

## SET B Question Paper

IHMR Batch 2021- 23 (1<sup>st</sup> year 2<sup>nd</sup> Term)

Module: Marketing Management

Date: 28<sup>th</sup> March 2022 (Time: 2 Hours)

Name: \_\_\_\_\_

Roll Number: \_\_\_\_\_

The question paper is an objective-type with 70 questions. Tick the correct option

1. Demand consists:

Option1	Option2	Option3	Option4	Option5
want or need	willingness to spend	resource to purchase	only 1 and 2	all of these

2. If the focus is on social and ethical concerns in marketing' is characteristic of the

Option1	Option2	Option3	Option4
The production concept	The selling concept	The societal marketing concept	The Supplier Concept

3. The goal of the marketing logistics system should be to provide:

Option1	Option2	Option3	Option4	Option5
a targeted level of promotional support	a targeted level of customer service at the least cost	a targeted level of transportation expense ratio	a targeted level of field support	None of these

4. A physiotherapist gives home healthcare services to a patient under Aster Healthcare. The firm is primarily the marketer of which of the following

Option1	Option2	Option3	Option4	Option5
Good	Service	An idea	An image	None

5. Niche market means:

Option1	Option2	Option3	Option4	Option5
A free market	a social market	equity market	capital market	a specified market for the target group

6. To which tool of marketing mix does 'Brand Name' relate?

Option1	Option2	Option3	Option4
Price	Promotion	Place	Product

Invigilator's Signature: \_\_\_\_\_

7. Study of marketing environment means

Option1	Option2	Option3	Option4	Option5
study of company's markets, customers, and competitors	study of the economic environment	study of current trends	All of these	None of these

8. Product development process after analysis of business next step to be taken is

Option1	Option2	Option3	Option4
test marketing	penetration marketing	one channel marketing	individual marketing

9. Healthcare Executive industry sector surveys; other chains' annual reports, and reports published by trade bodies are examples of

Option1	Option2	Option3	Option4
Primary data	Secondary data	Market research	None

10. The target group for stem cell banking companies is

Option1	Option2	Option3	Option4	Option5
Newborn babies	Would-be parents	Insurance companies	Hospitals	All of these

11. What does this statement show "Trade of value between two parties"?

Option1	Option2	Option3	Option4
Transaction	Exchange	need	none

12. Services offered by a doctor to a group of patients can not be the same beyond a particular extent. This characteristic of services can be described as

Option1	Option2	Option3	Option4
Intangibility	inseparability	Variability	None

13. Intermediaries typically perform all the following functions, except:

Option1	Option2	Option3	Option4
Breaking down bulk	Making goods locally available	Providing expert local market knowledge	Creating direct communication from the customer to the manufacturer

14. A situation whereby the market is expanded by developing new products to satisfy new consumer needs is called

Option1	Option2	Option3	Option4	Option5
Market development	Diversification	Both land 2	Neither 1 nor 2	None of these

15. Intermediaries are most closely associated with the concept of:

Option1	Option2	Option3	Option4
Market targeting	Market segmentation	Channels of distribution	Marketing information systems

16. The practice of going after a large share of a smaller market or subsets of a few markets is called \_\_\_\_\_.

Option1	Option2	Option3	Option4
undifferentiated marketing	turbo marketing	concentrated marketing	None of these

17. A mother and childcare clinic wish to be aware of the criteria by which the effectiveness of their segmentation procedures can be assessed. Which of the following is NOT a criterion for evaluating the resulting market segments for this clinic?

Option1	Option2	Option3	Option4
Perishability	Size of the resulting segment	Measurability	Accessibility

18. \_\_\_\_\_ is not a type of Marketing Concept.

Option1	Option2	Option3	Option4
The production concept	The selling concept	The societal marketing concept	The Supplier Concept

19. Google Analytics is

Option1	Option2	Option3	Option4
A digital marketing tool	Digital advertising method	Pay per click method	None

20. Marketing mix for products consists of \_\_\_\_\_.

Option1	Option2	Option3	Option4
4Ps	7Ps	8Ps	5Ps

21. PPE manufacturer XYZ is a public limited company. They agree, with a middleman in each market area state-wise stipulating that the distribution of the product within that is to be confined solely to that middleman. This form of distribution is known as-

Option1	Option2	Option3	Option4	Option5
Mass Distribution	Exclusive agency distribution	Intensive distribution	Price Distribution	None of these

22. Positioning of a flavored health drink can be based on:

Option1	Option2	Option3	Option4
The price charged for the product.	Nutritional value	Packaging characteristics	All of the above

23. Select an appropriate definition of 'Want'.

Option1	Option2	Option3	Option4
More consumer Needs	Needs backed by buying power	Basic human requirements	Needs directed to the product

24. A group of related products that function similarly, are sold to the same customer groups, and are marketed through the same type of outlets is known as :

Option1	Option2	Option3	Option4	Option5
Group	Product Line	Category	Market	All of these

25. \_\_\_\_\_ makes a service different from a product.

