

## MKT108 List of Questions

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**Q1 \_\_\_\_\_ is concerned with setting certain standards / levels to accomplish the produced goods.**

- ☐ Standardization and grading
- ☐ Product development and planning
- ☐ Adaptation
- ☐ All of the above

**Q2 Product \_\_\_\_\_ is also part of product development which focuses on the functional aspects of the product and on consumer acceptance.**

- ☐ testing
- ☐ test
- ☐ tested
- ☐ examining

**Q3 The benefit of marketing segmentation is that it leads to more satisfying marketing\_\_\_\_\_**

- ☐ Performance
- ☐ Results
- ☐ Identification
- ☐ Sales

**Q4 \_\_\_\_\_ marketing plan is the master blueprint for a year's marketing activity for a specified organizational division or major product.**

- ☐ Annual
- ☐ Manual
- ☐ Techniques
- ☐ Project

**Q5 The \_\_\_\_\_ concept rests on four main pillars**

- ☐ marketing
- ☐ Selling
- ☐ buyer
- ☐ enterprenurs

**Q6 Kotler (1984) states that for exchange to take place, it must satisfy conditions**

- ☐ three
- ☐ four
- ☐ five
- ☐ six

**Q7 Monitoring environmental changes helps discover emerging opportunities such as growth \_\_\_\_\_ and unfilled market needs.**

- ☐ Markets
- ☐ Development
- ☐ Building
- ☐ None of the above

**Q8 \_\_\_\_\_ marketing planning in an organization leads to the preparation of an annual marketing plan**

- ☐ Techniques
- ☐ Strategic
- ☐ Methods
- ☐ Structure

**Q9 \_\_\_\_\_ of production refers to the sourcing of goods and services from locations**

- ☐ Globalization
- ☐ Outsourcing
- ☐ Subcontracting
- ☐ All of the above

**Q10 \_\_\_\_\_ promotes a customer's information in political, social and economics affairs internationally**

- ☐ Environmental scanning
- ☐ scanning

- ☐ environment
- ☐ none of the above

**Q11 \_\_\_\_\_ can be described as the route through which goods and services pass through to the final consumers.**

- ☐ Channel
- ☐ Strategies
- ☐ Process
- ☐ Policy

**Q12 One major objective of international research is to discover new \_\_\_\_\_**

**\_\_\_\_\_ opportunities.**

- ☐ local market
- ☐ foreign market
- ☐ national market
- ☐ market

**Q13 Research is necessary but a lot of \_\_\_\_\_ are reluctant to engage in international research**

- ☐ investors
- ☐ managers
- ☐ entrepreneurs
- ☐ researchers

**Q14 One of the most dramatic forces shaping people's lives is \_\_\_\_\_**

- ☐ technology.
- ☐ techniques
- ☐ power
- ☐ skills

**Q15 \_\_\_\_\_ decisions are strongly affected by developments in the political and legal environment.**

- ☐ Marketing
- ☐ market
- ☐ markets
- ☐ place

**Q16 Marketing research is the first step taken by any \_\_\_\_\_ before investing his money in business**

- ☐ Business
- ☐ Business man
- ☐ Investor
- ☐ investment

**Q17 A product provides a bundle of satisfaction that the consumer derives from the product itself, along with its promotion, distribution, and price.**

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

**Q18 Channel of distribution can be grouped into \_\_\_\_\_ categories.**

- ☐ One
- ☐ Four
- ☐ Three
- ☐ Two

**Q19 For exchange to take place, Kotler (1984), lists conditions that must be satisfied**

- ☐ two
- ☐ three
- ☐ four
- ☐ five

**Q20 Marketing evolves from this last approach to acquiring products i.e. \_\_\_\_\_.**

- ☐ price
- ☐ Sales

- ☐ cost
- ☐ exchange

**Q21** \_\_\_\_\_ marketing, also known as internet marketing, web marketing or e-marketing is the marketing or promotion of products or services using the internet as a medium.

