

**MKT108 List of eExam Questions in the Bank**

*Latex formatted questions may not properly render*

**Q1** \_\_\_is necessary when two or more parties have unsatisfied wants.

**Q2** \_\_\_is a state of felt deprivation.

**Q3** \_\_\_are wants for specific products that are backed up by an ability and willingness to buy them.

**Q4** \_\_\_approach focuses on particular classes of products.

**Q5** goods are those bought by individuals and organizations for further processing a business.

**Q6** \_\_\_concept holds that consumers will favour products that offer the most quality.

**Q7** The Auxiliary Function of Marketing consists of Marketing Finance, Risk-Bearing and .

**Q8** Transportation is part of the function of marketing.

**Q9** are products that consumers insist on having.

**Q10** products generally involve high value purchases and competitive bidding based on price competition.

**Q11** \_\_\_are major capital items that form the main assets of the production firms.

**Q12** \_\_\_form the major parts of the finished items.

**Q13** There are \_\_\_number of participants in the buying process.

**Q14** is the part of the buying merchandise which is resold in the same form without physical changes made on them.

**Q15** \_\_\_is used to refer to the various intermediaries who help in moving the product from the producer to the consumer.

**Q16** concept holds that a pure marketing concept overlooks possible conflicts between short-run consumer wants and long-run consumer welfare

**Q17** \_\_\_is the statistical study of human population and its distribution characteristics.

**Q18** Product planning and development are part of the function in marketing.

**Q19** \_\_\_is concerned with setting certain standards/ levels to accomplish the produced goods.

**Q20 Marketing Finance, Risk-bearing and Market Information are all part of the function.**

**Q21 Most new and recently introduced goods can be classified as \_\_goods.**

**Q22 \_\_are types of industrial goods that form part of finished items such as shirts, radio and batteries for cars.**

**Q23 \_\_are the people/devices that inform, persuade and stimulate the buyer at any point of the buying process.**

**Q24 \_\_decides on the level of stock to hold and the quantity to buy and which stores will carry various lines.**

**Q25 \_\_are in charge of transfer of ownership on the channel of distribution.**

**Q26 Marketing channels can be described by the number of \_\_involved.**

**Q27 The agent middlemen that are usually large institutions with marketing facilities are called \_\_.**

**Q28 \_\_take physical possession of the goods they trade with.**

**Q29 \_\_most times specialize in negotiating sales for specialized goods and seasonal products that do not require constant distribution.**

**Q30 \_\_are merchant middlemen that take title to the goods they sold.**

**Q31 \_\_is one of the oldest marketing philosophies/concepts that guide's sellers.**

**Q32 \_\_goods are bought by final consumers for personal consumption.**

**Q33 A variety of indirect indicators of benefits are often used to describe \_\_.**

**Q34 Ultimate consumers buy goods or services for their own personal or household use, and are satisfied strictly non- \_\_wants.**

**Q35 \_\_behaviour is hardly traceable to only one characteristic.**

**Q36 \_\_segmentation calls for dividing the market into different geographical units such as countries, regions, states, local government areas, cities, towns or neighbourhoods.**

**Q37 Marketers use demographic segmentation when they market on the basis of \_\_about the size, composition, and distribution of \_\_and education. population, including age, race etc**

**Q38 \_\_-styles relates to activities, interests, and opinions.**

**Q39** In \_\_\_segmentation, buyers are divided into groups on the basis of their knowledge of, attitude toward, use of, or response to a product.

**Q40** An attitude is a learned to respond to an object or class of objects in a consistently favourable or unfavourable way

**Q41** is the only element in the marketing mix that produces revenue.

**Q42** have a number of distinctive characteristics, which create special marketing challenges and opportunities

**Q43** marketing is the use of marketing principles for or within sports related environments.

**Q44** marketing, also known as internet marketing, web marketing or e-marketing is the marketing or promotion of products or services using the internet as a medium.

**Q45** is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and wants.

**Q46** involves getting ideas across to consumers rather than selling something.

**Q47** are firms that help the company to promote, sell and distribute its goods to final buyers.

**Q48** are the factors that affect consumer buying power and spending patterns.

**Q49** involves the natural resources that are needed as inputs by marketers or that are affected by marketing activities

**Q50** is the difference between the values the customer gains from owning and using a product and the costs of obtaining the product.

**Q51** marketing is the process of creating, maintaining and enhancing string, value-laden relationships with customers and other stakeholders

**Q52** is a set of actual and potential buyers of a product or service

**Q53** is a trade between two parties that involves at least two things of value, agreed-upon conditions, a time of agreement, and a place of agreement.

