**Paper Code - 3649**

# B.B.A. Semester-III

## July-September - 2021

## Introduction to Marketing Management

**કુલ સમય :– : ૬૦ મીનીટ** **કુલ પ્રશ્નો : ૫૦** **વિદ્યાર્થીએ ટીક કરવાના પ્રશ્નો : ૩૫**

**નોંધ : વિદ્યાર્થીએ માત્ર ૩૫ પ્રશ્નો જ ટીક કરવાના રહેશે. જો વધારે ટીક કરેલ હશે તો પ્રથમ ૩૫ પ્રશ્નો જ ગણતરીમાં લેવામાં આવશે.**

1. Satisfying Customers is the key focus of the following concepts
   [A] Selling Products [B] Production [C] Marketing [D] Product
2. Overfull Full demand indicates
   [A] Overfull full production full sales [B] full production no sales
   [C] no production no sales [D] no production over sales
3. Term "STP" in marketing means
   [A] Strong target market [B] Sales to product [C] Selling trade practices [D] Segmenting, Targeting Positioning
4. Aggressive selling is a characteristic of which of the following concept of marketing?
   [A] Production concept [B] Marketing concept [C] Selling concept [D] Product concept
5. Service marketing comprises following service(s)
   [A] Television [B] saloon services [C] textile industry [D] furniture
6. _____ is the father of modern marketing.
   [A] Peter Drucker [B] Philip Kotler [C] Adam Smith [D] Henry Fayol
7. Marketing management is _____.
   [A] managing the marketing process
   [B] monitoring the profitability of the company's products and services
   [C] the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value
   [D] developing marketing strategies to move the company forward
8. E - mails are the example
   [A] inbound marketing [B] news letter marketing [C] outdoor marketing [D] digital marketing
9. Parents buy toys for their children, act as _____ in the buying process
   [A] consumer [B] customer [C] seller [D] supplier
10. FMCG stands for____
    [A] Functional mid priced consumer goods [B] Fast moving consumer goods
    [C] Financial moving consumer goods [D] Fast mid priced consumer goods
11. The things can be marketed does not include
    [A] goods [B] idea [C] services [D] Money
12. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need is called a(n):
    [A] Buyer [B] Demand [C] Product [D] Seller
13. types of market include
    [A] market space [B] market place [C] meta markets [D] all of above
14. marketing environments do not include
    [A] internal environment [B] political environment
    [C] technical environment [D] geographical environment
15. Online marketing Concept is not included in
    [A] Digital marketing [B] Internet marketing [C] Holistic marketing [D] Virtual marketing
16. businessman promotes the products to consumer market is called
    [A] B to B marketing [B] C to B marketing [C] C to C marketing [D] B to C marketing
17. targeting nature and its protection is the example of
    [A] green marketing [B] rural marketing [C] social media marketing [D] digital marketing
18. which of the following is not the Role and function of marketing manager
    [A] Managing the customer journey (customer relationship management)
    [B] Developing the marketing strategy and plan
    [C] Management of the marketing mix
    [D] Doing Research and Development
19. In _____ consumers may share a strong need that cannot be satisfied by an existing product.
    [A] negative demand [B] latent demand [C] declining demand [D] irregular demand
20. production concept focuses on _____
    [A] aggressive sales [B] bulk production [C] customer education [D] product modification
21. The most advanced level of a product is called the:
    [A] Potential product [B] Central product [C] Fundamental product [D] Augmented product
22. _____ Pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.
    [A] Market skimming [B] Value-based [C] Market-penetration [D] Premium

23. Which of the following is considered a type of reseller?
[A] wholesaler [B] retailer [C] both above [D] none above
24. The 4 Ps of marketing mix are :
[A] People, Product, Place [B] Price Physical Evidence, Promotion
[C] Product, Price, Place, Promotion [D] Product, Process, Physical Environment
25. The basic role of place is _____.
[A] Information [B] Manipulation [C] Intermediation [D] Interpretation
26. If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of _____ in the promotional mix.
[A] Advertising [B] Sales promotion [C] Personal selling [D] Publicity
27. A consumer contest is an example of _____.
[A] Personal selling [B] Consumer Sales promotion [C] Advertising [D] Indirect selling
28. While considering the place for a product which of the following is important for customer.
[A] Communication [B] Convenience [C] Cost [D] Customer Solution
29. Which of the following step is not included in the process of NPD?
[A] Idea screening [B] Idea team development [C] Business analysis [D] Test marketing
30. Which of the following is the stage of AIDA Model?
[A] Growth [B] Maturity [C] Awareness [D] Decline
31. Every Product mix has a proper mixture of the following features except
[A] Width [B] Consistency [C] Depth [D] Communication
32. FMCG is part of
[A] Convenience goods [B] Shopping goods [C] Specialty goods [D] Unsought goods
33. Products can be differentiated by the following features except
[A] Durability [B] Reliability [C] Reparability [D] Ordering ease
34. Adoption process comprises of the following stages except
[A] Advertising [B] Awareness [C] Interest [D] Adopt
35. Low sales, High cost per customer acquired, Negative profits, Innovators are targeted, and Little competition are the strategies of which stage of PLC
[A] Introduction [B] Growth [C] Maturity [D] Decline
36. Setting the price process does not include
[A] Estimation of costs [B] Analysis of customer
[C] Selecting Pricing Method [D] Hiring Marketing personnel
37. Pricing objectives do not include
[A] Maximization of profits [B] Planning for R& D
[C] Increase market share [D] Obtain a target ROI
38. Initially having the highest pricing and quickly leaving the market by the exit with hefty profit is
[A] Slow penetration [B] Rapid penetration [C] Rapid skimming [D] Slow skimming
39. Types of distribution channel does not include
[A] Intensive [B] Selective [C] Exclusive [D] Permanent
40. Aspects of a promotional mix comprise except
[A] Advertising [B] Production [C] Personal Selling [D] Sales Promotions
41. Newsletter, magazines are the promotion types of
[A] Electronic media [B] Print media [C] Outdoor publicity [D] Sales promotion
42. Free-standing insert, On-shelf couponing, On-line couponing are part of
[A] Advertising [B] Sales promotion [C] Personal selling [D] Direct marketing
43. Any paid form of non personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, televisions or radio by an identified sponsor is called
[A] Advertising [B] Branding [C] Positioning [D] Sales
44. Characteristics of Advertising include the following points except
[A] Most advertising is concerned ultimately with selling. [B] It is a major element in the promotional mix.
[C] Silent still forceful [D] Is least effective tool
45. In SMART Criteria of advertising “A” stands for
[A] Achievable [B] Aggressive [C] Admirable [D] Acceptable
46. In AIDA model f advertising “I” Stands for
[A] India [B] Interest [C] International [D] Impact
47. MISSION, MONEY, MESSAGE, MEDIA, and MEASURE are the component of effective
[A] Production [B] Sales [C] Distribution [D] Advertising
48. The following are the factors in the choice of selecting effective media except
[A] Management [B] Impact of the media [C] Competition [D] Legal constraints
49. _____ is the most ancient method of marketing
[A] Advertising [B] Sales promotion [C] Personal selling [D] Publicity
50. Which of the following step is not included in the process of Personal selling
[A] Handling Objections [B] Closing the sale [C] Advertising [D] Sales Presentation