GLOBAL COLLEGE INTERNATIONAL

PRE BOARD EXAMINATION 2023

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER – II

R.No. ……………………

Subject: Marketing Management Course Code: MGT 424

Full Marks: 100 Time: 3:00 Hours

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

*Tick the best answers.*

Q1. 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

Q2. Which of the following is NOT an element of the marketing mix?

a. Distribution

b. Product

c. Target market

d. Pricing

Q3. The final stage in the Consumer Decision Making model is \_\_\_\_\_\_

a. Pre-purchase

b. Post-purchase

c. Evaluation of alternatives

d. Purchase

Q4. The process of designing the company's image and offering to get a distinctive place in the minds of the target market is known as \_\_\_\_\_\_\_\_\_

a**.** Positioningb**.** Targeting  
 c. Segmentation  
 d. None of the above

Q5. Luxury goods such as high fashion and designer clothing would normally have very few, (possibly only one), distribution outlets. What is the term for this? \_\_\_\_\_\_\_\_\_

a. Selective distribution

b. Exclusive distribution

c. Marketing distribution

d. Mass distribution

Q6. The example of vertical channel conflict between the intermediary channels is \_\_\_\_\_\_\_\_\_

1. Conflict between wholesaler and retailer
2. Conflict between two retailers
3. Conflict between two suppliers
4. Conflict between more than two sales agents

Q7. Asmita purchased a pack of crayons for her daughter from a nearby stationery shop. She noticed that the crayons were packed in a portable transparent plastic bag. Identify the level of packaging being described in the above lines.

a. Primary packaging

b. Secondary packaging

c. Transportation packaging

d. None of the above

Q8. \_\_\_\_\_\_\_\_\_ is based on loyalty and encouragement to the consumers to purchase from a particular business or to buy a particular brand

a**.** Rational

1. Patronage
2. Emotional
3. Operational

Q9. Dividing buyers into groups based on their knowledge, attributes, uses or responses to a product is called………..

* 1. Behavioral segmentation
  2. Geographic segmentation
  3. Demographic segmentation
  4. Psychographic segmentation

Q 10. Internal environment does not provide-

1. Strength
2. Threat
3. Weakness
4. None of the above

Q 11. Augmented product contains

1. Basic needs
2. Additional benefits
3. Functional characteristics
4. Expected features

Q 12. Which one of the following is not a sales promotion tool?

1. Dealer contest
2. Consumer contest
3. Discount
4. Advertisement

Q 13. The \_\_\_\_\_\_\_\_\_\_\_ of a product mix implies to how many different product lines the company carriers.

a. Length

b. Depth

c. Width

d. Consistency

Q14. Setting price on the basis of the demand for the product is known as …...

1. Cost Based Pricing
2. Competition Based Pricing
3. Demand Based Pricing
4. Value Based Pricing

Q 15. An intermediary function that makes goods available to consumers where they are wanted and needed is

1. Extending credit
2. Service sales
3. Transporting and storing
4. Providing management services