- ☐ internet
- ☐ electronic
- ☐ On line
- ☐ strategic

**Q22** \_\_\_\_\_ is a controlled experiment to predict sales or profit consequence of the various marketing strategies.

- ☐ Market forecasting
- ☐ Product sales potential analysis
- ☐ Product testing
- ☐ Test market

**Q23** \_\_\_\_\_ have a number of distinctive characteristics, which create special marketing challenges and opportunities

- ☐ Service
- ☐ market
- ☐ Services
- ☐ maketer

**Q24** \_\_\_\_\_ is the only element in the marketing mix that produces revenue.

- ☐ product
- ☐ promotion
- ☐ Price
- ☐ all

**Q25** The \_\_\_\_\_ phones the customer to check whether the product is meeting expectation.

- ☐ Customer
- ☐ buyers
- ☐ salesperson
- ☐ consumers

**Q26** According to Berry and Parasuraman as reported by \_\_\_\_\_ and Kotler (2006) three retention building approaches have been identified

- ☐ amstrong
- ☐ cole
- ☐ Keller
- ☐ tanglang

**Q27** An attitude is a learned \_\_\_\_\_ to respond to an object or class of objects in a consistently favorable or unfavorable way

- ☐ position
- ☐ predispositions
- ☐ predisposition
- ☐ position

**Q28** \_\_\_\_\_ is studied to determine industries with growth potential and those facing a stagnant future.

- ☐ Business trends
- ☐ Market trends
- ☐ Societal trends
- ☐ All of the above

**Q29** Motives can be grouped into \_\_\_\_\_ broad categories

- ☐ nine
- ☐ eight
- ☐ two
- ☐ seven

**Q30** To deal with the marketing environment and make purchases, \_\_\_\_\_ engage in a decision process.

- ☐ Customer
- ☐ buyers
- ☐ consumers

- ☐ manufacturer

**Q31 In \_\_\_\_\_ segmentation, buyers are divided into groups on the basis of their knowledge of, attitude toward, use of, or response to a product.**

- ☐ behavioural
- ☐ behavioural
- ☐ attitudes
- ☐ socio-economic

**Q32 \_\_\_\_\_-styles relates to activities, interests, and opinions.**

- ☐ Life
- ☐ way
- ☐ product
- ☐ monkey

**Q33 There are \_\_\_\_\_ distinct life cycle stages:**

- ☐ nine
- ☐ eight
- ☐ seven
- ☐ six

**Q34 Marketers use demographic segmentation when they market on the basis of \_\_\_\_\_ about the size, composition, and distribution of a and education. population, including age, sex, race, religion, national origin, family size, marital status, occupation, social class, income**

- ☐ information
- ☐ data
- ☐ source
- ☐ material

**Q35 \_\_\_\_\_ segmentation calls for dividing the market into different geographical units such as countries, regions, states, local government areas, cities, towns or neighbourhoods.**

- ☐ Geographic
- ☐ behavioural
- ☐ socio-economic
- ☐ attitudes

**Q36 \_\_\_\_\_ behaviour is hardly traceable to only one characteristic.**

- ☐ Buying
- ☐ selling
- ☐ trade
- ☐ marketing

**Q37 There are important differences between ultimate \_\_\_\_\_ and industrial users, their ways and means of purchasing differs considerably.**

- ☐ consumers
- ☐ customer
- ☐ consumer
- ☐ customers

**Q38 Ultimate consumers buy goods or services for their own personal or household use, and are satisfied strictly non-\_\_\_\_\_ wants.**

- ☐ business
- ☐ commerce
- ☐ trade
- ☐ selling

**Q39 The following are the uses of product research, except;**

- ☐ Evaluation of new product ideas
- ☐ Testing for product selling
- ☐ Evaluating the need for change in product formulation
- ☐ Testing for new product acceptance

