eExam Question Bank

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	Question Type	Question	A	B	C	D	Answer	Remark
	FBQ	____ is the square root of the variance.	Standard deviation					eExam
	FBQ	____ is where the research objectives are stated and the details of the sampling plan are described.	Objectives and methodology					eExam
	FBQ	The ____ is the difference between the largest and smallest observed value.	Range					eExam
	FBQ	The objective of ____ kind of research is to estimate the audience size of each media channel.	Audience measurement					eExam
	FBQ	____ Studies reveal the extent to which customers are sensitive to price changes, and provide valuable clues to the market or in assessing the impact of price increase or decrease on sales.	Pricing					eExam
	FBQ	____ research can be used to evaluate the need for change in product formulation.	Product					eExam
	FBQ	____ marketing can be used to research into the impact on sales of retail level promotional displays and promotional schemes	Test					eExam

	FBQ	____ is an attempt to predict the sales level at a given point in the future on the basis of the existing information.	Sales forecasting					eExam
	FBQ	The ____ is the total amount of a product or product group which could be sold total market in a specified time period and under given conditions.	Market potential					eExam
	FBQ	A ____ contains descriptions of the sampling units in terms of their geographical location, socioeconomic profile and other relevant details.	Sample size					eExam
	FBQ	Correlation is a type of ____ method.	Analytical	Statistical				eExam
	FBQ	Risk bearing is part of the ____ function in marketing	Auxiliary					eExam
	FBQ	____ is computed by dividing the sum of the values of the observation by the number of items observed.	Mean					eExam
	FBQ	____ is the central value or item that occurs most frequently.	Mode					eExam
	FBQ	____ Classification is that in which data is classified according to the time when the event occurred.	Chronological					eExam
	FBQ	The two stages in field work are ____ and ____ _.	Planning, Supervision					eExam
	FBQ	There are ____ types of costs in marketing research.	Four	4				eExam

FBQ	type of questionnaire is extremely appropriate when your sampling units are distributed over a wide geographical area and the cost of reaching them personally is very high.	Mail						eExam
FBQ	The fourth element in the sampling plan is the .	Sampling procedure						eExam
FBQ	is a written and organized format containing all the questions relevant to soliciting the required information.	Questionnaire						eExam
FBQ	relate to sales and the marketing communication tasks required to be performed as per the needs of the product market scenario.	Promotional objectives						eExam
FBQ	A aims at accomplishing the promotion objectives in the allocated funds and within a scheduled period of time.	Promotional strategy						eExam
FBQ	A is an offer of an article of merchandise as an incentive in order to sell a product or service.	Premium						eExam
FBQ	are a kind of discount coupons offered to consumers linked with the quantum of their purchase.	Trading stamps						eExam
FBQ	is a secondary incentive which offers a certain sum of money to trade for each additional unit bought over and above the deal.	Buy-back allowance						eExam
FBQ	are short term incentives to encourage purchase or sale of product units or services.	Sales promotion						eExam

☐									
☐	FBQ	There are ____ steps in the selling process.	Eight	8					eExam
☐	FBQ	____ is a type of sales person who is a technical consultant to the client and as per the need, helps to design products or production system for a client.	Sales engineer						eExam
☐	FBQ	____ is the oral presentation in a conversation with or more prospective purchasers for the purpose of making sales.	Personal selling						eExam
☐	FBQ	____ is an impersonal mass selling and communication method.	Advertising						eExam
☐	FBQ	____ behaviour is hardly traceable to only one characteristic.	Buying						eExam
☐	FBQ	Ultimate consumers buy goods or services for their own personal or household use, and are satisfied strictly non- ____ __wants.	Trade						eExam
☐	FBQ	There are important differences between ultimate ____ _and industrial users, their ways and means of purchasing differs considerably.	Consumers						eExam
☐	FBQ	____ __level of product consists of all the possible augmentations and transformations the product may undergo in the future.	Potential						eExam

	FBQ	________ relates to necessary information about the markets, the target consumers in terms of their purchasing power, taste, color, choices, competition and their products.	Market information gathering						eExam
	FBQ	________ is concerned with setting certain standards / levels to accomplish the produced goods.	Standardization and grading						eExam
	FBQ	________ starts with idea generation, idea screening and development of a prototype product.	Product planning						eExam
	FBQ	________ is a tool used by companies to stimulate or arouse consumers' demand for the products to be sold.	Promotion						eExam
	FBQ	Macro-environmental factors are also known as ________ factors	Uncontrollable						eExam
	FBQ	Stanton (1981) stated that ________ is the most pervasive macroeconomic element that affects marketing.	Technology						eExam
	FBQ	The ________ of a country determines the inflow and outflow of goods and services.	Economic system						eExam
	FBQ	The selling concept is practiced aggressively with ________ goods	Unsought						eExam
	FBQ	The ________ concept is another common approach adopted by some firms in penetrating their target markets.	Selling						eExam
	FBQ	When demand for a product exceeds the supply, ________ philosophical concept is applicable.	Production						eExam