Option1	Option2	Option3	Option4
Pricing	Intangibility	Ubiquity	None of these

26. Marketing strategies designed by an insurance company to influence and lead to profitable exchanges are meant for influencing

Option1	Option2	Option3	Option4	Option5
Consumer decision making	Import strategies	Advertising strategies	Export strategies	None

27. If the actual performance of the dietary department of the hospital exceeds the expected performance in terms of food offered to the patients, Then the patient is

Option1	Option2	Option3	Option4	Option5
Satisfied	Dissatisfied	Delighted	Neutral	None

28. Economists use the term \_\_\_\_\_ to refer to a collection of buyers and sellers who transact in a particular product class.

Option1	Option2	Option3	Option4	Option5
Customer	Market	Experience	All of these	None of these

29. Marketing is a process which aims at \_\_\_\_\_

Option1	Option2	Option3	Option4
Production	profit making	selling	satisfaction of consumer

30. Out of the following \_\_\_\_\_ is NOT one of the three levels of a product.

Option1	Option2	Option3	Option4	Option5
Core	Augmented	Actual	Fragmented	All of these

31. A wellness center seeking to learn more about trends in physical fitness, the following are all examples of \_\_\_\_\_:

Option1	Option2	Option3	Option4
tertiary data	market information system(MIS)	primary data	secondary data

32. The key performance indicator for social media marketing is

Option1	Option2	Option3	Option4
Reach	Impact	Engagement	All the above

33. The patient seeking different services for reducing weight starts when the patient recognizes a \_\_\_\_\_.

Option1	Option2	Option3	Option4	Option5
Product	an advertisement for the product	a salesperson from a previous visit	problem or need	Demand

34. Integrated marketing communication mix contain(s):

Option1	Option2	Option3	Option4	Option5
advertisement	personnel sale	sales promotion	publicity	all of these

35. Which of the following statements concerning marketing research is incorrect?

Option1	Option2	Option3	Option4
Qualitative techniques generally provide a broad representation of the population's behavior.	Qualitative research may involve the use of interviews.	Quantitative research need not necessarily involve the use of interview techniques.	Quantitative research is generally more statistically reliable than qualitative research.

36. Digital Marketing is the same as

Option1	Option2	Option3	Option4	Option5
Online marketing	Cross-selling	Website designing	Roadshows	Door-to-door marketing

37. The goal of a business-to-business website NETMEDS pharmacy when they involve an interactive dialogue with a virtual salesperson?

Option1	Option2	Option3	Option4
sizzle	Sell	speak	save

38. The level of commitment that consumers feel toward a given brand is called

Option1	Option2	Option3	Option4	Option5
Brand equity	Brand name	Brand loyalty	Brand utility	None of these

39. SEO stand for?

Option1	Option2	Option3	Option4
Site Engine Optimization	Search Engine Optimization	Site Efficiency Optimization	none of these

40. Search page engine optimization refers to\_\_\_\_\_

Option1	Option2	Option3	Option4
Programming keywords into a website	each page of a website for design	amount of links coming into your website	The number of search engine sites a website

41. Which of the following marketing mix activity is most closely associated with newsletters, catalogs, and invitations to organization-sponsored events?

Option1	Option2	Option3	Option4
Pricing	Promotion	Distribution	Product

42. If Revital Women introduce the new product a nutrition product with vitamin E combination and promotes this to achieve high awareness levels in masses, the firm will most likely make heavy use of \_\_\_\_\_ in the promotional mix.

Option1	Option2	Option3	Option4
Advertising	Sales promotion	Personal selling	Publicity

43. Which of the following is a name, term, sign, symbol, design, or a combination of these, that identifies that maker or seller of a product or service?

Option1	Option2	Option3	Option4	Option5
Label	Co-brand	Brand	Product revenue	None of these

44. A medical equipment manufacturing company sold diabetometer to the hospital which hospitals further sold to patients. The organization to organization buying behavior is known as \_\_\_\_\_.

Option1	Option2	Option3	Option4
consumer buying behavior	post-purchase dissonance	retail buyer behavior	business buyer behavior

45. If the company's sales are slow down, and profits level off or decline. At which stage the company has reached?

Option1	Option2	Option3	Option4
introduction	maturity	growth	decline

46. 1 mg decided to send information to their existing patients via mail. They wish to create advantages of audience selectivity, no ad competition, and personalization way of sending to message. Which type of media is useful for this?

