



Exam Seat No. \_\_\_\_\_

**B. P. COLLEGE OF BUSINESS ADMINISTRATION**

(Constituent College of Kadi Sarva Vishwavidyalaya)

**BBA SEM – IV**

**MCQ TEST – February 2014**

**SUB: Marketing Management - II (BBA21)**

**Date: 15/02/14**

**Total Marks: 60**

**Day: Saturday**

**Duration: 40 minutes**

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*Instructions:*

- 1) *All questions are compulsory.*
- 2) *All questions carry 2 marks each.*

- 1) \_\_\_\_\_ is a set of attributed and condition a buyer normally expects when they purchase the product  
a. Core b. Expected c. Augmented d. Potential
- 2) \_\_\_\_\_ Product a marketer tries to make the product more than the expectation of customers.  
a. Core b. Expected c. Augmented d. Product
- 3) \_\_\_\_\_ is anything that can be offered to market for attention, acquisition and used for consumption that might satisfy a need of want  
a. Core b. Expected c. Augmented d. Product
- 4) \_\_\_\_\_ are intangible perishable and cannot be stored and cannot be the same every time.  
a. Usage b. services c. durable goods d. product
- 5) \_\_\_\_\_ goods are regularly used and are purchased regularly as soon as it gets over.  
a. convenience goods b. shopping goods c. specialty goods d. unsought goods
- 6) Goods we buy only on special occasion are known as \_\_\_\_\_ goods  
a. convenience goods b. shopping goods c. specialty goods d. unsought goods
- 7) Goods that we do not wish to buy but have to buy them sometimes are classified as \_\_\_\_\_  
a. convenience goods b. shopping goods c. specialty goods d. unsought goods
- 8) Products like petroleum, iron, water etc. are classified as \_\_\_\_\_  
a. Farm Products b. Natural products c. component Material d. Component parts
- 9) \_\_\_\_\_ includes iron, cements, wires etc. are used for further processing.  
a. Farm Products b. Natural products c. component Material d. Component parts
- 10) \_\_\_\_\_ includes small motors, tires etc enter finished products without any change  
a. Farm Products b. Natural products c. component Material d. Component parts
- 11) Services such as legal, management, consultancy, recruitment, advertisement are classified as \_\_\_\_\_  
a. maintenance and repair b. operating supplies c. business services d. equipments
- 12) \_\_\_\_\_ includes lubricant, cool, writing paper, pencils and are purchased with minimum efforts  
a. maintenance and repair b. operating supplies c. business services d. equipments
- 13) The strategy when the company increases the product mix by adding new line or depth is \_\_\_\_\_  
a. expansion b. contraction c. altering d. positioning
- 14) The strategy when the company tries to create a unique place in the mind of customers is \_\_\_\_\_  
a. expansion b. contraction c. altering d. positioning

- 15) Company offers high price prestigious product to their existing product line in an effort to increase the sale of their low priced products is classified as \_\_\_\_\_  
 a. trading down b. contraction c. trading up d. positioning
- 16) When the company provides variation in color, size, and flavor is classified as \_\_\_\_\_ in product mix.  
 a. width b. length c. depth d. consistency
- 17) The total number of products the company has is classified as \_\_\_\_\_  
 a. width b. length c. depth d. consistency
- 18) In \_\_\_\_\_ strategy the marketer launches the product at high price and high promotion  
 a. rapid skimming b. rapid penetration c. slow skimming d. Slow penetration
- 19) In \_\_\_\_\_ strategy the marketer launches the product at low price and high promotion  
 a. rapid skimming b. rapid penetration c. slow skimming d. Slow penetration
- 20) In PLC \_\_\_\_\_ stage is most important for products survival in the market.  
 a. introduction b. growth c. maturity d. decline
- 21) In PLC \_\_\_\_\_ stage is marked by steady decline in profit. The sale tend to increase, stabilize and starts to decline.  
 a. introduction b. growth c. maturity d. decline
- 22) The act of searching for new idea is called \_\_\_\_\_  
 a. idea generation b. idea screening c. drop error d. go error
- 23) In idea screening \_\_\_\_\_ occurs when a company rejects a good idea.  
 a. idea generation b. idea screening c. drop error d. go error
- 24) \_\_\_\_\_ is the estimates of sale of product sold after first time sales  
 a. regular sales b. repeat sales c. replacement sales d. direct sales
- 25) \_\_\_\_\_ is the estimates of sale for replacement of durable goods.  
 a. regular sales b. repeat sales c. replacement sales d. direct sales
- 26) In \_\_\_\_\_ method the company after allocating all other expenses allocates the remaining amount for advertisement budget  
 a. objective and task method b. percentage of sales method c. affordability d. parity method
- 27) The advertisement message is made unique so that it capture customer attention is classified as \_\_\_\_\_  
 a. meaningful b. distinctive c. believable d. structure
- 28) \_\_\_\_\_ is considered as one of the rational approaches to set the advertisement budget.  
 a. objective and task method b. percentage of sales method c. affordability d. parity method
- 29) repeat purchases are increased by \_\_\_\_\_ incentive.  
 a. coupons b. price discount c. frequent user d. point of purchase
- 30) A \_\_\_\_\_ is a certificate that offers price reduction for some specific items to the holder  
 a. coupons b. price discount c. frequent user d. point of purchase