

MUHAMMAD IMRAN

MBA IN MARKETING COMPLETE

FROM DISTRICT LAYYAH LICCS CAMPUS

1-Which of the following is an example of ancillary service?

Select correct option:

warranty

Promotion

Labeling

Packaging

2-Critical path analysis is useful at which stage of the product development Process?

Select correct option:

Commercialization

Concept development

Beta testing

Business Analysis

3-Which of the following BEST describes the consumer's preference for products that are widely available to them?

Select correct option:

Production concept

Marketing concept

Selling concept

Product concept

4-Buying and selling of mass consumer goods and services comes under which of the following markets?

Select correct option:

Business markets

Global markets

Consumer markets

Government markets

5-Which of the following is an advantage that enables business to survive against its competition over a long period of time.

Select correct option:

Marketing advantage

Sustainable competitive advantage

Core competency

Competitive advantage

6-A company designs the product with little or no input from customers, the company is practicing which of the following concept?

Select correct option:

Product concept

Marketing concept

Selling concept

Production concept

7-A firm is producing standardized products and enjoying the economies of scale by producing more. The firm is following which of the following strategy?

Select correct option:

Differentiation strategy

Cost leadership strategy

Market dominance strategy

Market segmentation strategy

8- Which of the following firms emphasis on product's benefits to the customers rather than on product attributes.

Select correct option:

Product oriented

Market oriented

Sales oriented

Production oriented

9-Which of the following is NOT a technique of measuring customer satisfaction and monitoring customer's complaint?

Select correct option:

Customer complaints database

Exit interviews

Web and telephone information hotlines

Business Analysis

10-The consumer products and services with unique characteristics or brand identification for which a significant group of buyers is willing to make a special purchase effort are called:

Select correct option:

Industrial products

Specialty products

Unsought products

Shopping products

Additional cost is associated with which of the following strategy?

Select correct option:

Market segmentation strategy

Market dominance strategy

Differentiation strategy

Cost leadership strategy

Financial summary of a marketing plan includes all EXCEPT:

Select correct option:

Pro-forma income statement

Month-by-month agenda

Breakeven analysis

Assumptions

Which of the following is NOT a part of consumer adoption process?

Select correct option:

Convenience

Trail

Evaluation

Interest

Sales decline in the decline stage of the PLC because of technological advances, increased competition, and _____.

Select correct option:

Shifts in unemployment

Shifts in the economy

Shifts in consumer tastes and preferences

Foreign imports

Core competency guides a firm recombining its abilities in response to demands from the:

Select correct option:

Retailer

Wholesaler

Environment

Supplier

Which of the following is the task of selecting an overall company strategy for long-run survival and growth?

Select correct option:

Mid-term planning

Short-term planning

Annual market planning

Strategic market planning

Insurance service would BEST be described as which kind of a product?

Select correct option:

Convenience

Unsought

Specialty

Durable

When any customer does not fully like the product or talks in favor of the product, it is known as:

Select correct option:

Bad – mouth

Word of mouth

Bad impression

Unfavorable products

Which of the following is known as a set of marketing tools used by the firms to pursue its marketing objectives in the target market?

Select correct option:

Marketing mix

Promotion mix

Offering mix

Product mix

Which of the following is usually the target of a market challenger?

Select correct option:

Market nicher

Market leader

Market follower

Market segment

Which of the following is also called an Export market?

Select correct option:

Consumer market

Business market

Global market

Government market

Which stage in the PLC normally lasts longer and poses strong challenges to the marketing managers?

Select correct option:

Introduction

Growth

Maturity

Decline

Which of the following is an advantage that enables business to survive against its competition over a long period of time.

Select correct option:

Marketing advantage

Sustainable competitive advantage

Core competency

Competitive advantage

Pictures and specification of product are added in which of the following part of the marketing plan?

Select correct option:

Financial summary

Executive summary

Situation analysis

Appendix

In which stage of the product life cycle does a product reach its peak sales?

Select correct option:

Introduction

Growth

Maturity

Decline

Which of the following is NOT included in product decisions?

Select correct option:

Styling
Brand name
Warehousing
Packaging

MGT301 Marketing

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Question No: 1 (Marks: 1) - Please choose one

Which one of the following is termed as embargo?

- ▶ Budget reforms
- ▶ Heavy taxes
- ▶ **Strongest form of quota**
- ▶ Heavy trade deficit

Question No: 2 (Marks: 1) - Please choose one

Which one of the following is designated as a runner-up firm that chooses not to rock the boat (usually out of fear that it stands to lose more than it might gain)?

- ▶ Market leader
- ▶ Market challenger
- ▶ **Market follower**
- ▶ Market niche

Question No: 3 (Marks: 1) - Please choose one

Review of the sales, costs and profit projections for a new product to find out whether these factors satisfy the company's objectives comes under which one of the following concepts?

- ▶ **Business Analysis**
- ▶ Product Development
- ▶ Test Marketing
- ▶ Commercialization

Question No: 4 (Marks: 1) - Please choose one

The concept of market _____ arranges for a product to occupy a clear, distinctive, and desirable place relative to competition.

- ▶ **Positioning**
- ▶ Place
- ▶ Price
- ▶ Product

Question No: 5 (Marks: 1) - Please choose one

Which one of the following authorities might use several tools like news, speeches and special events for the marketing purpose?

- ▶ Advertising agencies
- ▶ Advertising specialists
- ▶ **Public relation professionals**
- ▶ Computer programmers

Question No: 6 (Marks: 1) - Please choose one

Lobbying or building and maintaining relations with legislators and government officials to influence legislation and regulation are part of which one of the following options?

▶ **Business ethics**

▶ Press relations

▶ Press agencies

▶ Public relations

Question No: 7 (Marks: 1) - Please choose one

The standards set for salespeople, stating the quantity they should sell and how sales should be divided among the company's products refers to which one of the following options?

▶ Sales goals

▶ Company quotas

▶ **Sales quotas**

▶ Sales incentives

Question No: 8 (Marks: 1) - Please choose one

A growing trend for many companies is to use a group of people from sales, marketing, engineering, finance, technical support and even upper management to service large, complex accounts. It refers to which one of the following approaches?

▶ Department selling

▶ Multiple selling

▶ **Team selling**

▶ Simultaneous selling

Question No: 9 (Marks: 1) - Please choose one

To reduce time demands on their outside sales forces, many companies have increased the size of their inside sales forces, which include technical support people and sales assistants. Which one of the following can also be another part of the sales force?

