

FBQ1: Marketing is a very exciting field which requires a great deal of _____ to be successful in it

Answer: Creativity

FBQ2: Knowledge about marketing decisions and processes will improve _____

Answer: competences

FBQ3: _____ is the business process by which products are matched with markets and through which transfer of ownership is effected.

Answer: Marketing

FBQ4: The most basic concept underlying marketing is that of _____

Answer: Human needs

FBQ5: They are desires for specific satisfaction of deeper needs _____

Answer: Human wants

FBQ6: When backed by purchasing power, wants become _____

Answer: demands

FBQ7: _____ is anything that can be offered to someone to satisfy a need or want

Answer: Product

FBQ8: Marketing takes place when people decide to satisfy needs and wants through _____

Answer: Exchange

FBQ9: _____ is a set of all actual and potential buyers of a product and service

Answer: Market

FBQ10: _____ is someone seeking a resource from someone else, and willing to offer something of value in exchange

Answer: Maker

FBQ11: In _____ era there was manufacturing of goods and services, but below the expected demands.

Answer: manufacturing

FBQ12: _____ wrote on monopolistic economy.

Answer: Professor Joe Robinson

FBQ13: _____ came up due to the failure of the marketing concept.

Answer: Consumerism

FBQ14: _____ states that marketing department is so complex that it can't be handled by a single individual.

Answer: Peter Drucker

FBQ15: Industrial goods can be grouped into three namely- materials and parts, _____, and supplies and services. ^

Answer: Capital items

FBQ16: _____ are goods bought by individuals and organisations for further processing or for use in conducting a business.

Answer: Industrial

FBQ17: _____ gives focus on the nature, evolution, and functions of particular institutions and various facilitating agencies. ^

Answer: The institutional approach

FBQ18: In new companies, managers are sometimes so busy they have no time for _____ ^

Answer: Planning

FBQ19: _____ is an approach which focuses on social contributions and costs created by various marketing activities and institutions. ^

Answer: The social approach

FBQ20: Those goods that buyers, normally, do not think of buying are called _____ ^

Answer: Unsought goods

FBQ21: _____ is a marketing concept which holds that no company can operate in every market and satisfy every need; nor can it do a good job within one broad market. ^

Answer: Market focus

FBQ22: Marketing executives do not have control over _____; but these variables can be influenced by business activities. ^

Answer: External variables

FBQ23: In recession period, consumers have less _____

Answer: Purchasing power

FBQ24: _____ is the statistical study of human population and its characteristics-in terms of distribution.

Answer: Demography

FBQ25: The suit business would hardly survive in northern Nigeria due to their _____ orientation.

Answer: Cultural

FBQ26: Marketing managers should not have a good working knowledge of the major laws protecting competition, consumers and society. TRUE OR FALSE?

Answer: FALSE

FBQ27: Consumers are interested in the _____ change, because they use it to

determine the value of the item bought

Answer: Price

FBQ28: _____ is usually the communication tool employed by marketers to inform people or the market about availability of products/services offered into the markets.

Answer: Promotion

FBQ29: _____ is a marketing function concerned with setting certain standards / levels to accomplish the produced goods.

Answer: Standardisation and grading

FBQ30: The fundamental service or benefit that the customer is really buying is called _____

Answer: Core benefits

FBQ31: _____ are standardised products and services, usually, of low unit values that consumers wish to buy immediately the needs arise and with little buying efforts.

Answer: Convenience Products

FBQ32: _____ are products that the buyers are willing to wait until the right ones are available before they buy them

Answer: Specialty

FBQ33: Clothing, household appliances, furniture are examples of _____ goods.

Answer: Shopping

FBQ34: Products like typewriters, hand tools, filing cabinets, air conditioners can be classified as _____

Answer: Equipment

FBQ35: _____ are used to aid the running and maintenance of equipment and for keeping the organisation and machines in proper shape.

Answer: Consumable and Operating Supplies

MCQ1: Marketing is a very exciting field which requires a great deal of _____ to be successful in business.

Answer: creativity

MCQ2: Marketing is a crucial human activity that is engaged in to satisfy economic needs and _____

Answer: wants

MCQ3: The following conditions, except _____ must subsist for marketing or exchange to take place.

Answer: There must be limited wants and abundant resources

MCQ4: People's wants become _____ when it is backed by purchasing power,

Answer: Demands

MCQ5: _____ is anything that can be offered to someone to satisfy a need or want

Answer: Product

MCQ6: _____ wrote an article on "why people must segment their markets and differentiate their products"

Answer: Wended Smith

MCQ7: _____ are not examples of consumer goods

Answer: Durable Goods

MCQ8: Laundry detergent is an example of _____ goods

Answer: Convenience

MCQ9: The key to customer retention is _____

Answer: Customer satisfaction

MCQ10: Satisfied customers do the following except _____

Answer: Purchase products from the other company

MCQ11: Sales people go beyond meeting the mere expectations of the customer; when they _____ a customer

Answer: Delight

MCQ12: A _____ company will track its customer satisfaction level, each period, and set improvement goals.

Answer: Customer-oriented

MCQ13: In non-profit and public organisations, the major goal is _____

Answer: Survival and attracting more funds

MCQ14: _____ concept holds that the organisation should determine the needs, wants, and interests of target markets.

Answer: Societal marketing

MCQ15: In period of _____ consumers have higher purchasing powers and are more willing to buy goods and services offered into the market.

Answer: Prosperity

MCQ16: Nations varies in natural endowments, for example some are rich in oil except _____

Answer: Kenya

MCQ17: The firm's market, suppliers and marketing intermediaries are classified as _____ variables.

Answer: Non-Controllable

MCQ18: _____ is often regarded as one of the companies offering which

can stimulate purchases

Answer: Price

MCQ19: _____ is not one of the intermediaries.

Answer: User

MCQ20: _____ is a management strategy used to inform and persuade the market regarding a company's products.

Answer: Promotion

MCQ21: Merchandising function is subdivided into _____

Answer: Standardisation, buying, assembling and Selling

MCQ22: The following are examples of auxiliary functions in marketing, except _____

Answer: Warehousing

MCQ23: _____ is not part of the Product planning and development.

Answer: Product standardisation

MCQ24: _____ is the key marketing mix variable around which all the other marketing mix variables revolve.

Answer: Product

MCQ25: Consumer is not just interested in the goods, but interested in what _____ he/she will get from the goods.

Answer: Benefits

MCQ26: In the case of a hotel, such things as a bed, table, chair, bathroom, and dresser are examples of the _____ products enjoyed by a guest in the hotel.

Answer: Basic

MCQ27: Products that exceeds customer's expectations are called _____ products

Answer: Augmented

MCQ28: In marketing when emphasis is on quality, price, fashion, style; the product can be classified as _____.

Answer: Shopping

MCQ29: Personal selling and after-sales service is, generally, more important for _____ Products.

Answer: Industrial

MCQ30: Most new, recently introduced products fall into the _____ products.

Answer: Unsought

MCQ31: Consumer products require elaborate _____

Answer: Channels of distribution

MCQ32: Industrial products are sold through _____

Answer: Fewer outlets and directly by the firm

MCQ33: Installations are major capital items that form the main assets of production for firms, they are _____ before they are purchased.

Answer: Very costly items that need major decisions

MCQ34: The demand for industrial goods is mostly _____

Answer: Inelastic

MCQ35: In Nigeria, most often, _____

Answer: Buyers are always more than sellers

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