**Q40 a variety of indirect indicators of benefits are often used to describe \_\_\_\_\_**

- ☐ segments

- ☐ segment
- ☐ division
- ☐ segmentation

**Q41 the benefit of marketing segmentation is that it leads to more satisfying marketing\_\_\_\_\_**

- ☐ performance
- ☒ results
- ☐ identification
- ☐ sales

**Q42 The marketing research process has \_\_\_\_\_ number of steps.**

- ☐ Six
- ☐ Seven
- ☒ Five
- ☐ Four

**Q43 Firms who target individual marketing \_\_\_\_\_ can see more clearly who their competitors are, and the tactics each uses in that segment.**

- ☐ segment
- ☒ segments
- ☐ segmentation
- ☐ planning

**Q44 \_\_\_\_\_ marketing plan is the master blueprint for a year's marketing activity for a specified organizational division or major product.**

- ☐ mannual
- ☒ Annual
- ☐ techniques
- ☐ project

**Q45 \_\_\_\_\_ marketing planning in an organization leads to the preparation of an annual marketing plan**

- ☐ techniques
- ☒ strategic
- ☐ methods
- ☐ structure

**Q46 strategic planning looks beyond immediate circumstances, trying to \_\_\_\_\_ market conditions five or ten years into the future.**

- ☐ techniques
- ☒ project
- ☐ methods
- ☐ structure

**Q47 ❖??Closing the sale❖?❖ is part of the \_\_\_\_\_ process.**

- ☐ Marketying
- ☐ Trade
- ☒ Selling
- ☐ All of the above

**Q48 \_\_\_\_\_ is the oral presentation is a conversation with one or more prospective purchasers for the purpose of making sales.**

- ☐ Market selling
- ☒ Personal Selling
- ☐ Direct selling
- ☐ All of the above

**Q49 \_\_\_\_\_ level of product consists of all the possible augmentations and transformations the product may undergo in the future.**

- ☐ Expected product
- ☒ Potential product
- ☐ Basic product
- ☐ Augmented product

**Q50 A company's marketing \_\_\_\_\_ often operates within the framework of forces, which constitutes the system's environment**

- ☐ scanning

- ☐ system
- ☐ service
- ☐ structure

**Q51** The process of gathering information on various aspects of the marketing environment is called environmental \_\_\_\_\_.

- ☐ scanning
- ☐ scanner
- ☐ measure
- ☐ research

**Q52** Monitoring environmental changes helps discover emerging opportunities such as growth \_\_\_\_\_ and unfilled market needs.

- ☐ markets
- ☐ plan
- ☐ market
- ☐ product

**Q53** kotler classify marketing activities into \_\_\_\_\_ categories containing nine functions in all

- ☐ three
- ☐ four
- ☐ five
- ☐ six

**Q54** Marketing functions are often performed by the consumer himself For example, he shops for the goods and services he \_\_\_\_\_.

- ☐ needs
- ☐ wants
- ☐ need
- ☐ want

**Q55** Marketing is also concerned with product \_\_\_\_\_ and design since a product must suit the needs and wants of the consumer.

- ☐ planning
- ☐ plan
- ☐ identification
- ☐ idea

**Q56** The \_\_\_\_\_ agent is influenced by both marketing and production needs.

- ☐ purchasing
- ☐ seller
- ☐ buyer
- ☐ buying

**Q57** The activities most easily identified as marketing functions are those concerned with bringing \_\_\_\_\_ into contact with markets.