- ▶ Order takers
- ▶ Order getters
- ▶ **Telemarketers**
- ▶ Secretaries

Question No: 10 (Marks: 1) - Please choose one

When a firm sets out to analyze, plan, implement, and control sales force activities through sales force management. What does it set and design?

- ▶ Team selling efforts
- ▶ Promotional objectives
- ▶ Sales territories
- ▶ **Sales force strategies**

Question No: 11 (Marks: 1) - Please choose one

The principles of personal selling described as which one of the following orientation?

- ▶ Service orientation
- ▶ Customer orientation
- ▶ Transaction orientation
- ▶ **Relationship orientation**

Question No: 12 (Marks: 1) - Please choose one

Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?

► **Personal selling and direct marketing**

- Public relation and publicity
- E-commerce and e-business
- Advertising and sales promotion

Question No: 13 (Marks: 1) - Please choose one

The various stages of the personal selling process are illustrated below, which one of the following is NOT specific roles of the sales representative?

- Negotiating and closing the sale
- Sales presentation
- Prospecting
- **Devising product strategy**

Question No: 14 (Marks: 1) - Please choose one

Fraudulent usage, inability to attract potentially brand-loyal customers and use by current customers but not new customers are believed to be disadvantages of which of the following?

- Money refunds
- **Frequent-user incentives**
- Coupons
- Premiums

Question No: 15 (Marks: 1) - Please choose one

Expensive Coca-Cola television ads primarily are a type of which of the following advertising?

- **Informative advertising**

- ▶ Comparative advertising
- ▶ Persuasive advertising
- ▶ Reminder advertising

Question No: 16 (Marks: 1) - Please choose one

In which of the following advertising a company directly or indirectly compares its brand with one or more other brands?

- ▶ Informative advertising
- ▶ Institutional advertising
- ▶ Reminder advertising
- ▶ **Comparative advertising**

Question No: 17 (Marks: 1) - Please choose one

Communication through a news story regarding an organization or its products that is transmitted through a mass medium at no charge, refers to which one of the following promotion mix?

- ▶ Advertising
- ▶ Sales promotion
- ▶ Personal selling
- ▶ **Public relations**

Question No: 18 (Marks: 1) - Please choose one

Slow feedback, high costs and difficulty in measuring effects on sales are disadvantages of which one of the following promotion mix ingredient?

- ▶ Public relations
- ▶ Sales promotion
- ▶ Personal selling

► **Advertising**

Question No: 19 (Marks: 1) - Please choose one

Which one of the following takes possession of truckloads of tomatoes, arranges for storage, and transports them to auctions to be sold?

- Selling agent
- Commission broker
- **Commission merchant**
- Selling broker

Question No: 20 (Marks: 1) - Please choose one

Which one of the following is the primary purpose of a broker?

- Take title to a producer's goods
- Sell directly to the final consumer
- Sell directly to producers
- **Bring buyers and sellers together**

Question No: 21 (Marks: 1) - Please choose one

If a retailer needed help with store design and training sales personnel, it would most likely use the services of which of the following wholesalers?

- **Full-service wholesaler**
- Full-price wholesaler

- ▶ Rack jobber
- ▶ Cash-and-carry wholesaler

Question No: 22 (Marks: 1) - Please choose one

Which one of the following statement refers to manual order processing?

- ▶ Integrates the order processing and production planning
- ▶ **Is flexible in special situations**
- ▶ Is practical for a large volume of orders
- ▶ Is the most widely used form of order processing

Question No: 23 (Marks: 1) - Please choose one

Which one of the following concept reflects the term “Order processing”?

- ▶ Is the same as order handling
- ▶ Is characterized by electronic processing
- ▶ **Is the receipt and transmission of sales order information**
- ▶ Is the second stage in a physical distribution system

Question No: 24 (Marks: 1) - Please choose one

Order processing, inventory management, materials handling, warehousing, and transportation fall under which of the following activities?

- ▶ Wholesaling
- ▶ Retailing
- ▶ **Physical distribution**

- ▶ Channel management

Question No: 25 (Marks: 1) - Please choose one

The success of each channel member depends on the performance of which of the following?

- ▶ Key channel members
- ▶ **The entire supply chain**
- ▶ The manufacturer
- ▶ The wholesaler

Question No: 26 (Marks: 1) - Please choose one

Nationally distributed consumer convenience products such as cigarettes are MOST likely distributed through which of the following channels?

- ▶ Producer, agents, wholesalers, retailers, consumers
- ▶ Producer, wholesalers, consumers
- ▶ **Producer, wholesalers, retailers, consumers**
- ▶ Producer, industrial distributor, wholesalers, retailers, consumers

Question No: 27 (Marks: 1) - Please choose one

ABC Company, the sportswear designer and manufacturer, decided to open its own specialty shops to sell its merchandise, the firm was engaging in which of the following channels?

- ▶ **Vertical channel integration**
- ▶ A conventional marketing channel
- ▶ Horizontal channel integration

- ▶ Channel expansion

Question No: 28 (Marks: 1) - Please choose one

Which one of the following statement about price changes is TRUE?

- ▶ Large-market share brands are hurt more by price changes than smaller companies
- ▶ **Temporary retail price reductions substantially decrease store traffic**
- ▶ Brand equity is unaffected by frequent price changes
- ▶ Price changes for high-quality brands affect private label brands and weaker brands disproportionately

Question No: 29 (Marks: 1) - Please choose one

Which one of the following pricing policy may result in losing money on the product?

- ▶ Psychological discounting
- ▶ Penetration pricing
- ▶ **Special-event pricing**
- ▶ Price leader

Question No: 30 (Marks: 1) - Please choose one

Quantity discounts are a legal form of price discrimination. A quantity discount is a price reduction to buyers who purchase _____.

- ▶ **Large volumes**
- ▶ Inferior merchandise
- ▶ Superior merchandise
- ▶ Frequently

Question No: 31 (Marks: 1) - Please choose one

Which one of the following pricing method is the simplest pricing method?

- ▶ Value-based
- ▶ Fixed cost
- ▶ **Cost-based**
- ▶ Skimming

Question No: 32 (Marks: 1) - Please choose one

When Kodak sets the general price range, low for its cameras and set high for its related film , it is practicing which one of the following pricing?