**Q54** The hard task of selecting an overall company strategy for long-run survival and growth is called

**Q55** is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter.

**Q56** is the arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers.

**Q57** is a set of controllable tactical marketing tools- product, price, place and promotion- that the firm blends to produce the response it wants in the target market.

**Q58** is the opening section of the marketing plan that presents a short summary of the main goals and recommendations to be presented in the plan

**Q59** is the marketing logic by which the business unit hopes to achieve its marketing objective

**Q60** are those forces close to the company that affect its ability to serve its customers-the company, market channel firms, customer markets, competitors and public.

**Q61** The following are the part of the four main pillars of the marketing concept, except;

- Market focus
- Profitability
- Customer Orientation
- Environmental scanning

**Q62** The social approach focuses on the \_\_\_\_\_ created by various marketing activities and institutions.

- Market shares
- Money
- Product obsolescence
- Social contribution and costs

**Q63** Marketing evolves from this last approach to acquiring products i.e. \_\_\_\_\_.

- Price
- Cost
- Sales
- Exchange

**Q64** \_\_\_\_\_ behaviour is hardly traceable to only one characteristic.

- Buying
- Selling
- Trade
- Marketing

**Q65** Ultimate consumers buy goods or services for their own personal or household use, and are satisfied strictly non-\_\_\_\_\_wants.

- Business
- Commerce
- Trade

Selling

**Q66 The following are the main interests of managerial marketers, except;**

Market analysis  
Direct selling  
Implementation  
Planning

**Q67 There are important differences between ultimate \_\_\_\_\_ and industrial users, their ways and means of purchasing differs considerably.**

Consumers  
Customer  
Clients  
Investors

**Q68 Marketing research is the first step taken by any ..... before investing his money in business**

Investor  
Entrepreneur  
Broker  
None of the above

**Q69 \_\_\_\_\_ decisions are strongly affected by developments in the political and legal environment.**

Marketing  
Operational  
Administrative  
All of the above

**Q70 There are \_\_\_\_\_ distinct product life cycle stages:**

Five  
Three  
Four  
Six

**Q71 Research is necessary but a lot of..... are reluctant to engage in international research**

Brokers  
Managers  
Investors  
All of the above

**Q72 One major objective of international research is to discover new \_\_\_\_\_ opportunities.**

Local market  
Foreign market  
Product  
None of the above

**Q73 In \_\_\_\_\_ segmentation, buyers are divided into groups on the basis of their knowledge of, attitude toward, use of, or response to a product.**

- Behavioural
- Demographic
- Psychographic
- Socio-economic

**Q74 \_\_\_\_\_ defined marketing as a total system of business activities designed to plan, price, promote and distribute want-satisfying goods and services to present and potential customers**

- Kotler, 1984
- American Marketing Association
- Stanton, 1964
- Cundiff and Still, 1964

**Q75 \_\_\_\_\_ is the only element in the marketing mix that produces revenue.**

- Price
- Place
- Product
- Promotion

**Q76 The \_\_\_\_\_ concept rests on four main pillars**

- Marketing
- Product
- Business policy
- Price

**Q77 Kotler (1984) states that for exchange to take place, it must satisfy \_\_\_\_\_ number of conditions**

- Six
- Four
- Nine
- Five

**Q78 \_\_\_\_\_ marketing involves the launch of the new product in one or a few geographical areas chosen to be representative of its intended market.**

- Focus group
- Test
- Direct
- None of the above

**Q79 Financing is made up of a number of \_\_\_\_\_ known as marketing functions.**

- Stages
- Activities
- Categories
- None of the above

**Q80 Marketing is also concerned with product \_\_\_\_\_ and design since a**

**product must suit the needs and wants of the consumer.**

Planning

Plan

Identification

Idea

**Q81 \_\_\_\_\_ marketing planning in an organization leads to the preparation of an annual marketing plan**

Strategic

Structure

Techniques

Methods

**Q82 A company's marketing \_\_\_\_\_ often operates within the framework of forces, which constitutes the system's environment**

Scanning

System

Service

Structure

**Q83 The \_\_\_\_\_ planning process rests on two important concepts.**

Techniques

Strategic

Methods

Structure

**Q84 Strategic planning looks beyond immediate circumstances, trying to \_\_\_\_\_ market conditions five or ten years into the future.**

