MID-WESTERN UNIVERSITY

FACULTY OF MANAGEMENT

FINAL EXAMINATION: 2073

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER – II

 R.No. ……………………

Subject: Marketing Management Course Code: MGMT 324

Full Marks: 100 Time: 3:00 Hours

**SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)**

*Tick the best answers.*

1. Good marketing is not an accident, but a result of careful planning and …
2. Strategies
3. Selling
4. Research
5. Execution
6. Demographic segmentation refers to:
7. The description of the people and their place in society
8. The description of the people’s purchasing behavior
9. The location where people live
10. Geographic regions
11. Fixing and maintaining the standards for quality, quantity, size and other features of the product refer to …
12. Grading
13. Packaging
14. Standardization
15. Labeling
16. What is price skimming?
17. Setting a high price which consumers perceive as indicating high quality
18. Setting an initially – high price which falls as competitors enter the market
19. Setting a low price to “Skim off” a large number of consumers
20. All of the above
21. The concept of marketing mix was developed by …
22. N.H. Borden
23. Philip Kotler
24. W. Anderson
25. Stanton
26. Organizations which sell their products on the internet directly to consumers are called:
27. B2B
28. B2C
29. Re‐marketing
30. Service marketing
31. Generally … is an indicator of quality.
32. Quantity
33. Size
34. Color
35. Price
36. Which of the following is not a characteristic of service marketing?
37. Intangibility
38. Heterogeneity
39. Separability
40. Perishability
41. Dividing buyers into groups based on their knowledge, attributes, uses or responses to a product is called………..
42. Behavioral segmentation
43. Geographic segmentation
44. Demographic segmentation
45. Psychographic segmentation
46. The buying process starts when the buyer recognizes a …
47. product
48. advertisement of the product
49. salesperson from a previous visit
50. problem or need
51. Which kind of products are bread and milk?
52. Specialty Products
53. Convenience products
54. Shopping products
55. Unsought products
56. Product mix ………… pertains to the number of total products or items in a company.
57. Length
58. Breadth
59. Depth
60. width
61. The promotion of marketing is also known as …
62. Product Differentiation
63. Distribution
64. Cost
65. Marketing Communication
66. The … holds that the organization’s task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves or enhances the consumer’s and the society’s well-being.
67. Customer-centered business
68. Focused business model
69. Societal marketing concept
70. Ethically responsible marketing
71. An office premise comes under following P’s of marketing.
72. Product
73. People
74. Physical evidence
75. None of the above

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