

☒ eExam Question Bank

Coursecode:

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<input type="checkbox"/>	Question Type	Question	A	B	C	D	Answer	Remark
<input type="checkbox"/>	FBQ	<input type="text"/> is the square root of the variance.	Standard deviation					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> is where the research objectives are stated and the details of the sampling plan are described.	Objectives and methodology					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	The <input type="text"/> is the difference between the largest and smallest observed value.	Range					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	The objective of <input type="text"/> kind of research is to estimate the audience size of each media channel.	Audience measurement					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> 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					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> research can be used to evaluate the need for change in product formulation.	Product					<input type="button" value="eExam"/>
<input type="checkbox"/>	FBQ	<input type="text"/> marketing can be used to research into the impact on sales of retail level promotional displays and promotional schemes	Test					<input type="button" value="eExam"/>

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<input type="text"/> 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
<input type="checkbox"/>	FBQ	The <input type="text"/> 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
<input type="checkbox"/>	FBQ	A <input type="text"/> contains descriptions of the sampling units in terms of their geographical location, socioeconomic profile and other relevant details.	Sample size					eExam
<input type="checkbox"/>	FBQ	Correlation is a type of <input type="text"/> method.	Analytical	Statistical				eExam
<input type="checkbox"/>	FBQ	Risk bearing is part of the <input type="text"/> function in marketing	Auxiliary					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is computed by dividing the sum of the values of the observation by the number of items observed.	Mean					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the central value or item that occurs most frequently.	Mode					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> Classification is that in which data is classified according to the time when the event occurred.	Chronological					eExam
<input type="checkbox"/>	FBQ	The two stages in field work are <input type="text"/> and <input type="text"/> _.	Planning, Supervision					eExam
<input type="checkbox"/>	FBQ	There are <input type="text"/> types of costs in marketing research.	Four	4				eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	<input type="text"/> 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
<input type="checkbox"/>	FBQ	The fourth element in the sampling plan is the <input type="text"/> .	Sampling procedure					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is a written and organized format containing all the questions relevant to soliciting the required information.	Questionnaire					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> relate to sales and the marketing communication tasks required to be performed as per the needs of the product market scenario.	Promotional objectives					eExam
<input type="checkbox"/>	FBQ	A <input type="text"/> aims at accomplishing the promotion objectives in the allocated funds and within a scheduled period of time.	Promotional strategy					eExam
<input type="checkbox"/>	FBQ	A <input type="text"/> is an offer of an article of merchandise as an incentive in order to sell a product or service.	Premium					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> are a kind of discount coupons offered to consumers linked with the quantum of their purchase.	Trading stamps					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> 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
<input type="checkbox"/>	FBQ	<input type="text"/> are short term incentives to encourage purchase or sale of product units or services.	Sales promotion					eExam

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	There are _____ steps in the selling process.	Eight	8				eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	FBQ	_____ is the oral presentation in a conversation with or more prospective purchasers for the purpose of making sales.	Personal selling					eExam
<input type="checkbox"/>	FBQ	_____ is an impersonal mass selling and communication method.	Advertising					eExam
<input type="checkbox"/>	FBQ	_____ behaviour is hardly traceable to only one characteristic.	Buying					eExam
<input type="checkbox"/>	FBQ	Ultimate consumers buy goods or services for their own personal or household use, and are satisfied strictly non-_____. _____ wants.	Trade					eExam
<input type="checkbox"/>	FBQ	There are important differences between ultimate _____ and industrial users, their ways and means of purchasing differs considerably.	Consumers					eExam
<input type="checkbox"/>	FBQ	_____ level of product consists of all the possible augmentations and transformations the product may undergo in the future.	Potential					eExam

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

<input type="checkbox"/>								
<input type="checkbox"/>	FBQ	There are <input type="text"/> types of marketing management philosophies	Five	5				eExam
<input type="checkbox"/>	FBQ	The <input type="text"/> 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
<input type="checkbox"/>	FBQ	The <input type="text"/> approach focuses on the nature and dynamics of various marketing functions, such as buying, selling, storing, financing, and promoting.	Functional					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> _are goods bought by the final consumers for personal consumption.	Consumer					eExam
<input type="checkbox"/>	FBQ	There are <input type="text"/> number of approaches to studying marketing	Five	5				eExam
<input type="checkbox"/>	FBQ	<input type="text"/> is the business process by which products are matched with markets and through which transfer of ownership are effected.	Marketing					eExam
<input type="checkbox"/>	FBQ	It has been reported that <input type="text"/> get people to buy things don't want.	Retailers	Salepersons				eExam
<input type="checkbox"/>	FBQ	A <input type="text"/> is a state of felt derivation of some basic satisfaction	Human need					eExam
<input type="checkbox"/>	FBQ	<input type="text"/> are wants for specific products that are backed up by purchasing power	Demands					eExam

<input type="checkbox"/>									
<input type="checkbox"/>	FBQ	Customer satisfaction is the extent to which a product's perceived performance matches a _____	Buyer's expectation						eExam
<input type="checkbox"/>	FBQ	Marketing functions are often performed by the _____	Middlemen						eExam
<input type="checkbox"/>	FBQ	The _____ number of elements in the marketing mix.	Four	4					eExam
<input type="checkbox"/>	FBQ	Storage is part of the _____ function of marketing management.	Merchandising						eExam
<input type="checkbox"/>	FBQ	A market is said to be in a state of negative demand if a major part of the market _____.	Dislikes the product						eExam
<input type="checkbox"/>	FBQ	When a situation of no demand exists, the target consumers are _____	Indifferent to the product						eExam
<input type="checkbox"/>	FBQ	A _____ is defined as a set of all actual and potential buyers of a product and service.	Market						eExam
<input type="checkbox"/>	MCQ	_____ refers to the shift towards a more integrated and independent world economy.	State	Political economy	Globalization	None of the above	C		eExam
<input type="checkbox"/>	MCQ	Every move a marketer makes is affected by and has some effects on his _____	Production activities	Target markets	Natural environment	Marketing environment	D		eExam
<input type="checkbox"/>	MCQ	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	C		eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	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