Forecast

Show

Project

All of the above

**Q85 Every move a marketer makes is affected by and has some effects on his \_\_\_\_\_**

Production activities

Target markets

Natural environment

Marketing environment

**Q86 An organization is said to face full-demand when it is pleased with its \_\_\_\_\_**

Quality of products

Prices of the products

Amount of business

Middlemen

**Q87 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

**Q88 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

**Q89 The Auxiliary function of marketing includes the following except one;**

Market Information  
Transportation  
Risk bearing  
Market finance

**Q90 Merchandising function of marketing include the followings except;**

Storage  
Selling  
Buying and assembling  
Standardization and grading

**Q91 Marketing functions are often performed by the \_\_\_\_**

Prospective buyers  
Potential buyers  
Middlemen  
Advertisers

**Q92 Marketing manager \_\_\_\_ demand for the company's product**

Compelled  
Advertised  
Forced  
Stimulate

**Q93 Marketing is made up of a number of activities known as \_\_\_\_**

Primary function  
Marketing function  
Secondary function  
Management function

**Q94 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

**Q95 \_\_\_\_ are wants for specific products that are backed up by purchasing**



**power**

Purchases  
Goods  
Demands  
Services

**Q96 A \_\_\_\_\_ is a state of felt derivation of some basic satisfaction**

Human need  
Societal need  
Woman need  
Market need

**Q97 It has been reported that \_\_\_\_\_ "get people to buy things don't want"**

Manufacturers  
Retailers  
Marketers  
Salespersons

**Q98 \_\_\_\_\_ is the business process by which products are matched with markets and through which transfer of ownership are effected**

Venture capitalism  
Marketing  
Small business  
None of the above

**Q99 In an economy of plenty, most people have to satisfy their material wants through \_\_\_\_\_**

Outside sources  
Direct supply  
Company's representatives  
Middlemen

**Q100 In the early stage of the society's economic development, marketing problem focuses on \_\_\_\_\_**

Mass Production  
Few production  
Physical production  
Aggressive advertising

**Q101 Which of these is a component of any economic systems?**

Production  
Consumption  
Marketing  
Services

**Q102 There are \_\_\_\_\_ number of approaches to studying marketing**

Four  
Six  
Five

Three

**Q103 The \_\_\_\_\_ approach focuses on particular commodities and classes of products, to determine how they are produced and distributed to intermediate and ultimate consumers.**

Institutional  
Functional  
Commodity  
Social

**Q104 \_\_\_\_\_ are goods bought by the final consumers for personal consumption.**

Industrial  
Customer  
Agricultural  
Consumer

**Q105 The \_\_\_\_\_ approach focuses on the nature and dynamics of various marketing functions, such as buying, selling, storing, financing, and promoting.**

Institutional  
Social  
Functional  
Managerial

**Q106 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.**

Product  
Production  
Marketing  
Societal Marketing

**Q107 There are \_\_\_\_\_ types of marketing management philosophies**

Six  
Five  
Three  
Four

**Q108 When demand for a product exceeds the supply, \_\_\_\_\_ philosophical concept is applicable.**

Societal marketing  
Production  
Selling  
Marketing

**Q109 The \_\_\_\_\_ concept is another common approach adopted by some firms in penetrating their target markets.**

Production  
Pricing

Selling  
Distribution

**Q110 The selling concept is practiced aggressively with \_\_\_\_\_ goods**

Unsought  
Sought  
Luxury  
All of the above

**Q111 The \_\_\_\_\_ of a country determines the inflow and outflow of goods and services.**

Government  
GDP  
Economic system  
None of the above

**Q112 Stanton (1981) stated that \_\_\_\_\_ is the most pervasive macroeconomic element that affects marketing.**

Technology  
Culture  
Factor of economic growth  
All of the above

**Q113 The following are socio-cultural variables that affect marketing, except;**

Religious beliefs  
Societal festivals  
Technological trends  
All of the above

**Q114 The following are the three main purposes of business legislation, except;**

to protect companies from unfair competition  
To protect companies from harmful environmental factors  
to protect the interests of society from unbridled business behaviour.  
to protect consumers from unfair business practices

**Q115 Macro-environmental factors are also known as \_\_\_\_\_ factors**

Uncontrollable  
Controllable  
Adaptive  
All of the above

**Q116 \_\_\_\_\_ is a tool used by companies to stimulate or arouse consumers' demand for the products to be sold.**

Advertising  
Promotion  
Direct selling  
Public relations

**Q117 \_\_\_\_\_ starts with idea generation, idea screening and development of a**

**prototype product.**

- Product grading
- Product development
- Product planning
- None of the above

**Q118 \_\_\_\_\_ is concerned with setting certain standards / levels to accomplish the produced goods.**

- Standardization and grading
- Product development and planning
- Adaptation
- All of the above

**Q119 \_\_\_\_\_ 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
- Market research
- Environmental scanning
- All of the above

**Q120 \_\_\_\_\_ level of product consists of all the possible augmentations and transformations the product may undergo in the future;**

- Expected product
- Potential product
- Basic product
- Augmented product

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