a. Perfect
- b. Imperfect
- c. Local
- d. Global

39) When the company has its goods sold in as many retail outlets as possible, the distribution is called –

- a. Selective
- b. Exclusive
- c. Open
- d. Intensive

- 40) When a prospect has been identified, it is called as _____ and is the 1st stage in personal selling process
- a. Lead evaluation
 - b. Buyer analysis
 - c. Order generation
 - d. Lead generation
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PART B (Two marks questions)

- 41) Identify true and false statement –
- A. Incorrectly positioned product helps the brand
 - B. Brands last for a longer period in market
- a. A-true, B-false
 - b. A-false, B-true
 - c. A-true, B-true
 - d. A-false, B-false
- 42) Identify the Economic indicators among the following –
- a. Migration and geographical distribution
 - b. Age and Marital status
 - c. Working women and their income
 - d. Education and occupation
- 43) The first and second stage in the Adoption process is –

- a. Awareness and Trial
- b. Awareness and Interest
- c. Interest and Trial
- d. Trial and Adoption

44) Select the true and false statements –

- A. Computer systems form the nerve centre of MIS
 - B. MIS forms the nerve centre of company's marketing function
- a. A-true, B-false
 - b. A-true, B-true
 - c. A-false, B-true
 - d. A-false, B-false

45) Whether to continue with the existing supplier or search for a new vendor is determined in this particular stage of Organisational Buying process –

- a. Problem recognition
- b. Proposal solicitation
- c. Performance review
- d. Supplier search

46) Identify the true and false statements -

- A. Controlling domestic markets is easier than controlling International markets.
- B. A company cannot be regarded as International if it operates only in one foreign market.

- a. A is true, B is false
- b. A is false, B is true
- c. A and B is true
- d. A and B is false

47) Following factors make rural marketing different from urban markets EXCEPT -

- a. Consumer segment
- b. Geographical distance
- c. Literacy levels
- d. Mobility of people

48) Example for Captive product pricing when the product offered is Adidas sports shoes –

- a. Trekking shoes for Rs. 600
- b. Socks for Rs. 200
- c. Discount of Rs.500 for exchange of old shoes
- d. Coupon for Rs. 300 for next purchase

49) The differences between a good and service is –

- a. Good is intangible, service is tangible
- b. Good is inventoried, service is preserved
- c. Goods and services have no difference
- d. Good can be touched, service is felt

50) From the characteristics of questionnaires given below, find the ODD one –

- a. It has primary data
- b. It has logical sequence
- c. It is specific
- d. It is flexible

51) Identify the criteria to select a brand name among the following –

- a. Evaluative
- b. Exchangeable
- c. Easy handling
- d. Easy recognition

52) Identify the correct statement from the following –

- a. Wholesalers can directly resell products to manufacturers
- b. Manufacturers can directly sell products to consumers
- c. Agents must sell to wholesalers
- d. Retailers must sell to wholesalers

53) Identify the correct statements –

- A. In Product concept, focus is on innovating and improving products
- B. In Selling concept, consumers are persuaded to buy products
- C. In Production concept, quality of product is considered as essential
- D. In Societal concept, overall well being of society is considered to be important

- a. A, B, C
- b. B, C, D
- c. C, D, A
- d. D, A, B

54) Identify the ODD one among the following pair of Demographic indicators –

- a. Migration and geographical distribution
- b. Age and marital status
- c. Income and monetary policies
- d. Education and occupation

55) Undifferentiated marketing has which of these market features?

- A. One product for all
 - B. Common needs exist
 - C. Only one marketing mix
 - D. One target market
- a. A, B
 - b. A, B, C, D
 - c. A, B, C
 - d. Only B

56) One of the disadvantages of licensing a brand is -

- a. Failure of positioning

- b. Failure of brand
- c. Lack of manufacturing control
- d. Lack of authenticity

57) Which is an example for Direct Marketing?

- a. Personal selling
- b. Retailing
- c. Test marketing
- d. Telemarketing

58) From the following, identify the reason for companies to enter international markets -

- a. Bored of domestic markets
- b. Domestic markets are bored
- c. International markets is more profitable
- d. Domestic markets have matured

59) Identify the correct set of characteristics of Marketing audit –

- a. Comprehensive, dynamic, independent
- b. Comprehensive, interdependent, periodic
- c. Comprehensive, independent, static
- d. Independent, systematic, periodic

60) The evaluative parameters while buying a product is required to determine _____.

- a. Product durability
- b. Product alternatives
- c. Product availability
- d. Product features

PART C (Four marks questions)

61) Find the correct sequence in the Consumer decision process which involves following stages –

- A. Need recognition
 - B. Purchase decision
 - C. Information search
 - D. Post purchase decision
- a. C, B, D, A
 - b. B, D, A, C
 - c. D, A, C, B
 - d. A, C, B, D

62) Samurai manufacturers already have three products in the market let us say X1, X2 and X3. X3 is a popular product with high turnover and generates reasonable returns. The sales of X1 are lower due to high competition and increasing costs. X2 is incurring high costs as well but this product has very high scope in the future. Identify the PLC stages of X1, X2 and X3.