FBQ	There are ____ types of marketing management philosophies	Five	5				eExam
FBQ	The ____ concept holds that consumers will value products that are available and highly affordable, and that management therefore should focus on improving production and distribution, efficiently	Production					eExam
FBQ	The ____ approach focuses on the nature and dynamics of various marketing functions, such as buying, selling, storing, financing, and promoting.	Functional					eExam
FBQ	____ _are goods bought by the final consumers for personal consumption.	Consumer					eExam
FBQ	There are ____ number of approaches to studying marketing	Five	5				eExam
FBQ	____ is the business process by which products are matched with markets and through which transfer of ownership are effected.	Marketing					eExam
FBQ	It has been reported that ____ get people to buy things don't want.	Retailers	Salepersons				eExam
FBQ	A ____ is a state of felt derivation of some basic satisfaction	Human need					eExam
FBQ	____ are wants for specific products that are backed up by purchasing power	Demands					eExam

FBQ	Customer satisfaction is the extent to which a product's perceived performance matches a ____	Buyer's expectation					eExam
FBQ	Marketing functions are often performed by the ____	Middlemen					eExam
FBQ	The ____ number of elements in the marketing mix.	Four	4				eExam
FBQ	Storage is part of the ____ function of marketing management.	Merchandising					eExam
FBQ	A market is said to be in a state of negative demand if a major part of the market ____ __.	Dislikes the product					eExam
FBQ	When a situation of no demand exists, the target consumers are ____	Indifferent to the product					eExam
FBQ	A ____ is defined as a set of all actual and potential buyers of a product and service.	Market					eExam
MCQ	________ refers to the shift towards a more integrated and independent world economy.	State	Political economy	Globalization	None of the above	C	eExam
MCQ	Every move a marketer makes is affected by and has some effects on his ______	Production activites	Target markets	Natural environment	Marketing environment	D	eExam
MCQ	An organization is said to face full-demand when it is pleased with its ______	Quality of products	Prices of the products	Amont of business	Middlemen	C	eExam
MCQ	When a situation of no demand exists, the target consumers are _______	Indifferent to the product	Indifferent to the prices	Indifferent to the quality	Indifferent to packages	A	eExam
MCQ	A market is said to be in a state of negative demand if a major part of the market _____	Likes the product	Dislikes the product	Over-concentrated	Attracts less buyers	B	eExam

	MCQ	Auxiliary function of marketing includes the following activities, except;	Market information	Transportation	Risk bearing	Marketing finance	B	eExam
	MCQ	Merchandising function of marketing include the followings except _______	Storage	Selling	Buying and assembling	Standardization and grading	A	eExam
	MCQ	Marketing functions are often performed by the ____	Prospective buyers	Potential buyers	Middlemen	Advertisers	C	eExam
	MCQ	Marketing manager _______ demand for the company's product.	Compelled	Advertised	Forced	Stimulate	D	eExam
	MCQ	Marketing is made up of a number of activities known as _________	Marketing plan function	Marketing functions	Strategic business functions	Management functions	A	eExam
	MCQ	A ____ is the set of actual and potential buyers of a product	Market	Customers	Consumers	None of the above	A	eExam
	MCQ	Marketing exists only when _____	There are buyers only	There is an exchange	There are buyers and sellers	There are markets for the goods	B	eExam
	MCQ	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	D	eExam
	MCQ	_____ are wants for specific products that are backed up by purchasing power	Purchases	Goods	Demands	Supplies	C	eExam
	MCQ	A ________ is a state of felt derivation of some basic satisfaction	Human need	Societal need	Business need	Market need	A	eExam
	MCQ	It has been reported that ______ "get people to buy things don't want'	Manufacturers	Retailers	Marketers	Distributors	B	eExam
	MCQ	______ is the business process by which products are matched with markets and through which transfer of ownership are effected	Economics	Marketing	Strategy	Strategic marketing	B	eExam
	MCQ	In an economy of plenty, most people have to satisfy their material wants through _______	Outside sources	Direct supply	Company's representatives	Middlemen	A	eExam
	MCQ	In the early stage of the society's economic development, marketing problem focuses on ___	Mass production	General production	Physical production	Aggressive production	C	eExam

	MCQ	Market ______ also allows accurate measurement of goals and performance.	Analysis	Segmentation	Forecasting	Targeting	B	eExam
	MCQ	The benefit of marketing segmentation is that it leads to more satisfying marketing_____	Performance	Results	Identification	Sales	B	eExam
	MCQ	To deal with the marketing environment and make purchases, _________ engage in a decision process.	Customers	Buyers	Consumers	Manufacturers	C	eExam
	MCQ	Product _________is also part of product development, which focuses on the functional aspects of the product and on consumer acceptance.	Testing	Marketing	Management	All of the above	A	eExam
	MCQ	________ marketing plan is the master blueprint for a year's marketing activity for a specified organizational division or major product.	Manual	Annual	Techniques	Project	B	eExam
	MCQ	………..promotes a customer's information in political, social and economic affairs internationally	Environmental scanning	Environmental analysis	Environmental research	Environmental planning	A	eExam
	MCQ	Marketing is also concerned with product _______and design since a product must suit the needs and wants of the consumer.	Development	Planning	Idea	Identification	B	eExam
	MCQ	Kotler classify marketing activities into _________ categories containing nine functions in all.	Five	Eight	Three	Six	C	eExam
	MCQ	Monitoring environmental changes helps discover emerging opportunities such as growth ______ and unfilled market needs.	Markets	Development	Building	Business	A	eExam
	MCQ	The process of gathering information on various aspects of the marketing environment is called environmental ______.	Scanning	Analysis	Research	Study	A	eExam
	MCQ	______ marketing planning in an organization leads to the preparation of an annual marketing plan	Techniques	Strategic	Methods	Structure	B	eExam