- ▶ Market-penetration pricing
- ▶ Market-skimming pricing
- ▶ Product line pricing
- ▶ **Captive-product pricing**

Question No: 33 (Marks: 1) - Please choose one

Which of the following is NOT a major factor for making firms price decisions?

- ▶ Environmental factors
- ▶ Marketing objectives
- ▶ **Past sales**
- ▶ Marketing mix strategy

Question No: 34 (Marks: 1) - Please choose one

Which one of the following statement reflects the market share pricing objective?

- ▶ Is not recommended when sales for the total industry are declining
- ▶ Is not especially useful when sales for the total industry are increasing
- ▶ Is not especially useful when sales for the total industry are flat
- ▶ **Can be used effectively whether total industry sales are rising or falling**

Question No: 35 (Marks: 1) - Please choose one

The consumer decides to make use of the product on a regular basis. Which one of the following concepts BEST describe it?

- ▶ Awareness
- ▶ Interest
- ▶ Trial
- ▶ **Adoption**

Question No: 36 (Marks: 1) - Please choose one

Which of the following are industrial products that aid in the buyer's production or operations, including installations and accessory equipment?

- ▶ Materials
- ▶ Specialty items
- ▶ **Capital items**
- ▶ Supplies

Question No: 37 (Marks: 1) - Please choose one

What is the stage of the buyer decision process in which the consumer uses information to evaluate brands in the choice set?

- ▶ **The alternative evaluation stage**

- ▶ The situational stage
- ▶ The experimental stage
- ▶ The informative stage

Question No: 38 (Marks: 1) - Please choose one

Which one of the following factor influences the consumer buying decision process?

- ▶ Person-specific
- ▶ Social
- ▶ **Demographic**
- ▶ Situational

Question No: 39 (Marks: 1) - Please choose one

Marketing researchers usually draw conclusions about large groups of consumers by studying which of the following small component of the total consumer population?

- ▶ Group
- ▶ **Sample**
- ▶ Target group
- ▶ Audience

Question No: 40 (Marks: 1) - Please choose one

"Consumers are spending more on products and services that will improve their lives rather than their image" reflects which aspect of the cultural environment?

- ▶ **People's view of others**
- ▶ People's view of themselves

▶ People's view of organizations

▶ People's view of nature

Question No: 41 (Marks: 1) - Please choose one

Which one of the following is NOT a part of marketing channel firms (intermediaries)?

▶ Physical distribution firm

▶ Marketing service agency

▶ Financial intermediary

▶ **Stock exchange**

Question No: 42 (Marks: 1) - Please choose one

Which one of the following set represents 4 C's of the marketing mix?

▶ **Customer Solution, Cost, convenience, communication**

▶ Customer, cost, convenience, comfort

▶ Convenience, communication, coverage, cost

▶ Cost, coverage, communication, consultancy

Question No: 43 (Marks: 1) - Please choose one

Which of the following is an intensive growth strategy of increasing sales in current markets with current products?

▶ Market development

▶ **Market penetration**

▶ Product development

▶ Market saturation

Question No: 44 (Marks: 1) - Please choose one

Identify the first step in the strategic marketing planning process?

- ▶ **The writing of the mission statement**
- ▶ The establishment of organizational objectives
- ▶ The formulation of a marketing plan
- ▶ Hiring a senior planner

Question No: 45 (Marks: 1) - Please choose one

In the Boston Consulting Group approach, which one of the following measure provides a measure of market attractiveness?

- ▶ Business portfolio
- ▶ BCG matrix
- ▶ **Market growth rate**
- ▶ Relative market share

Question No: 46 (Marks: 1) - Please choose one

Which one of the following statements is an example of a problem that may arise in the implementation of the marketing concept?

- ▶ Dissatisfaction of one segment affects the satisfaction of other segments
- ▶ **Consumers do not understand what the marketing concept is**
- ▶ Dealers do not support the marketing concept
- ▶ A product may fit the needs of too many segments

Question No: 47 (Marks: 1) - Please choose one

Which one of the following statements by a company chairman BEST reflects the marketing concept?

- ▶ **We have organized our business to satisfy the customer needs**
- ▶ We believe that marketing department must organize to sell what we produce
- ▶ We try to produce only high quality, technically efficient products
- ▶ We try to encourage company growth in the market

Question No: 48 (Marks: 1) - Please choose one

What does this statement shows “Trade of value between two parties”?

- ▶ Competition
- ▶ **Transaction**
- ▶ Exchange
- ▶ Need

Question No: 49 (Marks: 1) - Please choose one

Which one of the followings best represent the involvement of management and employees in the continuous improvement of the production of goods and services?

- ▶ Marketing management
- ▶ Customer relationship management
- ▶ Knowledge management
- ▶ **Total quality management**

Question No: 50 (Marks: 1) - Please choose one

Which one the following option is related with this statement “Rapid imitation of leader or challenger with moderate country market coverage and emphasis on price sensitive markets. The result is overall moderate share with high shares in selected country markets.”

- ▶ Global leader strategy
- ▶ Global challenger strategy
- ▶ **Global follower strategy**

- ▶ Global niche strategy

Question No: 51 (Marks: 1) - Please choose one

Which of the following is **NOT** a benefit of direct marketing?

- ▶ Immediate response
- ▶ Customer relationship building
- ▶ **Assists client prospecting**
- ▶ Greater product access and selection

Question No: 52 (Marks: 1) - Please choose one

Which one of the following is **NOT** a part of competitive positions?

- ▶ Market leader
- ▶ Market challenger
- ▶ Market follower
- ▶ **Market controller**

Question No: 53 (Marks: 1) - Please choose one

Which one of the following is a position option open to smaller firms that serves some part of the market that is not likely to attract the attention of the larger firms?

- ▶ Market leader
- ▶ Market challenger
- ▶ Market follower
- ▶ **Market niche**

Question No: 54 (Marks: 1) - Please choose one

The retailer is usually in an excellent position to:

- ▶ Make the most profits in the channel

- ▶ Become the channel leader
- ▶ **Gain feedback from consumers**
- ▶ Co-ordinate the production strategy

Question No: 55 (Marks: 1) - Please choose one

A departmental store firm wants to increase sales and reach new markets with direct marketing. To accomplish this, the sales or marketing manager would choose which of the following tool?

- ▶ Sales promotions
- ▶ Advertising
- ▶ **Kiosk marketing**
- ▶ Public relations

Question No: 56 (Marks: 1) - Please choose one

In contrast to vending machines which dispense only products, there are other systems that dispense information and take orders without direct human aid. This system refers to which one of the following options?

