

mkt201 List of Questions

Latex formatted questions may not properly render

Q1 the benefit of marketing segmentation is that it leads to more satisfying marketing_____.

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

Q2 Market _____ also allows accurate measurement of goals and performance.

- ☐ segment
- ☒ segmentation
- ☐ segments
- ☐ strategic

Q3 In the early stage of the society's economic development, marketing problem focuses on ____.

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

Q4 In an economy of plenty, most people have to satisfy their material wants through _____

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

Q5 _____ is the business process by which products are matched with markets and through which transfer of ownership are effected

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

Q6 It has been reported that _____ "get people to buy things don't want"

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

Q7 A _____ is a state of felt derivation of some basic satisfaction

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

Q8 _____ are wants for specific products that are backed up by purchasing power

- ☐ Purchases
- ☒ Goods

- ☐ Demands
- ☐ Supplies

Q9 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

Q10 Marketing exists only when _____

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

Q11 A _____ is the set of actual and potential buyers of a product

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

Q12 Marketing is made up of a number of activities known as _____

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

Q13 Marketing manager _____ demand for the company's product

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

Q14 Marketing functions are often performed by the _____

- ☐ Prospective buyers
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Q15 Merchandising function of marketing include the followings except _____

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

Q16 Auxiliary function of marketing includes the following except one

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

Q17 A market is said to be in a state of negative demand if a major part of the market _____

- ☐ Likes the product
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- ☐ Over-concentrated
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Q18 When a situation of no demand exists, the target consumers are _____

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

Q19 An organization is said to face full-demand when it is pleased with its _____

- ☐ Quality of products
- ☐ Prices of the products
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Q20 Every move a marketer makes is affected by and has some effects on his _____

- ☐ Production activities
- ☐ Target markets
- ☐ Natural environment
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Q21 _____ marketing planning in an organization leads to the preparation of an annual marketing plan

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

Q22 strategic planning looks beyond immediate circumstances, trying to _____ market conditions five or ten years into the future.

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Q23 The _____ planning process rests on two important concepts.

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Q24 These _____ factors are constantly spinning out new marketing

- ☐ force
- ☒ non-controllable
- ☐ non-controllable
- ☐ "non"

Q25 Such _____ are either external or internal to the firm.

- ☐ scanning
- ☒ forces
- ☐ power
- ☐ abilities

Q26 A company's marketing _____ often operates within the framework of forces, which constitutes the system's environment

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- ☒ system
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Q27 The process of gathering information on various aspects of the marketing environment is called environmental _____.

- ☒ scanning
- ☐ scanner
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- ☐ research

Q28 Monitoring environmental changes helps discover emerging opportunities such as growth _____ and unfilled market needs.

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

Q29 kotler classify marketing activities into _____ categories containing nine functions in all

- ☒ three
- ☐ four
- ☐ five
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Q30 Marketing functions are often performed by the consumer himself For example, he shops for the goods and services he_____.

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- ☐ identification
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Q32 ♦?♦♦?♦♦?♦...promotes a customer♦??s information in political, social and economics affairs internationally

- ☒ Environmental scanning
- ☐ scanning



























- ☐ environment
- ☐ non

Q33 Determining Research Objectives are all ,except

- market expansion
- connection
- Export
- import

Q34 One major objective of international research is to discover new _____ opportunities.

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

Q35 Research is necessary but a lot of                           are reluctant to engage in international research





























- ☐ market
- ☒ managers
- ☐ Business man
- ☐ research

Q36 One of the most dramatic forces shaping people's lives is _____

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

Q37 _____ decisions are strongly affected by developments in the political and legal environment.

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

Q38 Marketing research is the first step taken by any                              before investing his money in business

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- ☐ yes
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Q40 Product adaptation is necessary under several conditions

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Q41 Firms who target individual marketing _____ can see more clearly who their competitors are, and the tactics each uses in that segment.

- ☐ segment
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Q42 _____ marketing plan is the master blueprint for a year's marketing activity for a specified organizational division or major product.

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Q43 Product _____ is also part of product development which focuses on the functional aspects of the product and on consumer acceptance.

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- ☐ test
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Q44 A _____ can define its market carefully and still fail at customer-oriented thinking.

- ☐ firm
- ☐ organization
- ☒ company
- ☐ industry

Q45 In _____, planning is long-run oriented in terms of new products, tomorrow's markets and future growth.

- ☒ marketing
- ☐ selling
- ☐ market
- ☐ business

Q46 The _____ concept rests on four main pillars.

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Q47 Kotler (1984) states that for exchange to take place, it must satisfy conditions

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Q48 Marketing takes place when people decide to satisfy needs and wants through _____.

- ☐ exchanges
- ☒ exchange
- ☐ change
- ☐ demand

Q49 A product can be defined as anything that can be offered to someone to _____ a need or want.

- ☐ satisfys
- ☒ satisfy
- ☐ satisfying
- ☐ Consumers

Q50 People have almost unlimited _____ but limited resources

- ☐ want
- ☒ wants
- ☐ need
- ☐ demand

Q51 _____ 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
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- ☒ On line
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Q52 _____ marketing is the use of marketing principles for or within sports related environments.

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Q53 _____ have a number of distinctive characteristics, which create special marketing challenges and opportunities

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Q54 _____ is the only element in the marketing mix that produces revenue.

- ☐ Product
- ☐ Promotion
- ☒ Price
- ☐ all

Q55 The _____ phones the customer to check whether the product is meeting expectation.

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- ☐ buyers
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Q56 According to Berry and Parasuraman as reported by _____ and Kotler (2006) three retention building approaches have been identified

- ☐ amstrong
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Q57 An attitude is a learned _____ to respond to an object or class of objects in a consistently favorable or unfavorable way

- ☐ position
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Q58 _____ factors are fundamental to learning

- ☐ nine
- ☐ eight
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Q59 Motives can be grouped into _____ broad categories

- ☐ nine
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Q60 To deal with the marketing environment and make purchases, _____ engage in a decision process.

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- ☒ Consumers
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Q61 _____ marketing involves the launch of the new product in one or a few geographical areas chosen to representative of its intended market.

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Q62 The _____ agent is influenced by both marketing and production needs.

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Q63 The activities most easily identified as marketing functions are those concerned with bringing _____ into contact with markets.

- ☒ goods
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Q64 In the case of a manufacturers firm, buying is so clearly seen as a marketing_____.

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

Q65 Marketing is made up of a number of _____ known as marketing functions.

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

Q66 Normally, exchange processes involve some _____.

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Q69 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
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Q70 _____-styles relates to activities, interests, and opinions.

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Q71 There are _____ distinct life cycle stages

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Q72 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

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☐ source

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Q73 _____ segmentation calls for dividing the market into different geographical units such as countries, regions, states, local government areas, cities, towns or neighbourhoods.

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Q74 _____ behaviour is hardly traceable to only one characteristic.

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Q75 There are important differences between ultimate _____ and industrial users, their ways and means of purchasing differs considerably.

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Q76 Ultimate consumers buy goods or services for their own personal or household use, and are satisfied strictly non- _____ wants.

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Q77 A company can _____ its market in many different ways

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Q78 a variety of indirect indicators of benefits are often used to describe _____

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Q79 The study of marketing deals with identification and meeting human and _____ needs

☐ Women

- ☐ Women
- ☐ Material
- ☐ Social

Q80 Which of these is a component of any economic systems?

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- ☐ stages

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

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- ☐ segmentation

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