- ☐ goods
- ☐ good
- ☐ service
- ☐ product

**Q58** In the case of a manufacturers firm, buying is so clearly seen as a marketing \_\_\_\_\_.

- ☐ function
- ☐ functions
- ☐ activities
- ☐ abilities

**Q59** Marketing is made up of a number of \_\_\_\_\_ known as marketing functions.

- ☐ activities
- ☐ abilities
- ☐ power
- ☐ stages

**Q60** Normally, exchange processes involve some \_\_\_\_\_.

- ☐ work
- ☐ activities
- ☐ abilities

- ☐ power

**Q61 The study of marketing deals with identification and meeting human and \_\_\_\_\_ needs**

- ☐ Market
- ☐ Societal
- ☐ Material
- ☒ Social

**Q62 Which of these is a component of any economic systems?**

- ☐ Production
- ☐ Consumption
- ☐ Marketing
- ☒ Services

**Q63 In the early stage of the society's economic development, marketing problem focuses on \_\_\_\_ -**

- ☐ Mass production
- ☐ Few production
- ☒ Physical production
- ☐ Aggressive advertising

**Q64 In an economy of plenty, most people have to satisfy their material wants through \_\_\_\_\_**

- ☒ Outside sources
- ☐ Direct supply
- ☐ Company's representatives
- ☐ Middlemen

**Q65 \_\_\_\_\_ is the business process by which products are matched with markets and through which transfer of ownership are effected**

- ☐ Economics
- ☒ Marketing
- ☐ Market
- ☐ Selling

**Q66 It has been reported that \_\_\_\_\_ "get people to buy things don't want"**

- ☐ Manufacturers
- ☒ Retailers
- ☐ Marketers
- ☐ Distributors

**Q67 A \_\_\_\_\_ is a state of felt deprivation of some basic satisfaction**

- ☒ Human need
- ☐ Societal need
- ☐ Woman need
- ☐ Market need

**Q68 \_\_\_\_\_ are wants for specific products that are backed up by purchasing power**

- ☐ Purchases
- ☐ Goods
- ☒ Demands
- ☐ Supplies

**Q69 Customer satisfaction is the extent to which a product's perceived performance matches a \_\_\_\_\_**

- ☐ Producer's expectation
- ☐ Consumer's expectation
- ☐ Designer's expectation
- ☒ Buyer's expectation

**Q70 Marketing exists only when \_\_\_\_\_**

- ☐ There are buyers only
- ☒ There is an exchange
- ☐ There are buyers and sellers
- ☐ There are markets for the goods

**Q71 A \_\_\_\_ is the set of actual and potential buyers of a product**

- ☐ Marketer
- ☐ Seller
- ☐ Market
- ☐ Marketing

**Q72 Marketing is made up of a number of activities known as \_\_\_\_\_**

- ☐ Primary function
- ☐ Marketing function
- ☐ Secondary function
- ☐ Management function

**Q73 Marketing manager \_\_\_\_\_ demand for the company's product**

- ☐ Compelled
- ☐ Advertised
- ☐ Forced
- ☐ Stimulate

**Q74 Marketing functions are often performed by the \_\_\_\_**

- ☐ Prospective buyers
- ☐ Potential buyers
- ☐ Middlemen
- ☐ Advertisers

**Q75 Merchandising function of marketing include the followings except \_\_\_\_\_**

- ☐ Storage
- ☐ Selling
- ☐ Buying and assembling
- ☐ Standardization and grading

**Q76 Auxillary function of marketing includes the following except one**

- ☐ Market Information
- ☐ Transportation
- ☐ Risk bearing
- ☐ Marketing finance

**Q77 A market is said to be in a state of negative demand if a major part of the market \_\_\_\_\_**

- ☐ Likes the product
- ☐ Dislikes the product
- ☐ Over-concentrated
- ☐ Attracts less buyers

**Q78 When a situation of no demand exists, the target consumers are \_\_\_\_\_**

- ☐ Indifferent to the product
- ☐ Indifferent to the prices
- ☐ Indifferent to the quality
- ☐ Indifferent to packages

**Q79 An organization is said to face full-demand when it is plesaed with its \_\_\_\_\_**

- ☐ Quality of products
- ☐ Prices of the products
- ☐ Amount of business
- ☐ Middlemen

**Q80 Every move a marketer makes is affected by and has some effects on his \_\_\_\_\_**

- ☐ Production activities
- ☐ Target markets
- ☐ Natural environment
- ☐ Marketing environment