- ▶ **Kiosks**
- ▶ TV monitors
- ▶ The internet
- ▶ Cell phones

Question No: 57 (Marks: 1) - Please choose one

Which one of the following is the fastest growing form of marketing that reach more customers and save money?

- ▶ Advertising

► **Direct marketing**

► Public relations

► Personal selling

Question No: 58 (Marks: 1) - Please choose one

Management at Happy Motors must decide what mix of compensation elements to offer their sales force. Which of the following is **NOT** one of the four basic types of compensation plans?

► Straight commission

► Straight salary

► Salary and commission

► **Commission and bonuses**

Question No: 59 (Marks: 1) - Please choose one

There are three typical types of sales force structures. Which one is often supported by many levels of sales management positions in specific geographical areas?

► **Territorial**

► Customer

► Complex systems

► Matrix

Question No: 60 (Marks: 1) - Please choose one

Mr. Tatbeeque sales person from Philips, develops a list of potential customers and evaluates them on the basis of their ability, willingness, and authority to purchase copy machines. What is the name of this process?

► Customer search

► Sales preparation

► Audience identification

► **Prospecting**

Question No: 61 (Marks: 1) - Please choose one

Giving a free sample of a new product by attaching it to the pack of an existing product refers to which one of the following promotion?

► On-pack promotion

► **New-product promotion**

► Extra-fill promotion

► Co-operative discounting

Question No: 62 (Marks: 1) - Please choose one

Sales promotion includes a wide assortment of tools. Which one of the following is **NOT** one of these tools?

► Contests

► Premiums

► **Telephone surveys**

► Coupons

Question No: 63 (Marks: 1) - Please choose one

Communication process has different elements that are helpful for communicating message to audience. One of the communication tools is the decoding. Which one of the following statements refers to the “Decoding”?

► Intensity of the transmission becomes stronger

► **Receiver attempts to convert signs into concepts and ideas**

► Source attempts to convert signs into concepts and ideas

► Receiver filters noise from the feedback

Question No: 64 (Marks: 1) - Please choose one

Which one of the following concepts is considered as the basic role of promotion?

- ▶ Information
- ▶ Manipulation
- ▶ **Communication**
- ▶ Interpretation

Question No: 65 (Marks: 1) - Please choose one

Location is extremely important to a retailer due to which one of the following reasons?

- ▶ Suppliers charge more to service stores in certain trading areas.
- ▶ **A desirable location appeals to consumers' emotions and encourages them to buy.**
- ▶ Location is the major determinant of store image.
- ▶ Location determines the trading area from which the store must draw its customers.

Question No: 66 (Marks: 1) - Please choose one

Which of the following is considered as huge superstores, perhaps as large as six football fields?

- ▶ **Hypermarket**
- ▶ Department store
- ▶ General merchandise retailer
- ▶ Discount store

Question No: 67 (Marks: 1) - Please choose one

A cash-and-carry wholesaler would be expected to:

- ▶ Provide transportation

► **Handle high turnover products**

► Carry a wide variety of products

► Provide a wide range of services

Question No: 68 (Marks: 1) - Please choose one

Which type of wholesaler not only provides transportation and delivers products to retailers, but also provides the service of placing products on retailers' shelves?

► Truck wholesaler

► Cash-and-carry wholesaler

► **Rack jobber**

► Mail-order wholesaler

Question No: 69 (Marks: 1) - Please choose one

Which one of the following statement **BEST** describes a merchant wholesaler?

► Takes title and possession of goods and sells only to retailers.

► **Takes title and assumes risk and is generally involved in buying and reselling products.**

► Does not take title and possession of goods but may facilitate exchange between any two parties.

► Carry a limited line of fast-moving goods and sell to small retailers for cash

Question No: 70 (Marks: 1) - Please choose one

Which of the following distribution are used by most television, furniture and small-appliance brands?

► Selective distribution

► Exclusive distribution

► **Intensive distribution**

► None of the given options

Question No: 71 (Marks: 1) - Please choose one

The standards set for salespeople, stating the quantity they should sell and how sales should be divided among the company's products refers to which one of the following options?

► Sales goals

► Company quotas

► **Sales quotas**

► Sales incentives

Question No: 72 (Marks: 1) - Please choose one

When Mr. A is using a channel with only one intermediary, that intermediary is classified as which of the following?

► **Retailer**

► Wholesaler

► Broker

► Producer

Question No: 73 (Marks: 1) - Please choose one

Relationships among channel members, i.e. producers, wholesalers and retailers, are usually:

► Short-term commitments

► **Long-term commitments**

► Expensive resource commitments

► Only minor commitments

Question No: 74 (Marks: 1) - Please choose one

Which one of the following is the function of a direct channel of distribution?

- ▶ **The flow of products from producers to customers**
- ▶ Links producers to other marketing intermediaries
- ▶ Takes title to products and resells them
- ▶ Manages transportation and warehousing functions

Question No: 75 (Marks: 1) - Please choose one

Three key issues associated with initiating price changes are, the circumstances, the tactics and:

- ▶ Sales targets
- ▶ Bad publicity
- ▶ Stock levels
- ▶ **Competitor reactions**

Question No: 76 (Marks: 1) - Please choose one

When a firm or store offers a price reduction to customers who buy during off-peak periods throughout the year, the firm is giving which of the following discount?

- ▶ Functional
- ▶ **Seasonal**
- ▶ Annual
- ▶ Credit

Question No: 77 (Marks: 1) - Please choose one

If a retailer from Islamabad orders a quantity of merchandise to be delivered to his store in Lahore and is quoted a price that does not include transport costs, the retailer is paying a price called:

- ▶ F.O.B. destination
- ▶ **FOB price**
- ▶ Geographic price
- ▶ Base-point price

Question No: 78 (Marks: 1) - Please choose one

The Shirt Company utilizes a push strategy to sell the shirt line. Its basic promotional tool is discount. These discounts offered to middlemen are referred to as which one of the following discounts?

- ▶ **Trade**
- ▶ Cumulative
- ▶ Noncumulative
- ▶ Cash

Question No: 79 (Marks: 1) - Please choose one

If Pepsi sets the price of its six packs to match exactly the price of Coca-Cola's, Pepsi is using which of the following pricing method?