- a. X1-decline, X2-maturity, X3-introduction

- b. X1-maturity, X2-decline, X3-introduction
- c. X1-growth, X2-decline, X3-maturity
- d. X1-decline, X2-introduction, X3-maturity

63) Match the following actions with people involved in B2B buying –

First set:

- 1. Giving consent on the selected supplier
- 2. Works with the materials
- 3. Act as an agent between buyer and seller
- 4. Evaluate vendors

Second set:

- A. Buyers
- B. Gate-keepers
- C. Deciders
- D. Users
- a. 1A, 2C, 3D, 4B
- b. 1B, 2A, 3C, 4D
- c. 1C, 2D, 3B, 4A
- d. 1D, 2B, 3A, 4C

64) Match the types of discount offered by companies with appropriate examples –

First set:

1. Cash
2. Seasonal
3. Quantity
4. Functional

Second set:

- A. 20% monsoon rebate
 - B. Free trial offer
 - C. 3 weeks credit
 - D. Two for price of one
- a. 1B, 2C, 3A, 4D
 - b. 1A, 2D, 3B, 4C
 - c. 1C, 2A, 3D, 4B
 - d. 1D, 2B, 3C, 4A

- 65) Milan Hospitality was facing serious problem regarding the quality of food at its restaurants. They had hired new cooks but food was not appreciated by customers. However, room service, cleanliness and facilities for the boarders were excellent and customers had no problem regarding this aspect. But, local newspapers carried out a small article stating that Milan Hospitality was closing down its business because of no customers. What according to you is the immediate problem faced by Milan due to this newspaper report?
- a. Bad advertising
 - b. Negative publicity
 - c. Media conflict

d. Bad PR

66) Prem is a college going student. He is interested to buy a brand new motor-bike as a means of transport instead of using public vehicles to go to college. But, his conservative middle class parents are unwilling to buy him a bike because they want to save more for his future studies. Identify the personal factors in the above with regard to Prem's need and his parent's behaviour.

- a. Age and income
- b. Income and family
- c. Age and personality
- d. Family and occupation

67) Identify the correct sequence that leads to potential demand –

- a. Unlimited wants → Limited resources → desire and ability to buy → Demand
- b. Needs → Desire and ability to buy → Wants → Demand
- c. Needs → Wants → Desire and ability to buy → Demand
- d. Limited resources → Desire & ability to buy → readiness to spend → Demand

68) Samarthan Groups is hiring people in its sales department. They want candidates who are willing to travel abroad and manage the foreign clients. But, most interviewed candidates were unwilling to travel. Samarthan Groups recently communicated to all its employees about the urgency to fill in the vacancies. The management received some potential candidates through employees' contacts who were willing to travel. What is this type of recruitment source called as?

- a. Unsolicited applications

- b. Recommended cases
- c. Advertisement
- d. Internal recruitment

69) Buggy Animations consistently used smiling creatures in its advertisements. Even if there was a picture of a monster or dinosaurs, they would be shown as smiling. What kind of ad appeal is Buggy Animations using?

- a. Rational appeal
- b. Positive emotional appeal
- c. Moral appeal
- d. Negative appeal

70) Match the following features with the stages in business buying process –

First set:

- 1. Shortlist qualified ones
- 2. Formal presentations
- 3. Prepare checklist
- 4. Item quantity needed

Second set:

- A. Proposal solicitation
- B. Supplier selection
- C. Need description
- D. Supplier search

- a. 1B, 2C, 3D, 4A
- b. 1D, 2A, 3B, 4C
- c. 1C, 2D, 3A, 4B
- d. 1A, 2B, 3C, 4D

71) Identify the true and false statements –

- A. The intention of Promotional pricing is to initiate immediate sales
 - B. Stock clearance sales is an example for promotional pricing
 - C. Promotional pricing involves lowering the prices as pricing strategy
 - D. Promotional pricing together is a part of direct marketing strategy
- a. A is true
 - b. B and D is true
 - c. A, B and C is true
 - d. A and D is true

72) Rafiq's manufacturing agency suffered a loss due to excessive stock and hectic manufacturing schedules. Rafiq was determined to sell his products and that's why he thought speeding up the manufacturing activities and having a huge stock will help him to get more sales. But, customers preferred competitor's products. Rafiq realised his approach was wrong. By following which marketing concept, Rafiq's agency resulted into loss?

- a. Selling concept
- b. Product concept
- c. Production concept
- d. Marketing concept

73) Mr. Gavin purchased a branded stereo system recently. But, this brand, he could not find in most electronic retail outlets. Then, in one particular electronic store he found this brand. He enquired there about where else this brand was available. He received a list in which it was mentioned the various locations about the brand's availability. To Gavin's surprise, he learnt that the brand was sold in several outlets. What kind of distribution strategy do you think the company owning this brand is following?

- a. Selective distribution
- b. Exclusive distribution
- c. Intensive distribution
- d. Indirect distribution

74) Match the following segmentation basis with examples –

First set:

- 1. Behavioural
- 2. Demographic
- 3. Psychographic
- 4. Geographic

Second set:

- A. Children
- B. Egyptians
- C. Believers

- D. Split loyal
 - a. 1B, 2D, 3A, 4C
 - b. 1A, 2C, 3B, 4D
 - c. 1D, 2A, 3C, 4B
 - d. 1C, 2B, 3D, 4A

75) Find the correct order in which Marketing research performs these tasks of managing information –

- A. Analysing data
 - B. Collecting data
 - C. Recording data
 - D. Reporting data
- a. D, B, C, A
 - b. C, A, D, B
 - c. B, C, A, D
 - d. A, D, B, C
-