Q. 1 Select the Right Answer [20 Marks]

1. The last step in new-product development is called:
   a. objective-setting.
   b. Situation analysis.
   c. Field testing.
   d. Limited launch.
   e. Commercialisation.

2. The process of transforming ideas into symbols is referred to as:
   a. Encoding.
   b. Decoding.
   c. Noise.
   d. Feedback.
   e. Translating.

3. All of the following are examples of sales promotion activities EXCEPT:
   a. Coupons.
   b. Contests.
   c. Free samples of the product.
   d. Rebates.
   e. New product press release.

4. When PepsiCo attempts to define which products, promotions, prices & distribution arrangements to include in its snacks food line, what type of strategy is it pursuing?
   a. marketing strategy.
   b. functional- level strategy.
   c. corporate strategy.
   d. operational strategy.
   e. market segmentation strategy.

5. Advertising, personal selling, point-of-purchase displays and publicity are related to which elements of the marketing mix?
   a. place.
   b. Product.
   c. Price.
   d. Promotion.
   e. Personnel.
6. Corporate objectives should contain all of the following EXCEPT:
   a. a performance dimension.
   b. an index for evaluating progress.
   c. a hurdle level to be achieved.
   d. a mission statement.
   e. a time frame.

7. Profit contribution is an element of which of the five major components of strategy?
   a. scope.
   b. goals and objectives.
   c. resource deployment.
   d. identification of a sustainable competitive advantage.
   e. synergy.

8. PepsiCo’s focus on ‘marketing superior quality food and beverage products for households consumers dining out’ is an example of the organisation's:
   a. synergy.
   b. mission.
   c. tactics.
   d. marketing mix.
   e. market segmentation.

9. A brand:
   a. is the part of a firm’s recognized symbol that can be vocalized.
   b. is the part of a firm’s recognized and registered symbol that cannot be vocalized.
   c. is an unregistered symbol representing a product class.
   d. is an unregistered symbol representing a product type.
   e. identifies and differentiates products of one seller from another.

10. State which of the following are examples of a research problem:
    a. allocate advertising budget geographically.
    b. Increase amount of repeat purchasing behavior.
    c. Evaluate effectiveness of alternative package designs.
    d. Design a test market through which the likely acceptance of a new product can be assessed.

11. McDonald’s ‘golden arches’ in the front of the restaurant building are an example of:
    a. a brand name.
    b. A brand mark.
    c. A private label brand.
    d. Store branding.
    e. Individual branding.

12. Market segmentation is:
    a. the process of dividing a market into distinct subsets of relatively homogeneous customer groups.
    b. The process of positioning the company toward distinct subsets of customers.
    c. The process of changing customer demands so that they fall into homogeneous subsets.
    d. The process of dividing a market into distinct subsets of relatively heterogeneous customer groups.
    e. Practiced on all products at all times
13. A primary source of data is:
   a. statistics from government publications.
   b. trade association publications.
   c. survey of consumers.
   d. commercially available data.

14. The most important objective of any distribution channel is to:
   a. ensure that promotional effort is devoted to the product.
   b. provide a high level of customer service.
   c. make the product available.
   d. attain feedback on market information.
   e. provide cost – effectiveness.

15. Positioning:
   a. is primarily a function of the physical characteristics of the product.
   b. is primarily affected by the promotion campaign presented by the firm.
   c. is most affected by the types of products offered by the competition.
   d. is a function of factors largely outside the firm’s control.
   e. is more a function of how the product is positioned in the consumer’s mind than
      of the product’s physical characteristics.

16. A fast-good business start-up that attempted to appeal to individuals who wanted low-
    calorie, quick-service food would be most likely to pursue a/an:
   a. niche strategy.
   b. Differentiation strategy.
   c. Cost-leadership strategy.
   d. Undifferentiated product strategy.
   e. None of the above.

17. Kellogg's Raisin Bran and Kellogg's Rice Crispies are examples of:
   a. individual branding.
   b. Distributor branding.
   c. Private labeling.
   d. Family branding.
   e. No-name branding.

18. A gap between a person’s actual & desired state on some physical or psychological
    dimension is a / an:
   a. unsatisfied needs.
   b. want state.
   c. market inefficiency.
   d. demand function.
   e. intermediary.

19. MR is the
   a. information loop.
   b. feedback loop.
   c. communications loop.
   d. Distribution channel.
20. The primary advantage of a corporate VMS is the:
   a. high control over the system.
   b. Low capital investment.
   c. Flexibility of the system.
   d. Low risk to the firm.
   e. High return on investment.

Q. 2 Write short notes on any five: [Marks 40]
1. Societal Marketing Concept.
2. Strategic Business Unit.
4. Internal Marketing.
6. Target Return Pricing.
7. Exclusive Distribution.
8. Introductory phase in the PLC.

Q. 3 Answer any two of the following: [Marks 40]
1. Explain with examples how & why Consumer Behaviour is important in Marketing.
2. Discuss the current boom in retailing in the Country. (Points to be covered: Past and current scenario, entry of new players, Sustainability, Market potential, Market condition, consumer behaviour, etc.)
3. What are 7 P’s of Service Marketing? Justify the additional 3 P’s giving examples.

Best of Luck