- ▶ Demand-oriented
- ▶ Cost-oriented
- ▶ Experience curve
- ▶ **Competition-oriented**

Question No: 80 (Marks: 1) - Please choose one

Which one of the following concepts is a useful philosophy in a situation when the product's cost is too high and marketers look for ways to bring it down?

- ▶ Selling concept
- ▶ Product concept
- ▶ **Production concept**
- ▶ Marketing concept

Question No: 81 (Marks: 1) - Please choose one

Companies set prices by selecting a general pricing approach that includes one or more of three sets of factors. One of these is the cost-based approach, which means:

- ▶ Value-based pricing and market-skimming pricing
- ▶ Going-rate and sealed-bid pricing
- ▶ **Cost-plus pricing, break-even analysis, and target profit pricing**
- ▶ Competition-based pricing and market-penetration pricing

Question No: 82 (Marks: 1) - Please choose one

Which one of the following pricing objectives is rarely operational because its achievement is difficult to measure?

- ▶ Return on investment
- ▶ Profit maximization
- ▶ Market share
- ▶ **Survival**

Question No: 83 (Marks: 1) - Please choose one

Price is a key element in the marketing mix because it relates directly to:

- ▶ The size of the sales force

- ▶ The speed of an exchange
- ▶ The control of quality
- ▶ **The generation of total revenue**

Question No: 84 (Marks: 1) - Please choose one

Less frequently purchased consumer products and services which are compared by the customer on different product attributes, refers to which one of the following product?

- ▶ Specialty products
- ▶ **Shopping products**
- ▶ Unsought products
- ▶ Industrial products

Question No: 85 (Marks: 1) - Please choose one

Which of the following factors are often used for segmenting customer groups?

- ▶ Geographic factors
- ▶ Psychographic factors
- ▶ Behavioral factors
- ▶ **Demographic factors**

Question No: 86 (Marks: 1) - Please choose one

What is the stage of the buyer decision process in which the consumer uses information to evaluate brands in the choice set?

- ▶ **The alternative evaluation stage**
- ▶ The situational stage
- ▶ The experimental stage
- ▶ The informative stage

Question No: 87 (Marks: 1) - Please choose one

The factors such as the buyer's age, life-cycle stage, occupation, economic situation, lifestyle, personality and self-concept that influences buyer's decisions refers to which one of the following characteristic?

- ▶ **Personal characteristics**
- ▶ Behavioral characteristics
- ▶ Demographical characteristics

Question No: 88 (Marks: 1) - Please choose one

Marketers are interested in the roles and influence of the husband, wife and children on the purchase of different products and services. Which one of the following segment is being studied by the marketer?

- ▶ Social class
- ▶ Opinion leader
- ▶ Reference group
- ▶ **Family**

Question No: 89 (Marks: 1) - Please choose one

Marketing stimuli consist of the four Ps. Which is **NOT** one of these Ps?

- ▶ Product
- ▶ **Political**
- ▶ Price
- ▶ Promotion

Question No: 90 (Marks: 1) - Please choose one

Which one of the following step in the marketing research process deals in "defining the problems and research objectives, implementing the research plan, and interpreting and reporting the findings"?

- ▶ Developing the research budget
- ▶ Choosing the research agency
- ▶ Choosing the research method
- ▶ **Developing the research plan**

Question No: 91 (Marks: 1) - Please choose one

Which one of the following environment is made up of institutions and other forces affecting society's basic values, perceptions, preferences and behaviors?

- ▶ **Cultural environment**
- ▶ Fictitious environment
- ▶ Natural environment
- ▶ Political environment

Question No: 92 (Marks: 1) - Please choose one

A manufacturer-owned operation that provides services usually associated with agents, refers to which one of the following?

- ▶ Wholesaler
- ▶ Sales office
- ▶ Sales branch
- ▶ Public warehouse

Question No: 93 (Marks: 1) - Please choose one

Advertising agencies are an example of which of the following marketing intermediaries?

- ▶ Insurance company
- ▶ Financial intermediary

► **Marketing services agency**

► Physical distribution firm

Question No: 94 (Marks: 1) - Please choose one

Which one of the following is a chief goal of the implementation function in marketing process?

► Develop marketing plans

► **Turns plans into actions**

► Take corrective actions.

► Develop strategic plans.

Question No: 95 (Marks: 1) - Please choose one

Developing and maintaining a strategic fit between the organization's goals and capabilities and its changing marketing opportunities represent which one of the following concept?

► Marketing objectives

► **Strategy planning**

► Marketing activities

► Corporate strategies

Question No: 96 (Marks: 1) - Please choose one

Which one of the following options is best to explain the purpose of intranets?

► Buying and selling processes

► Business-to-business purchasing

► **Communication among employees**

- ▶ Maintaining customer relations

Question No: 97 (Marks: 1) - Please choose one

A network of networks that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services. Which one of the following networks represents it?

- ▶ LAN
- ▶ Intranet
- ▶ Extranet
- ▶ **Internet**

Question No: 98 (Marks: 1) - Please choose one

If you are attempting to create primary demand toward your product, you will use which type of the following ads?

- ▶ **Informative**
- ▶ Persuasive
- ▶ Reminder
- ▶ Cooperative

Question No: 99 (Marks: 1) - Please choose one

Which one of the following option is **NOT** a benefit of internet marketing?

- ▶ Cost effective
- ▶ Time saving
- ▶ **Reliability**
- ▶ Open new venue

Question No: 100 (Marks: 1) - Please choose one

Which one of the following option is **NOT** a benefit for buyer with E-commerce?

- ▶ Convenience
- ▶ Easy and private

► **Reliability**

- Greater product access

Question No: 101 (Marks: 1) - Please choose one

Which of the following is an administrative trade restriction that imposes a complete ban on imports of a specified product?

- Import quota
- Tariff
- **Embargo**
- Dumping

Question No: 102 (Marks: 1) - Please choose one

Which one of the following is NOT a part of Joint Venture?

- **Single member private limited company**
- Contract manufacturing
- Joint ownership
- Licensing

Question No: 102 (Marks: 1) - Please choose one

If a food company gives 5 percent discount in particular burger to increase sales, it is altering which one of the following elements of the marketing mix?

- **Promotion**
- Price
- Product
- Place

Question No: 103 (Marks: 1) - Please choose one

Which one of the following options refers to “The art and science of choosing target markets and building profitable relationships”?

- ▶ **Customer relationship management**
- ▶ Knowledge management
- ▶ Total quality management
- ▶ Marketing management

Question No: 104 (Marks: 1) - Please choose one

Which one of the following options is best to explain the purpose of intranets?