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	Auxiliary function of marketing includes the following activities, except;	Market information	Transportation	Risk bearing	Marketing finance	B	eExam
<input type="checkbox"/>	MCQ	Merchandising function of marketing include the followings except _____	Storage	Selling	Buying and assembling	Standardization and grading	A	eExam
<input type="checkbox"/>	MCQ	Marketing functions are often performed by the _____	Prospective buyers	Potential buyers	Middlemen	Advertisers	C	eExam
<input type="checkbox"/>	MCQ	Marketing manager _____ demand for the company's product.	Compelled	Advertised	Forced	Stimulate	D	eExam
<input type="checkbox"/>	MCQ	Marketing is made up of a number of activities known as _____	Marketing plan function	Marketing functions	Strategic business functions	Management functions	A	eExam
<input type="checkbox"/>	MCQ	A _____ is the set of actual and potential buyers of a product	Market	Customers	Consumers	None of the above	A	eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	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
<input type="checkbox"/>	MCQ	_____ are wants for specific products that are backed up by purchasing power	Purchases	Goods	Demands	Supplies	C	eExam
<input type="checkbox"/>	MCQ	A _____ is a state of felt derivation of some basic satisfaction	Human need	Societal need	Business need	Market need	A	eExam
<input type="checkbox"/>	MCQ	It has been reported that _____ "get people to buy things don't want"	Manufacturers	Retailers	Marketers	Distributors	B	eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	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
<input type="checkbox"/>	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

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	Market _____ also allows accurate measurement of goals and performance.	Analysis	Segmentation	Forecasting	Targeting	B	eExam
<input type="checkbox"/>	MCQ	The benefit of marketing segmentation is that it leads to more satisfying marketing _____	Performance	Results	Identification	Sales	B	eExam
<input type="checkbox"/>	MCQ	To deal with the marketing environment and make purchases, _____ engage in a decision process.	Customers	Buyers	Consumers	Manufacturers	C	eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	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
<input type="checkbox"/>	MCQpromotes a customer's information in political, social and economic affairs internationally	Environmental scanning	Environmental analysis	Environmental research	Environmental planning	A	eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	MCQ	Kotler classify marketing activities into _____ categories containing nine functions in all.	Five	Eight	Three	Six	C	eExam
<input type="checkbox"/>	MCQ	Monitoring environmental changes helps discover emerging opportunities such as growth _____ and unfilled market needs.	Markets	Development	Building	Business	A	eExam
<input type="checkbox"/>	MCQ	The process of gathering information on various aspects of the marketing environment is called environmental _____.	Scanning	Analysis	Research	Study	A	eExam
<input type="checkbox"/>	MCQ	_____ marketing planning in an organization leads to the preparation of an annual marketing plan	Techniques	Strategic	Methods	Structure	B	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	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
<input type="checkbox"/>	MCQ	_____ of production refers to the sourcing of goods and services from locations	Globalization	Outsourcing	Subcontracting	All of the above	A	eExam
<input type="checkbox"/>	MCQ	_____ can be described as the route through which goods and services pass through to the final consumers.	Channel	Strategies	Policy	Process	A	eExam
<input type="checkbox"/>	MCQ	_____ stated that a channel of distribution is the route taken by the title to the ultimate consumer.	Armstrong	Kotler	Stanton	Bush	C	eExam
<input type="checkbox"/>	MCQ	Channel of distribution can be grouped into _____ categories.	One	Three	Two	Four	D	eExam
<input type="checkbox"/>	MCQ	_____ defined a product as anything that can be offered to a market for attention.	Stanton	Peter	Bush	Armstrong	D	eExam
<input type="checkbox"/>	MCQ	There are _____ major methods used in marketing testing	Two	Four	Three	Six	A	eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	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	Audience measurement	Customer measurement	None of the above	B	eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	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
<input type="checkbox"/>	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

<input type="checkbox"/>								
<input type="checkbox"/>	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
<input type="checkbox"/>	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
<input type="checkbox"/>	MCQ	In sales forecasting, sales are calculated in _____	Units	Items	Entities	Elements	A	eExam
<input type="checkbox"/>	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 segmentation	B	eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	MCQ	The _____ is the difference between the largest and smallest observed value.	Value	Median	Variance	Standard deviation	A	eExam
<input type="checkbox"/>	MCQ	The mean, mode and median are measures of _____.	Central tendency	Variability	Dispersion	Spread	A	eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	MCQ	There are _____ types of averages.	Two	One	Four	Three	D	eExam
<input type="checkbox"/>	MCQ	Chronological is a classification in _____.	Market positioning	Strategy	Market research	Market segmentation	A	eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	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
<input type="checkbox"/>	MCQ	The marketing research process has _____ number of steps.	Six	Seven	Four	Five	D	eExam

<input type="checkbox"/>								
<input type="checkbox"/>	MCQ	"Closing the sale" is part of the _____ process.	Marketing	Selling	Trade	All of the above	B	eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	MCQ	The type of product is a major determinant in the _____	Product mix	Marketing mix	Promotion mix	Price mix	C	eExam
<input type="checkbox"/>	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
<input type="checkbox"/>	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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