

Dibrugarh University Entrance Test

2016-2017

Department of Commerce

Group: Marketing

Full Marks: 100

Time: One Hour

General Instructions:

1. There are 50 (Fifty) Questions and each questions shall carry 2 (Two) Marks.
2. There shall be negative marking of 50%.
3. The Questions will be of multiple Choice Objective types with four options.
4. The Candidate should use Ball Point Pen for answering.
5. The Candidate is required to write the correct Option in the appropriate box given along with each of the questions.
6. Overwriting or use of erasers or other means of tempering inside the box is liable to be considered as wrong answer.
7. Please write your *Roll Number* in the appropriate box as given below.
8. Names or any other indication of identification of the candidate inside the booklet is not permissible and subject to *rejection* of the candidature.
9. The filled in booklet containing the questions should be handed over to the investigator after the examination is over.

Roll No. (in figures) : _____

Roll No. (in words) : _____

1. "Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfy individual and organisational objectives"...
- (a) Philip Kotler
 - (b) Peter Drucker
 - (c) Ray Corey
 - (d) American Marketing Association
2. "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of value with others"...
- (a) Philip Kotler
 - (b) Peter Drucker
 - (c) Ray Corey
 - (d) American Marketing Association
3. The three pillars of the marketing concept does not include...
- (a) Customer Orientation
 - (b) Marketing Organisation
 - (c) Profit Emphasis
 - (d) Exchange Relationships
4. The four types of utilities are...
- (a) Form, Place, Time, Exchange
 - (b) Time, Exchange, Value, Possession
 - (c) Time, Value, Possession, Form
 - (d) Form, Place, Time, Possession
5. Demarketing strategy requires finding ways to...
- (a) Be allowed into the country on reasonable terms
 - (b) Alter the same pattern of demand through flexible pricing, promotion and other incentives
 - (c) Reduce the demand temporarily or permanently
 - (d) Use direct marketing as the main strategy in marketing process to reach the consumer

6. Social Marketing is the process to...
- (a) Return the environment to its pre-industrial purity
 - (b) Simultaneously serve multiple market segments in a cost effective and competitively superior way
 - (c) Define and identify the best target prospects for the offer
 - (d) Emphasise upon customer needs and wants
7. The landmark study of 'Marketing Myopia' is a contribution of...
- (a) Peter Drucker
 - (b) Theodore Levitt
 - (c) Evans and Burman
 - (d) Anonymous
8. The market structure where a few large firms account for the bulk of the industry's sales is called...
- (a) Monopoly
 - (b) Oligopoly
 - (c) Duopoly
 - (d) Pure Competition
9. The major financial resources that make up buying power are...
- (a) Income, Credit, Wealth
 - (b) Income, Credit, Tax Savings
 - (c) Savings, Credit, Money
 - (d) Income, Wealth, Assets
10. The popular abbreviation for Marketing Information System is...
- (a) MIS
 - (b) MkIS
 - (c) MKIS
 - (d) MktIS
11. The BCG Matrix has identified the following four categories of SBU's...
- (a) Dog, Cash Cow, Bull, Star
 - (b) Dog, Cash Cow, Question Mark, Star
 - (c) Dog, Bull, Question Mark, Star
 - (d) Dog, Cash Cow, Bull, Question Mark

12. The following is not a stage in the purchase decision making process...
- (a) Need recognition
 - (b) Purchase decision
 - (c) Post purchase behaviour
 - (d) After sales service
13. The following is not a social factor that influences Consumer Behaviour...
- (a) Family
 - (b) Groups
 - (c) Roles and Status
 - (d) Lifestyle
14. The tendency of people to twist information into personal meaning is known as...
- (a) Selective Reasoning
 - (b) Selective Distortion
 - (c) Selective Attention
 - (d) Selective Retention
15. When the customers are highly involved in the purchase and there are significant differences among brands, they tend to exhibit...
- (a) Complex Buying Behaviour
 - (b) Variety Seeking Buying Behaviour
 - (c) Dissonance Reducing Buying Behaviour
 - (d) Habitual Buying Behaviour
16. According to the following theory of Consumer Behaviour, buyer behaviour can be influenced by manipulating the drives, stimuli and responses of the buyer...
- (a) Marshallian Economic Theory
 - (b) Learning Theory
 - (c) Freudian Psychoanalytic Theory
 - (d) Nicosia Theory
17. The following is not a Demand forecasting Method...
- (a) Delphi Method
 - (b) Socio Economic Method
 - (c) Correlation Method
 - (d) Market Test Method

18. The four variables that influence the position of a product are...

- (a) Product, Company, Competition, Consumer
- (b) Product, Competition, Culture, Consumer
- (c) Product, Place, Culture, Consumer
- (d) Product, Company, Place, Consumer

19. Consumer Products may be categorised into...

- (a) Convenience, Shopping, Unsought
- (b) Convenience, Shopping, Staple
- (c) Shopping, Competitive, Staple
- (d) Unsought, Convenience, Emergency

20. When to use Test Marketing?...

- (a) Basic price, package, promotional appeals are well established
- (b) Risk of failure is low relative to test marketing costs
- (c) Sales potential is difficult to estimate
- (d) Product will have a brief life cycle

21. All of the following are considered to be drawbacks of local marketing EXCEPT :

- a. it can drive up manufacturing and marketing costs by reducing economies of scale.
- b. it can create logistical problems when the company tries to meet varied requirements.
- c. it can attract unwanted competition.
- d. it can dilute the brand's overall image.