- ▶ Buying and selling processes
- ▶ Business-to-business purchasing
- ▶ **Communication among employees**
- ▶ Maintaining customer relations

Question No: 104 (Marks: 1) - Please choose one

E-marketing refers to which one of the following?

- ▶ Email marketing
- ▶ **Electronic marketing**
- ▶ Electric marketing
- ▶ Elastic marketing

Question No: 105 (Marks: 1) - Please choose one

Which of the following option is NOT related with traditional buyer's rights?

- ▶ Right not to buy a product that is offered for sale
- ▶ Right to expect the product to be safe
- ▶ Right to expect the product to perform as claimed
- ▶ **Right to ask money back even not offered by the seller**

MGT301 Solved MCQ

Shared By **Mehreen Humayun**

The verbal portion of an advertisement, including headlines, body, and signature reflects which one of the following concepts? Select correct option:

Copy

Storyboard

Layout

Script

Connecting with employees in the company refers to which of the following options?

Select correct option:

Extranet

Internet

Intranet

World Wide Web

Which one of the following affects both demographic and psychological factors? Select correct option:

Quantity discounts

Price elasticity <http://www.slideshare.net/adhirock/pricing-strategy>

Quality discounts

Mark-up pricing

The name of a vast public web of computer networks that connect users of all types all around the world to each other? Select correct option:

Intranets

Extranets

Internet

Bytes

According to Mintzberg, when a manager searches the organization and its environment for opportunities and initiates projects to bring about change, the manager is acting in which role? Select correct option:

Negotiator

Entrepreneur

Monitor

Resource allocator

Which one of the following concept states that consumers will favor products that offer the most quality, performance and features? Select correct option:

Product concept handouts page20

Selling concept

Marketing concept

Production concept

Collecting, analyzing and interpretation of data refer to which of the following concepts?

Select correct option:

Marketing research handouts page 53

Marketing intelligence

Marketing information

Marketing knowledge

In SWOT analysis, strength and weaknesses are part of which of the following environment? Select correct option:

Internal

Outdoor

External

Outside

A manufacturer spends a large amount of money on research and development leading to the introduction of a product that is likely to present the firm with a breakthrough opportunity. The manufacturer prices the product with the goal of achieving a 20 percent return on its investment. Which of the following types of pricing objectives is the company using? Select correct option:

Target return

Profit maximization

Nonprice competition

Meeting competition

Which of the following is an intensive growth strategy of increasing sales in present markets with present products? Select correct option:

Market development

Market penetration page33

Product development

Market saturation

Which one of the following concept is the latest in a marketing philosophy? Select correct option:

Societal marketing concept page 20

Selling concept

Marketing concept

Production concept

Which one of the following set is considered as a fit-match of firm? Select correct option:

Opportunities – strength

Opportunities – weaknesses

Opportunities – customer demand

Customer value – weakness

Publics including workers, managers, volunteers and the board of directors show which of the following publics? Select correct option:

Citizen-action publics

Local publics

General publics

Internal Publics page44

A marketing manager of a large consumer foods company is studying distribution, promotion, and price of the company's product. Marketing manager is studying which one of the following concepts? Select correct option:

Marketing strategy

Marketing mix

Market offering

Marketing plan

In the BCG approach, stars are high-share, high-growth businesses or products. They need heavy investment to finance rapid growth. When their growth slows down, they turn into which of the following? Select correct option:

Dogs

Question marks
Cash cows
SBU

Trust and trustworthiness affect a leader's access to: Select correct option:

Dedication and achievement
Persuasion and control
Power and influence
Knowledge and cooperation

"Value pricing" means setting a fair price for a marketing mix that gives the target market superior customer value. Select correct option:

True

False

Which one of the following promotion tools includes press releases and special events?

Select correct option:

Personal selling
Direct marketing
Public relations

Publicity

Companies should set up systems that _____ customer to complain. Select correct option:

Discourage

Encourage

Do not allow

None of the given options

Buyer decision process consists of five stages. Which of the following is NOT one of these stages? Select correct option:

Evaluation of Alternatives

Information search

Variety-seeking buying behavior

Post purchase behavior

Publics--carry news, features, and editorial opinions refer to which of the following publics? Select correct option:

Financial publics

Media publics page43

Government publics

Citizen-action publics

All of the following are the customer markets EXCEPT which of the following? Select correct option:

Reseller markets

Government markets page 43

International markets

Business markets

The standards that state the amount each salesperson should sell and how sales should be divided among the company's products. It refers to which one of the following concepts?

Select correct option:

Sales goals

Company quotas

Sales quotas page 189

Sales incentives

There are major steps in media selection. Which is NOT one of these steps? Select correct option:

Deciding on reach, frequency, and impact

Choosing among major media types

Selecting specific media vehicles

Deciding on format elements page 173

Society and culture shape the basic form of human needs refers to which one of the following option? Select correct option:

Needs

Wants page10

Values

An exchange

What is our business? Who's our customer? What do our customers value? What should our business be? All these simple-sounding questions define which of the following concepts? Select correct option:

Objectives and goals

Mission statement page29

Business portfolio

Operational strategies

Finance, research and development, purchasing and manufacturing are all activities of which element of the micro environment? Select correct option:

The supplier

The Competitor

The company page42

The public

All of the following are the stages in the adoption process EXCEPT: Select correct option:

Awareness

Interest

Evaluation

Laggards page73

Connecting with employees in the company refers to which of the following options?

Select correct option:

Extranet

Internet

Intranet page23

World Wide Web

What is generally the result of groupthink? Select correct option:

Higher quality decisions

More risky decisions

Less critical analysis

Unpopular decisions

A _____ is a retail establishment that combines supermarket and discount store shopping in one location. Select correct option:

Superstore

Department store

Hypermarket <http://en.wikipedia.org/wiki/Hypermarket>

Mega market

Which one of the following is NOT a part of industry structure analysis? Select correct option:

Buyers

Sellers

Entry/exit barriers

Competitor page 49

Characteristics such as age, gender and marital status are known as _____

Select correct option:

Psychographic characteristics

Biographical characteristics

http://wiki.answers.com/Q/Explain_in_detail_the_elements_of_biographical_characteristics_ability_and_personality)

Geographical characteristics

Behavioral characteristics

In the Boston Consulting Group approach, which one of the following is a measure of company strength in the market? Select correct option:

Relative market share

BCG matrix page31

Business portfolio

Market growth rate

Which one of the following is the function of direct distribution channel? Select correct option:

The flow of products from producers to customers

http://tutor2u.net/business/marketing/distribution_introduction.asp)

Links producers to other marketing intermediaries

Takes title to products and resells them

Manages transportation and warehousing functions

A firm that operates in more than one country known as: Select correct option:

Global firm

Marketing firm

Operating firm

Outside firm

Which of the following is not one of the four primary management functions? Select correct option:

Planning

Staffing

Organizing

Leading

Which one of the following SBUs is low-growth, high share businesses which generate a lot of cash that the firm uses to pay its bills and support other SBUs that need investment.