MCQ	_______ of markets refers to the merging of distinct and separate national markets into one huge global market place.	Convergence	Globalization	Amalgamation	Conference	B	eExam
MCQ	_________ of production refers to the sourcing of goods and services from locations	Globalization	Outsourcing	Subcontracting	All of the above	A	eExam
MCQ	________ can be described as the route through which goods and services pass through tp the final consumers.	Channel	Strategies	Policy	Process	A	eExam
MCQ	_____ stated that a channel of distribution is the route taken by the title to the ultimate consumer.	Armstrong	Kotler	Stanton	Bush	C	eExam
MCQ	Channel of distribution can be grouped into ___ categories.	One	Three	Two	Four	D	eExam
MCQ	_______ defined a product as anything that can be offered to a market for attention.	Stanton	Peter	Bush	Armstrong	D	eExam
MCQ	There are _______ major methods used in marketing testing	Two	Four	Three	Six	A	eExam
MCQ	_____ is a group of firms that market products that are close substitution for each other	Sector	Industry	Conglomerate	All of the above	B	eExam
MCQ	________ is carried out on advertisements appearing in different media such as newspapers, magazines, journals, radio, TV, outdoor hoardings, kiosks, bus side panels, etc.	Copy testing	Audiencs measurement	Customer measurement	None of the above	B	eExam
MCQ	_____ provide information on the profitable new opportunities of business growth which a firm can consider for diversification.	Divergence studies	Variation studies	Expansion studies	Diversification studies	D	eExam
MCQ	_______ is studied to determine industries with growth potential and those facing a stagnant future.	Business trends	Industry trends	Market trends	Investor trends	A	eExam
MCQ	The following are the uses of product research, except;	Evaluation of new product ideas	Testing for product selling	Evaluating the need for change in product formulation	Testing for new product acceptance	B	eExam

MCQ	Distribution channel studies can be used to determine the most effective and profitable distribution channels for different ________	Types of products	Types of transport methods	Types of retailers	Types of suppliers	A	eExam
MCQ	______ is a controlled experiment to predict sales or profit consequence of the various marketing strategies.	Market forecasting	Product sales potential analysis	Product testing	Test market	D	eExam
MCQ	In sales forecasting, sales are calculated in __________	Units	Items	Entities	Elements	A	eExam
MCQ	The ____ is the total amount of a product or product group which could be sold total market in a specified time period and under given conditions.	Market prospective	Market potential	Market grouping	Market segementation	B	eExam
MCQ	The _____ is the average of the squared deviations of the observed values from the mean of the distribution.	Standard deviation	Median	Variance	None of the above	C	eExam
MCQ	The ____ is the difference between the largest and smallest observed value.	Value	Median	Variance	Standard deviation	A	eExam
MCQ	The mean, mode and median are measures of ________.	Central tendency	Variability	Dispersion	Spread	A	eExam
MCQ	_______is computed by dividing the sum of the values of the observation by the number of items observed.	Mode	Mean	Median	Variance	B	eExam
MCQ	There are ______ types of averages.	Two	One	Four	Three	D	eExam
MCQ	Chronological is a classification in ____________.	Market positioning	Strategy	Market research	Market segementation	A	eExam
MCQ	____ is the stage where the research design has to be converted from the planning stage to that of implementation.	Field work	Field analysis	Field exertion	Field planning	A	eExam
MCQ	The following are the different types of costs involved in market research, except;	Cost of data collection	Cost of time delays	Cost of environmental forces	Cost error	C	eExam
MCQ	The marketing research process has ______number of steps.	Six	Seven	Four	Five	D	eExam

	MCQ	"Closing the sale" is part of the ___________ process.	Marketing	Selling	Trade	All of the above	B	eExam
	MCQ	________is a salesperson whose primary job is to educate, give product detailing, build goodwill or create primary demand for the product.	Sales engineer	Missionary salesperson	Tangible product seller	Intangible product seller	B	eExam
	MCQ	The type of product is a major determinant in the __________	Product mix	Marketing mix	Promotion mix	Price mix	C	eExam
	MCQ	______ is the oral presentation is a conversation with one or more prospective purchasers for the purpose of making sales.	Market selling	Personal selling	Direct selling	All of the above	B	eExam
	MCQ	The ___ is that item which lies exactly half-way between the lowest and highest values when the data is arranged in an ascending or descending order.	Mode	Median	Average	None of the above	B	eExam

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