Option1	Option2	Option3	Option4	Option5
Newspapers	Television	Direct Mail	Radio	None of these

47. Place in marketing is also known as

Option1	Option2	Option3	Option4
physical distribution	channel of distribution	1 &2 both	None

48. In market skimming pricing strategy:

Option1	Option2	Option3	Option4	Option5
Initially, the price is higher and then it is reduced	Initially, the price is lower and then it is increased	The initial price is high and is maintained high	The initial price is low and is maintained low	None of these

49. Internal marketing means \_\_\_\_\_

Option1	Option2	Option3	Option4	Option5
Marketing to self	Marketing to family members	Marketing to the staff members	Marketing inside India	Marketing outside India

50. Forms of digital marketing are

Option1	Option2	Option3	Option4
Social media marketing	3. Email Marketing	SEM	4 All the Above

51. Which of the following involves designing and manufacturing the container or wrapper for a product with required product information?

Option1	Option2	Option3	Option4	Option5
Labeling	Features	Branding	Product line	None

52. ABC Hospital is offering 10 % discount on cardiac health checkup for senior citizens of 60 years and above. It is practicing \_\_\_\_\_.

Option1	Option2	Option3	Option4	Option5
Promotional pricing	Psychological pricing	bundle pricing	Product mix pricing	All of these

53. Want for a specific product backed by an ability to pay is called \_\_\_\_\_

Option1	Option2	Option3	Option4
Demand	Need	Want	Customer

54. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?

Option1	Option2	Option3	Option4	Option5
Information search	Purchase	Evaluation of alternatives	Post-purchase	None

55. Transporting and storing goods is part of which of the following marketing channel functions?

Option1	Option2	Option3	Option4
Inventory Channel	Direct Marketing Channel	Physical Distribution Channel	Warehousing Channel

56. Market share means\_\_\_\_\_

Option1	Option2	Option3	Option4
Share of business among competitors	Scope of marketing	Share prices	IPOs

57. Business-to-business eCommerce involves commercial transactions between organizations.

Option1	Option2	Option3	Option4
TRUE	FALSE	May be	May not be

58. A change in an individual's behavior of buying more sanitizers prompted by information and experience during COVID-19 refers to which one of the following concepts?

Option1	Option2	Option3	Option4	Option5
Learning	Role selection	Perception	Motivation	None

59. Marketing segmentation is useful for\_\_\_\_\_

Option1	Option2	Option3	Option4	Option5
Preferential marketing	Targeting existing clients	Identifying prospects	Knowing customers' tastes	All of these

60. The sequence of a sales process is\_\_\_\_\_

Option1	Option2	Option3	Option4	Option5
Lead generation, call, presentation & sale	Sale, presentation, Lead generation & call	Presentation, Lead generation, Sale & Call	Lead generation, Call, Sale & Presentation	There is no sequence required

61. \_\_\_\_\_is the best illustration of a subculture.

Option1	Option2	Option3	Option4
Occupation	Income	Religion	Family & Friends

62. For a UK based budget hospital chain seeking expansion in Indian markets, a 'push' factor may be represented by:

Option1	Option2	Option3	Option4
New middle class consumer segment emerging in an overseas market	Subsidies(FREE) are given by the hospital home government to encourage overseas market development	Increasing levels of competition which the company faces in its domestic market	An increasing level of competition in a potential overseas market

63. Considering non-personal communication channels, magazines and newspapers are considered as

Option1	Option2	Option3	Option4
online media	print media	broadcast media	display media

64. Selling is \_\_\_\_\_

Option1	Option2	Option3	Option4	Option5
selling from marketing	A sub-function of marketing	Same as marketing	More than marketing	None of these

65. A Market plan includes:

Option1	Option2	Option3	Option4	Option5
market objectives	market research	pricing strategy	situation analysis	All of these

66. Through web design \_\_\_\_\_-----Is reflected

Option1	Option2	Option3	Option4
different feature stories appealing to different members	content referencing the needs of companies	different navigation options appealing to different members	status of the business in the purchase decision process

67. Marketing is

Option1	Option2	Option3	Option4
Satisfying consumer needs	production	Profit making	None

68. Which is/are the functions of marketing?

Option1	Option2	Option3	Option4	Option5
Pricing of goods and services	Promotion	Marketing Research	Product Development	All of these

69. A multispecialty hospital in India uses which type of distribution for the sale of its tickets of a seminar exclusively organized for pulmonologists?

Option1	Option2	Option3	Option4
Intensive distribution	Exclusive distribution	Selective distribution	None