Select correct option:

Stars

Cash cows page31

Question marks

Stars and cash cows

Why do manufacturers offer channel members quantity discounts, promotional allowances and slotting allowances? Select correct option:

To increase the level of vertical integration

To establish long-term transactional relationships

To take advantage of price elasticity

To encourage them to actively market the product

Following are the elements of the marketing mix EXCEPT: Select correct option:

Distribution

Product

Target market

Pricing

Which one of the following is the function of direct distribution channel? Select correct option:

The flow of products from producers to customers

Links producers to other marketing intermediaries

Takes title to products and resells them

Manages transportation and warehousing functions

Connecting with employees in the company refers to which of the following options?

Select correct option:

Extranet

Internet

Intranet

World Wide Web

To reduce inventory management costs, many companies use a system where they carry only small inventories of parts or merchandise, often only enough for a few days of operation refers to which of the following concepts? Select correct option:

Just-in-time logistics page143

Limited inventory logistics

Economic order quantity

Supply chain management

What can be offered to a market to satisfy a need or want? Select correct option:

Service

Customer value

Product page10

Quality

Distribution of product to get it in the market refers to which of the following activities?

Select correct option:

Selling activities

Advertising activities

Promotion activities

Place or distribution activities page17

Which of the following statements about the determinants of personality is true? Select correct option:

Personality appears to be a result of external factors

Personality appears to be a result of mainly hereditary factors

Personality appears to be a result of mainly environmental factors

Personality appears to be a result of both hereditary and environmental factors

Which of the following group is focused by producer to sell their products? Select correct option:

Final users

Intermediaries page43

The government

Competitors

Which one of the following is the major direct-marketing communications tool in today's business world? Select correct option:

Television marketing page192

Kiosk marketing

Telephone marketing

Catalog marketing

Which one of the following factor relates to family that influences consumer behavior?

Select correct option:

Cultural

Social page 64

Personal

Business

Which of the following is NOT a sales promotion? Select correct option:

Coupons

TV commercials

Contests

Premiums

Which one of the following is the way in which consumers perceive an actual or potential product? Select correct option:

Product idea

Product concept page103

Product image

Test market

Which one of the following option is true for Marketing? Select correct option:

Demand management

Customer relationship

Making a sale

Making a profit

The verbal portion of an advertisement, including headlines, body, and signature reflects which one of the following concepts? Select correct option:

Copy

Storyboard

Layout

Script

What are the companies doing from the following options as a result of an explosion of more focused media that better match today's targeting strategies? Select correct option:

More narrowcasting and less broadcasting

Less broadcasting and more narrowcasting page160

Less narrowcasting and broadcasting

More narrowcasting and broadcasting

The economic sacrifice made by a buyer to a seller for products or services refers to which one of the following price? Select correct option:

Objective price

Target price

Barter price

Transaction price

An activity and/or material that offers added value or incentive to resellers, salespersons, or consumers. Which one of the following promotional tools offers added value? Select correct option:

Advertising

Personal selling

Publicity

Sales promotion

People often buy the kind of clothing. What does it show? Select correct option:

Attitude

Status

Learning

Lifestyle page66

In international pricing companies that market their products internationally must decide what prices to charge in the different countries in which they operate. Select correct option:

True

False

A sales representative from a software company shows an accounting firm that a new software package can perform bookkeeping tasks that the firm's present package cannot. The accounting firm is most likely in which stage of the organizational buying decision process? Select correct option:

Problem recognition page70

Product specification

Product selection

Product purchase

Which one of the following categories refers to a group of products that are closely related because they function in a similar manner, are sold to the same customer groups,

are marketed through the same type of outlets, or fall within given price ranges? Select correct option:

Product line page100

Line extension

Private brand

Product bandwidth

Which of the following advertising is used heavily for creating a primary demand when introducing a new product in the market? Select correct option:

Persuasive advertising

Informative advertising page170

Comparative advertising

Institutional advertising

The decline stage is marked by chronically decreasing profits. Select correct option:

True

False

Which one of the following is NOT a part of market potential? Select correct option?

Size

Growth rate

Size and growth rate

Inflation page49

Management at Happy Motors must decide what mix of compensation elements to offer their sales force. Which of the following is NOT one of the four basic types of compensation plans? Select correct option:

Straight commission

Straight salary

Salary and commission

Commission and bonuses

Mobilink divides buyers into groups based on their knowledge, attitudes, uses or responses to a product. It is obviously using which type of segmentation? Select correct option:

Behavioral page85

Psychographic

Demographic

Geographic

The first step in the marketing control process is BEST described as one where the marketer performs which of the following activities? Select correct option:

Evaluates performance

Measures performance

Sets specific goals page39

Takes corrective action

Which one of the following is an example of a convenience consumer product? Select correct option:

Petrol

A motorcycle

A bicycle

Athletic shoes

Which one of the following is a part of marketing functions? Select correct option:

Standardizing and grading

Financing & Risk taking

Securing Marketing Information

All of the above page13

Which of the following communication and promotion tools involve direct connections with customers aimed toward building customer-unique value and lasting relationships?

Select correct option:

Personal selling and direct marketing page151

Public relation and publicity

E-commerce and E-business

Advertising and sales promotion

Winning a new customer is usually more costly than retaining an existing customer. How much time it is costly? Select correct option:

5-10 times page15

10-15 times

15-20 times

20-25 times

Belief that “violence is wrong” is an evaluative statement. Such an opinion constitutes which of the following component of an attitude. Select correct option:

Cognitive

Affective

Reflective

Behavioral

A person on the University Book Shop's survey asks respondents to tell the shop, in their own words, what they like least about textbook shopping. What is a type of this question?

