GLOBAL COLLEGE INTERNATIONAL

MID-TERM EXAMINATION 2023

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SEMESTER – II

Name:………………………………………………….…. Section: ………………

Subject: Marketing Management Course Code: MGT 424

Full Marks: 100 Time: 3 Hours

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

*Tick the best answers.*

1. According to marketing four Ps, the credit terms can be classified as

a) Place c) Product

b) Price d) Promotion

2. Evaluation of the profitability of each segment is called

a) Targeting c) Market Segmentation

b) Positioning d) Differentiation

3. The social class group who depend heavily on inherited wealth is best classified as

a) Upper middles c) working class

b) Lower uppers d) upper uppers

4. The procedure of arranging a product to occupy distinct place in target customers mind is called

a) Market Segmentation c) Targeting

b) Differentiation d) Positioning

5. Good marketing is not an accident, but a result of careful planning and …

a) Strategies c) Selling

b) Research d) Execution

6. Fixing and maintaining the standards for quality, quantity, size and other features of the product refer to …

a) Grading c) Packaging

b) Standardization d) Labeling

7. Organizations which sell their products on the internet directly to consumers are called:

a) B2B

b) B2C

c) Re‐marketing

d) Service marketing

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

a) Behavioral segmentation

b) Geographic segmentation

c) Demographic segmentation

d) Psychographic segmentation

9. An office premise comes under following P’s of marketing.

a) Product

b) People

c) Physical evidence

d) None of the above

10. External environment does not provide-

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

11. Which of the following components does not include in external environment?

1. Political environment
2. Legal environment
3. Social environment
4. Organizational goal

12. The question of buyer "what I am really buying?" is addresses in strategy called

1. Targeting Strategy
2. Intangible Product
3. Positioning Statement
4. Customer Core Value

**13. The Consumer Decision making model is \_\_\_\_\_\_**

a) Pre - Purchase c) Post – Purchase

b) Evaluation of alternatives d) Purchase

14. The marketing channel conflict arises when producer of the product establishes two or more channels to sell its products to same market is classified as

a) Vertical channel conflict c) Horizontal Channel Conflict

b) Sealed Channel Conflict d) Multi Channel Conflict

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

a) Extending credit c) transporting and storing

b) Service sales d) providing management services