

	FINAL TERM EXAMINATION SPRING 2006 MGT301 - PRINCIPLES OF MARKETING (Session - 1)	Marks: 60 Time: 120min
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StudentID/LoginID: _____

Student Name: _____

Center Name/Code: _____

Exam Date: Wednesday, August 16, 2006

Please read the following instructions carefully before attempting any question:

- All questions are compulsory.
- This exam consists of **15** Multiple Choice Questions (MCQ's) carrying **1** mark each, **5** Fill in the blanks carrying **1** mark each, **5** True / False statements carrying **1** mark each, **5** Short questions carrying **3** marks each, **1** Descriptive question carrying **10** marks. and **1** Case study carrying **10** marks.
- This examination is closed book, closed notes, closed neighbors.
- Do not ask any questions about the contents of this examination from anyone.
- You may wish to pace yourself with your own watch, but the Supervisor will be the official timekeeper of the test.
- Failure to comply with the Supervisor's directions will result in your test being cancelled. Please comply with supervisor's directions to avoid any unpleasant event.

For Teacher's use only											
Question Marks	1	2	3	4	5	6	7	8	9	10	Total
Question	11	12	13	14	15	16	17	18	19	20	

Marks											
Question Marks	21	22	23	24	25	26	27	28	29	30	
Question Marks	31	32									
Question Marks											

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

SWOT analysis is carried out to

- ▶ Measure the strengths of the competitors.
- ▶ Ascertain the weaknesses of the competitors.
- ▶ Ascertain the strengths and weaknesses of own organization.
- ▶ None of the given options

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

When we talk about product in marketing, we mean:

- ▶ Physical commodity that has a benefit for the consumer.
- ▶ A virtual thing that leads to human satisfaction.
- ▶ A person, place or an idea.

- ▶ None of the given options

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

The need for marketing was felt because

- ▶ Commodities were being produced in excess of demand.
- ▶ People were ignorant of the products produced by the manufacturers.
- ▶ Sales teams did not come up to the expectations of the organization.
- ▶ There was a direct need to generate demand for want satisfying goods.

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

_____ **is a complex concept that must be carefully defined**

- ▶ Product
- ▶ Price
- ▶ Promotion
- ▶ Placement

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

_____ is demand-stimulating activity designed to supplement advertising and facilitate personal selling.

- ▶ Direct marketing
- ▶ Direct selling
- ▶ Sales promotion
- ▶ Personal selling

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

You have learned at work that today's successful companies at all levels have one thing in common: they are strongly customer focused and heavily committed to _____.

- ▶ Obtaining the best CEOs
- ▶ Increasing stockholder's wealth
- ▶ Marketing
- ▶ Employee motivation

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

Some companies often use study results as claims in their _____.

- ▶ Advertising
- ▶ Promotion
- ▶ Advertising and promotion
- ▶ Annual reports

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

_____ are given to final consumers, distributors or channel members for doing something or accepting less of something.

- ▶ Allowances
- ▶ Credits
- ▶ Bonuses
- ▶ Incentives

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

Customers buy from stores and firms that offer the highest _____.

- ▶ Value for the dollar

- ▶ Customer perceived value
- ▶ Level of customer satisfaction
- ▶ All of the given options

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

Many marketers use _____ concept today to determine which customer can be served profitably and which one cannot.

- ▶ Selective relationship management
- ▶ Target marketing
- ▶ Market segmentation
- ▶ Selective targeting

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

Marketing planning at your firm occurs at _____

- ▶ Business unit; market
- ▶ Business unit; product

- ▶ Product; market
- ▶ Business unit; product; market

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

marketing manager for CNG Industries, you should be aware that legislation affecting business around the world will continue to _____

- ▶ Exist
- ▶ Increase
- ▶ Remain steady
- ▶ Decrease

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

_____ Pricing policy tries to sell the whole market at one low price.

- ▶ Skimming
- ▶ Penetration
- ▶ Discount
- ▶ Global

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

tCompetitors are most likely to react when

- ▶
Number of firms involved is small
- ▶ Product is uniform

- ▶ The buyers are well informed
- ▶ All of the given options

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

The total assortment of products and services marketed by a firm is called its:

- ▶ Product line
- ▶ Master mix
- ▶ Line assortment
- ▶ Product mix

Question No: 16 (Marks: 1)

Tactical marketing planning for an organization is carried out for the _____ term period.

Question No: 17 (Marks: 1)

_____ is caused by shortsightedness or losing sight of underlying customer needs by only focusing on existing needs.

Question No: 18 (Marks: 1)

_____ is introducing a new product into the market.

Question No: 19 (Marks: 1)

The _____ product includes any additional consumer service and benefit built around the core and actual products.

Question No: 20 (Marks: 1)

_____ include convenience products, shopping products, specialty products and unsought products.

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

In many companies, personal selling is the largest single operating expense.

► True

► False

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

Most companies today are moving away from transaction marketing, with its emphasis on making a sale.

► True

► False

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

Prospecting leads is the process of identifying good ones in the product line and screening out the poor ones.

► True

► False

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

More and more companies are adopting direct selling as a primary approach.

► True

► False

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

A competitive intelligence system helps the company to acquire and manage the competitive information.

► True

► False

Question No: 26 (Marks: 3)

How would you define relationship marketing?

Question No: 27 (Marks: 3)

Who are Laggards?

Question No: 28 (Marks: 3)

What are the main advantages of having brand quality?

Question No: 29 (Marks: 3)

How a company might assess and respond to a competitor's price cut?

Question No: 30 (Marks: 3)

What is the difference between advertising and publicity?

Question No: 31 (Marks: 10)

What are the objectives of internet marketing?

Question No: 32 (Marks: 10)

Pepsi Cola is a leading manufacturer of beverages around the world. In Pakistan, Pepsi Cola is facing the challenge of competition from Amrat Cola which has grabbed a significant market share in a short time. In order to increase the sales, management of Amrat Cola has decided to reduce its prices by 10%. Country Manager of Pepsi Cola has decided not to lower the prices in response to price reduction decision of Amrat Cola. Do you think country manager has taken right decision? In your view to what extent this will affect the market share of Pepsi Cola?

Do SWOT analysis of pepsi cola and Amrat cola.

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