Select correct option:

An open-ended

A dichotomous

A multiple choice

A scale

In the modern work world, where higher-level trust has been largely destroyed because of broken promises, it is likely to be replaced with which of the following type of trust?

Select correct option:

Reliance-based

Dependence-based

Knowledge-based

Identity-based

In contrast to vending machines which dispense only products, there are other systems that dispense information and take orders without direct human aid. This system refers to which one of the following options? Select correct option:

Kiosks

TV monitors

The internet

Cell phones

Which one of the following is the first step of marketing research process? Select correct option:

Define problem

Data analysis

Interpretation

Implementation

In attribution theory, what is distinctiveness? Select correct option:

Whether an individual displays consistent behaviors in different situations

Whether an individual displays different behaviors in different situations

Whether an individual displays consistent behaviors in similar situations

Whether an individual displays different behaviors in similar situations

Organizations that rely heavily on personal selling are likely to use other promotional efforts. What is the purpose of these promotional efforts? Select correct option:

Promote their less expensive products.

Urge consumers to send their comments and ideas to the firm.

Promote free gifts to consumers.

Improve the effectiveness of salespeople.

Which one of the following option is true for the core marketing concept? Select correct option:

Needs

Wants

Demands

All of the given options page221

What type of new product strategy, Pizza Hut is using when it allows Marriott to offer its new specialty pizzas in the hotel chain's room service menu? Select correct option:

Market development page225

Product development

Market saturation

Market penetration

A firm has decided to localize its products and services to meet local market demands.

Which one of the following approaches is a good approach for this segmentation? Select correct option:

Geographic page84

Demographic

Psychographics

Behavioral

LG is going to introduce a new mobile set in the market. How the consumers will be aware of this product? Select correct option:

By Promotion page3

By Personal relationships

By Positioning

By People

To reduce time demands on their outside sales forces, many companies have increased the size of their inside sales forces, which include technical support people and sales

assistants. Which one of the following can also be another part of the sales force? Select correct option:

Order takers

Order getters

Telemarketers

Secretaries

Marketing manager wants to improve the packaging of new products after reading customer responses to its customer opinion poll. Which one of the following is NOT a function of packaging? Select correct option:

It contains and protects the product

It contains the brand mark

It determines product quality page98

It may contain the brand symbol

A cash discount of "2/10, net 30," means that: Select correct option:

The buyer gets a 10 percent discount off the face value of the invoice if the invoice is paid within 2 days.

Payment is due within 30 days; the buyer can deduct 2 percent if the bill is paid within 10 days.

The buyer makes a 2 percent down payment on the face value of the invoice within 10 days; the remainder is due in 30 days.

The buyer gets a 2/10 (20 percent) discount if the invoice is paid within 30 days.

Products that are used directly in the production of a final product but are not easily identifiable are categorized as which one of the following? Select correct option:

Component parts page94

Consumable supplies

Assembly components

Process materials

If you wish to emphasize the importance of making decisions consistent with fundamental liberties and privileges, the focus of your teaching will also be on which of the following? Select correct option:

Utilitarianism

Justice

Rights MGT503 , page36

Privilege

Which of the following management is responsible for setting the company's mission, objectives, broad strategies and policies? Select correct option:

Top management

Middle level management

Low level management

Functional management

Which one of the following is NOT an ethical pricing issue? Select correct option:

Product dumping

Predatory pricing

Price fixing

Slow Skimming

Mr. A is a marketing manager for a large consumer foods company. He is studying distribution, promotion and price of the company's product. Mr. A is studying which of the following concepts?

- a. Marketing strategy
- b. Marketing mix
- c. Market offering
- d. Marketing plan

Which one of the following sets refers to the key building blocks for developing and managing customer relationship?

- a. Consumer expectations and customer satisfaction
- b. Customer choices and product offer
- c. Product performance and customer value
- d. Customer value and customer satisfaction page15

"Provide more quality products and services without variation in the quality" refers to which of the following marketing functions?

- a. Standardizing and grading page13
- b. Transporting
- c. Storing
- d. Selling

What does this statement show "Increasing demand as well as changing or even reducing demand"?

- a. Marketing management
- b. Marketing myopia
- c. Demarketing page14
- d. Relationship management

When Nokia introduced its new mobile set in the market in response to consumer demand, it was following which one of the following philosophies?

- a. Selling concept
- b. Production concept
- c. Customer concept
- d. Marketing concept page 20

Which one of the following models can be used to analyze the environment both for new and existing business?

- a. Chain model
- b. The BCG model
- c. Five forces model page22
- d. Value chain model

Most portfolio analysis methods evaluate SBUs on which of following two dimensions?

- a. Market Share; sales
- b. Market growth rate; relative market share page30
- c. Market attractiveness; market growth rate
- d. Market growth rate; profits

Mr. ABC examined his firm's recently completed market attractiveness-business position model; he finds that the firm's biscuit unit is low on both dimensions. Which one of the following strategies would this placement dictate?

- a. Invest
- b. Harvest
- c. Divest
- d. Maintain

In SWOT analysis, strength and weaknesses are part of which of the following environment?

- a. Internal
- b. Outdoor

- c. External
- d. Outside

All of the following activities are the part of marketing process EXCEPT:

- a. Analyzing marketing opportunities
- b. Selecting target markets
- c. Developing the business portfolio page35
- d. Managing the marketing efforts

Which of the following is an intensive growth strategy of increasing sales in current markets with current products?

- a. Market development
- b. Market penetration
- c. Product development
- d. Market saturation

Niche marketing is opposite to which one of the following concepts?

- a. New marketing exploration
- b. Knowledge management
- c. Mass marketing page83
- d. Market intelligence

Which one of the following is NOT a part of marketing control process?

- a. Set goals for organization
- b. Measure performance
- c. Take risk for profits page39
- d. Evaluate performance

17. All of the following are examples of customer market EXCEPT:

- a. Reseller markets
- b. Government markets
- c. International markets
- d. Business markets

18. Publics-carry news, features and editorial opinion refers to which of the following publics?

- a. Financial publics
- b. Media publics page43
- c. Government publics
- d. Citizen-action publics

19. Study of human populations in terms of size, density, location, age, sex, race, occupation and other statistics refers to which of the following studies?

- a. Segmentation
- b. Demography
- c. Psychographic
- d. Geographic

20. What is another name of Echo boomers?

- a. Baby boomlets page45
- b. Baby boomers
- c. Generation-X
- d. Generation-Y