22. Cognitive dissonance occurs in which stage of the buyer decision process model?

- a. Need recognition
- b. Information search
- c. Evaluation of alternatives
- d. Post purchase behaviour

23. The study of consumers as they exchange something of value for a product or service that satisfies their needs is the definition of _____.

- a. sociology
- b. consumer behaviour
- c. marketing research
- d. psychology

24. _____ is a good offered either free or at low cost as an incentive to buy a product.

- a. patronage reward
- b. spiff
- c. price pack
- d. premium

25. A complete analysis of consumer behaviour should identify three types of actors: marketers, public policy actors, and most importantly _____.

- a. advertisers
- b. consumers
- c. employees
- d. suppliers

26. Setting call objectives is done during which of the following stages of the selling process?

- a. Prospecting
- b. Pre approach
- c. Approach
- d. Handling objections

27. _____ are products bought by individuals and organizations for further processing or for use in conducting a business.

- a. Consumer products
- b. Services
- c. Industrial products
- d. Specialty products

28. Any study of consumer behaviour includes _____ since that perspective concentrates on the effects of culture and values on consumer behaviour.

- a. psychology
- b. biology
- c. anthropology
- d. economics

29. The _____ is a person within a reference group who, because of special skills, knowledge, personality, or other characteristics, exerts influence on others.

- a. facilitator
- b. referent actor
- c. opinion leader
- d. social role player

30. _____ describes changes in an individual's behaviour arising from experience.

- a. Modeling
- b. Motivation
- c. Perception

d. Learning

31. Large firms often divide their organization into groups or _____ that market a set of homogeneous products to a set of homogeneous market segments.

- a. market segments
- b. administrative sections
- c. policy groups
- d. strategic business units (SBUs)

32. The Internet evolved from a network created by during the 1960s from-

- a. the Commerce Department
- b. the Massachusetts Institute of Technology (MIT)
- c. Northwestern University
- d. the Defense Department

33. Successfuldepends on how well a company blends its people, organizational structure, decision and reward systems, and company culture into a cohesive program that supports its strategies.

- a. marketing strategy
- b. marketing control
- c. marketing analysis
- d. marketing implementation

34. _____ organizations are groups that influence public policies, individuals' actions, and marketers' strategies in areas that interest their members.

- a. social action
- b. community action
- c. Professional action

d. Universal protection

35. Sellers that handle their own exports are engaged in:

a. direct exporting.

b. indirect exporting.

c. licensing.

d. contract manufacturing.

36. The orange juice manufacturers know that orange juice is most often consumed in the mornings. However, they would like to change this and make the drink acceptable during other time periods during the day. Which form of segmentation would they need to work with and establish strategy reflective of their desires?

a. gender segmentation

b. benefit segmentation

c. occasion segmentation

d. age and life-cycle segmentation

37. The first activity in any act of consumer behaviour is

a. search

b. recognizing needs

c. evaluation of alternatives

d. purchase

38. Price, colour, and a long-term warranty would be examples of evaluative _____ used to determine which alternative should be the one selected for purchase.

a. judgements

b. standard

c. criteria

d. benchmark

39. includes practices such as overstating the product's features or performance, luring the customer to the store for a bargain that is out of stock, or running rigged contests.

a. Deceptive promotion

b. Deceptive packaging

c. Deceptive pricing

d. Deceptive cost structure

40. The typical method of retail operation used by supermarkets and catalogue showrooms are called:

a. self-service retailing.

b. limited-service retailing.

c. full-service retailing.

d. service-merchandiser.

41. A(n)..... are computerized collections of information obtained from data sources within the company.

a. retrieval systems

b. marketing research reports

c. flow diagrams and PERT charts

d. internal databases

42. The total number of items that the company carries within its product lines refers to which of the of the product mix?

a. width

b. depth

c. length

d. consistency

43. The use of price points for reference to different levels of quality for a company's related products is typical of which product-mix pricing strategy?

- a. Optional-product pricing
- b. Captive-product pricing
- c. By-product pricing
- d. Product line pricing

44. If a company's objective were to reach masses of buyers that were geographically dispersed at a low cost per exposure, the company would likely choose which of the following promotion forms?

- a. Advertising
- b. Personal selling
- c. Public relations
- d. Sales promotion

45. Using a successful brand name to introduce additional items in a given product category under the same brand name (such as new flavours, forms, colours, added ingredients, or package sizes) is called a(n):

- a. line extension.
- b. brand extension.
- c. multi branding.
- d. new brands.

46. Successful service companies focus their attention on both their customers and their employees. They understand....., which links service firm profits with employee and customer satisfaction.

- a. internal marketing
- b. service-profit chains
- c. interactive marketing
- d. service differentiation

47. _____ is quoted as saying that "everyone lives by selling something.

- a. Bill Gates
- b. Robert Louis Stevenson
- c. Arthur Miller
- d. Henry Ford

48. 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. idea.
- b. demand.
- c. product.
- d. service.

49. The type of sales presentation approach that requires good listening and problem- solving skills is the:

- a. canned approach.
- b. formula approach.
- c. need-satisfaction approach.
- d. critical-thinking approach.

50. Yahoo, Info seek, and Excite are all called:

- a. browsers.**
- b. Webcasters.**
- c. search engines.**
- d. software.**


